



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved MADISON PUBLIC LIBRARY BOARD

Thursday, October 7, 2010

4:30 PM

Madison Public Library
201 W. Mifflin St., Rm. 201

1. CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:32 p.m.

- Present:** 5 -
Larry Palm; Allen A. Arntsen; Ann L. Falconer; David L. Wallner and
Theodore C. Widder, III
- Absent:** 1 -
Beth Moss
- Excused:** 3 -
Barbara J. Karlen; Tracy K. Kuczenski and Gregory Markle

Also Present: Sawyer, Dimick, Waidelich, Marx, Clausius, Froistad, Benno,
Gartler, Roughen

2. APPROVAL OF MINUTES

A motion was made by Palm, seconded by Falconer, to Approve the Minutes of
September 2, 2010. The motion passed by voice vote/other.

3. CORRESPONDENCE

[19873](#) National Alliance on Mental Illness Letter

The National Alliance on Mental Illness was appreciative of the library's efforts
and support for greater understanding of mental illness with its assistance in
helping launch Porchlight's Madison Cares Campaign, specifically selecting
the publication "The Soloist: A Lost Dream, an Unlikely Friendship, and the
Redemptive Power of Music" for the community to read.

[19988](#) Board President Letter to County Executive

Board President Tripp Widder urged the County Executive to fund the Dane
County Library Service at 100% for 2011. He has since received
communication from Ms. Falk stating she has included full funding for the
operating costs formula and capital costs formula as well as the bookmobile in
the 2011 county budget. She is also restoring to the 2010 level about \$24,000

for book purchases.

[19989](#)

Wisconsin Library Association Advocacy Messages

Wisconsin Library Association listed many ways to advocate for libraries.

4. PUBLIC COMMENT

Mary Koegel Fertel Rust - Requested the library consider removing "The Onion" publication from the library. It is offensive and repulsive to her.

5. BOARD INFORMATION EXCHANGE

There was none.

6. ACCEPTANCE OF DIRECTOR'S REPORT

[20115](#)

October 2010 Director's Report

A motion was made by Arntsen, seconded by Wallner, to Accept the Library Director's October 2011 Report . The motion passed by voice vote/other.

7. NEW NORTHEAST BRANCH SITING DISCUSSION

ROLL CALL

Ms. Moss arrived at 4:40 p.m.

Present: 6 -

Larry Palm; Beth Moss; Allen A. Arntsen; Ann L. Falconer; David L. Wallner and Theodore C. Widder, III

Excused: 3 -

Barbara J. Karlen; Tracy K. Kuczenski and Gregory Markle

[20116](#)

MPL Criteria for New Branch Development

The library's approved criteria for new branch development was available to refer to in discussing the possible site for a new northeast branch library.

[20118](#)

Site Information for a Possible New Northeast Branch Library

Ald. Joe Clausius is working hard to find a site for a new northeast side branch library for his constituents in the underserved area along the corridor between Hwy. 51 and the interstate. The population in this area is between 15,000 and 25,000. There is \$750,000 in the capital budget for 2012 to purchase a site. He has found a site at 1760 Eagen Rd. that he initially thought might work. He has since gotten cold fee about this site. It is available for rent only; the owner is not interested in selling and it is not highly visible and therefore, does not meet the library's criteria.

There was discussion about where a new branch should be sited. The East Towne area is a logical location as it's a main destination. There is sufficient population in the East Towne area for a new branch, but it's broken into several pockets along both sides of East Washington Ave. The East Towne area would be central to four areas but not adjacent to any. There is also a sufficiently large projected population east of the interstate that may require a branch library sometime in the future. Should land be purchased and banked for future long-term development? With development at a standstill, this could be a long way out.

There was consensus that City Real Estate should begin to look for a vacant land or an existing building of 15,000 sq. ft. meeting the library's criteria in the East Towne area. Mr. Marx indicated he can look for sites but reminded the Board there is no money in the budget until 2012. If something was found it might be possible to get a budget amendment.

8. ACCEPTANCE OF FINANCIAL REPORT

[20111](#)

Financial Statements for August 2010

A motion was made by Arntsen, seconded by Palm, to Approve the August 2010 Financial Statement. The motion passed by voice vote/other.

It was noted that the mayor has restored the library's 2011 operating budget monies for books, but not a vacant position. Staff is pleased and can work with this.

9. APPROVE RESOLUTION TO AUTHORIZE RETAINING LEGAL SERVICES FOR NEW MARKET TAX CREDITS

[19908](#)

A Resolution Authorizing the City to Retain the Law Firm of Quarles & Brady, LLP to Provide Legal Services in Securing and Structuring New Market Tax Credits Financing for the Proposed New Central Library.

Approval is required by the Library Board to authorize the City to retain the Law Firm of Quarles & Brady, LLP for legal services for New Market Tax Credits financing of the proposed new Central Library. This is a very important component of the financing for this project. The reason to retain outside advisors is to help us determine what is doable in the New Market Tax Credit world.

A motion was made by Arntsen, seconded by Palm, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

10. FACILITIES REPORT

South Madison: The move to the new branch is underway. Books are on the shelves and the computers are in. It's 90% ready to go. We are planning for a soft opening on Monday, Oct. 11. The grand opening date is yet to be determined.

Central: The third public hearing is scheduled for October 14. A joint meeting of the Library Board, Board of Public Works and Urban Design Commission and the architects is scheduled for October 27 at 5:00. The final schematic design will be presented to the public on December 7 rather than November 4 as previously announced. Staff and the Board are pleased to see how quickly the architects have been able to incorporate ideas from the public meetings within the budget.

Negotiations are still underway for rental space during the construction process at AT&T. We are looking at 6000 sq. ft. for a public area on the first floor and two more floors for staff and the collection.

11. FRIENDS REPORT

The Central Friends are putting together ideas about what to do with their operations during the time the new library is under construction.

12. FOUNDATION REPORT

The Foundation is in the process of interviewing for the Executive Director position.

McDonald Schaefer, the professional fund raising firm that was selected to assist in the Central campaign is in the midst of a campaign plan study to identify potential donors and verify what will be a feasible range to raise.

13. SOUTH CENTRAL LIBRARY SYSTEM REPORT

[20017](#)

SCLS Board Report - September 2010

The South Central Library System has hired a new director, Martha Van Pelt, former library director in Walla Walla, Washington.

14. DANE COUNTY LIBRARY SERVICE REPORT

There was no report.

15. ADJOURNMENT

A motion was made by Wallner, seconded by Palm, to Adjourn at 5:28 p.m.
The motion passed by voice vote/other.