



# City of Madison

City of Madison  
Madison, WI 53703  
[www.cityofmadison.com](http://www.cityofmadison.com)

## Meeting Minutes - Approved MADISON PUBLIC LIBRARY BOARD

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Thursday, May 3, 2012

4:30 PM

Senior Center  
Rm. 1, 330 W. Mifflin St.

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### ALL ITEMS ARE REPORTED IN AGENDA NUMBER ORDER

#### CALL TO ORDER / ROLL CALL

Tripp Widder called the meeting to order at 4:30 pm.

Beth Moss arrived at 4:35 pm. Tracy Kuczenski arrived at 4:45 pm.

Present: 8 -

Larry Palm; Beth Moss; Barbara J. Karlen; Tracy K. Kuczenski; David L. Wallner; Ann L. Falconer; Theodore C. Widder, III and Gregory Markle

Also present: Susan Lee, Tana Elias, Jenni Collins, Mark Benno, Carol Froistad, Mary Burton, Alice Oakey, Ching Wong, Josh Morrill, Brian Munson, Jeff Rosenberg, Cricket Redman.

#### APPROVAL OF MINUTES

Falconer moved approval of April minutes, Markle seconded. Approved unanimously.

#### PUBLIC COMMENT

There was none.

#### DISCLOSURES AND RECUSALS

No disclosures or recusals.

#### BOARD INFORMATION EXCHANGE

Tripp Widder announced that Sheri Carter has been appointed as a new board member. She will start next month.

#### ACCEPTANCE OF DIRECTOR'S REPORT

[26213](#)

May 2012 Library Director's Report

A motion was made by Falconer, seconded by Markle, to Approve. The motion passed by voice vote/other.

**STRATEGIC PLANNING UPDATE - JOSH MORRILL OF MORRILL SOLUTIONS  
RESEARCH WITH ALICE Oakey AND TANA ELIAS**

Tana Elias gave an update on the work being done by the Strategic Planning Steering Group. The group consists of library management and staff. The group has gathered data from surveys of library customers to include where MPL customers are coming from and why they are using the library. Data studies also included the age, gender and frequency of visits by customers. Josh Morrill gave a PowerPoint presentation regarding the future of the library and uncertainties that arose from survey responses. Alice Oakey advised that the next steps of the steering group are prioritized to update the vision and mission statement of the library, mapping core services based on community needs, adapting staffing and organizational structure to address changing roles of libraries and to develop diverse funding strategies.

**REBRANDING UPDATE - CRICKET REDMAN OF CRICKET DESIGN WORKS**

Cricket Redman presented the new MPL logo to the Board and explained the branding process in detail. The new logo is designed to show abundance, variety, serendipity and that the library is a collection of things as well as a destination. Alice Oakey advised the new logo is well liked by staff. The Board discussed the logo and gave feedback. Tana Elias commented that many libraries use just books in their logo and that this is distinctive.

**APPROVAL OF MARCH 2012 FINANCIAL STATEMENTS**

[26214](#)

March 2012 Financial Statements

A motion was made by Wallner, seconded by Falconer, to Approve. The motion passed by voice vote/other.

**REFERRAL FROM COMMON COUNCIL**

[25770](#)

Authorizing the Mayor and City Clerk to execute a First Amendment to Definitive Agreement regarding the future branch public library at Grandview Commons

A motion was made by Markle, seconded by Kuczenski, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by voice vote/other.

Brian Munson of Van Der Wahl and Associates along with Jeff Rosenberg of Veridian Homes spoke to the board. The grocery store at Grandview Commons received unanimous approval at the planning commission and super majority approval by the Common Council. It will be a 58,000 square foot Copps. This will be a high platform store based on their Mequon store and will employ approximately 250 people. The planned opening date is the spring of 2014. This extends by one year the city's obligation to build the library. The library will not pay charges for parking although the library will have authority to designate sixteen spots for library only parking.

**REPORT OF PERSONNEL COMMITTEE REGARDING STATUS OF LIBRARY  
DIRECTOR SEARCH INCLUDING DISCUSSION OF SCOPE OF QUESTIONS FOR  
CANDIDATE INTERVIEWS**

Palm gave an update on the hiring status of the new library director. There are six confirmed panel members who will be reviewing and grading the supplemental questionnaires that were part of the application process. This panel consists of: Deb Simon-City Finance Dept., Julie Chase-Dane County Library Service, Martha Van Pelt-South Central Library System, Lynn Stainbrook-Brown County Library System and Steff Morrill-WI Library Services. The panel is scheduled to meet the week of May 14th and narrow the search down to 3-5 candidates. These finalists will attend a meet and greet event scheduled for Wednesday, May 30th during which they will also be asked to do a short presentation. The location and time are to be determined. Formal interviews conducted by the library board are scheduled for Thursday, May 31st. Falconer advised that she is meeting with Mike Lipski in Human Resources to establish interview questions and benchmarks. Widder said he is comfortable with having Falconer and Lipski determine the questions for board members to ask during the interview.

**UPDATE ON CENTRAL LIBRARY**

Mark Benno reported that asbestos abatement is finished and that the project is on schedule. The biggest issue currently is that the old columns in the building need an additional \$80,000 worth of work. A change order has been done.

**FACILITIES REPORT**

Mark Benno reported that Sequoya Commons has sold their twenty-third condo unit and has passed 50% private ownership.

**FRIENDS REPORT**

Falconer advised that the Book Club Cafe on May 10th has sold out and there is a volunteer thank you event scheduled for next month.

#### FOUNDATION REPORT

Jenni Collins advised that she is spending a lot of time on the capital campaign and it is close to six million dollars. There are sixteen months left to complete fundraising efforts. The campaign will go public in September 2012 and will use direct mail, press coverage and presentations to rotary clubs and other civic groups. The Foundation has the following events planned: A Donor Thank You Party on May 4th, Lunch for Libraries on July 12th, and Beer & Chocolate on October 11th. The Lunch for Libraries is already sold out and she anticipates the Beer & Chocolate event to sell out also. The joint annual report between the MPL and the Foundation is underway. It should be completed in the next 30-45 days. The Foundation will review library grant requests in June. There is \$ 45,000 budgeted in unrestricted grants. Collins said that the Foundation will also be working on the launch of the MPL brand. Widder commented that the Foundation has a lot of excitement and enthusiasm. Wallner added that the Madison Parks System is moving towards the model of the MPL Foundation.

#### SOUTH CENTRAL LIBRARY REPORT

Moss reported that she has been unable to attend meetings due to a scheduling conflict and would like to step down from being the representative. Markle suggested perhaps the MPL representative should be a staff member and that the position may be better served this way. Lee will research and report back next month.

#### DANE COUNTY LIBRARY SERVICE REPORT

There was none.

#### ADJOURNMENT

A motion was made by Wallner, seconded by Markle to adjourn at 6:30 pm. The motion passed by voice vote/other.