

LIBRARY BOARD
January 26, 2022

LIB20220126-1
UNAPPROVED

A regular meeting of the Library Board, City of Cedarburg, Wisconsin was held Wednesday, January 26, 2022 via Zoom.

The meeting was called to order by President DeWayna Cherrington at 6:42 p.m.

Roll Call: Present – Council Member Sherry Bublitz, Meghan Wielebski, Joycelyn Russo, Michael Maher, Lorraine LeSage, DeWayna Cherrington, Kassandra Bartelme

Also Present - Library Director Linda Pierschalla

STATEMENT OF PUBLIC NOTICE

President DeWayna Cherrington acknowledged that the agenda for this meeting was distributed and posted in compliance with the Wisconsin Open Meetings law.

COMMENTS AND SUGGESTIONS FROM CITIZENS - None

APPROVAL OF MINUTES

Motion made by Council Member Bublitz to approve the minutes for the December 1, 2021 meeting. Motion was seconded by Mike Maher and carried without a negative vote.

The October 27, 2021 minutes were not available for approval.

APPROVAL OF BILLS AND FINANCIAL STATEMENTS

As of when it was printed, 88% of the budget has been spent. There are still some expenses that need to come out. Director Pierschalla does not expect to be over budget with said expenses.

The City's new accounting software is still a learning experience for everyone involved. Currently, there is approximately \$16,000 in donations that are not earmarked for specific funds.

Motion made by Mike Maher to approve the Bills and Financial Statements. Motion was seconded by Kassandra Bartelme and carried without a negative vote.

REPORTS

Director's Report

There is a new hire, Shelby Zwintscher at the adult information desk. She has a degree in Creative Writing from UWM and has done extensive social media work for summer camps. She is an excellent writer and will be working on marketing assignments. She grew up in Cedarburg and is a Cedarburg High School graduate.

Strategic Plan update:

Goal 1: Improve Marketing and Communications

Over the past year, the library has learned many new ideas and having Shelby Zwintscher on board will only strengthen these prospects.

Director Pierschalla is planning to have additional articles about the library printed in the *News Graphic*, with Lisa Curtis back as editor. Director Pierschalla will continue to work with marketing and communications.

Goal 2: Impact library's Resources

Library of Things has become very popular. People have come in just to get library cards because they had learned of the Library of Things.

The Winter Reading program has been a great connection with the schools. Thank you to Lorraine LeSage for helping to make those connections.

The annual brochure will be mailed again. The Library is hoping to have a community connector by sending a mailing out twice a year instead of once a year.

The Library is having a staff meeting on January 27 for the Maker's Lab.

Some high school students have been meeting in the Community Room when it was empty. After the Library staff spoke with them, they found out they are an Ocean Activist group focusing on Ecology. They met today and are now on the event calendar welcoming new members to join them. It was organically put together and the students wanted it to be student led.

The new self-check stations will be arriving in March.

Director Pierschalla is submitting a request for ARPA Funds for Chromebooks for check out and in the Tinker Lab. Also, checking out a Chromebook to use at home instead of using a computer at the library. In addition, there is a need for people that do not have computer access at home for virtual appointments with their doctors, applying for jobs, or applying for free Covid tests from the CDC to have computer access through the Library.

Cedarburg Friends of the Library were very successful this year. They tried new fundraising techniques. The paper shredding fundraising was a huge success. They made \$5,500 at the first shredding and over \$2,000 at the second shredding. Along with book sales and Dine-outs they raised quite a bit this year.

There will be a Friends of the Library budget meeting in February. Director Pierschalla has put together a list of requests totaling \$35,000, of which \$10,000 is for books.

The Friends of the Library will hold their Winter Book Sale on Feb 14 - 19, 2022.

Director Pierschalla applied for and earned a \$500 grant to help offset the cost of the library conference she will be attending at the end of March in Portland.

Director Pierschalla asked for a Cedarburg/Grafton Rotary Club \$500 donation for the purchase of books. Both the Cedarburg and Grafton Library will receive \$500 for children's literature with the theme of good citizenship.

The Library is planning to create a story walk for the new Rotary Club All Children's Park to be constructed later this year in Cedarburg.

The Winter Reading Challenge is going very well. The grand prize for the adult and children's groups are snowshoes.

Library visits are up 15,000 more than last year. Digital and electronic use is up quite a bit as well.

The Library is looking at Harrigan Development Services to complete processing books in place of having Baker & Taylor process them, which will help with the speed of material delivery.

School Report

Lorraine LeSage also reported waiting quite a while for books and materials to arrive, due to turn over and delays in shipping.

Lorraine LeSage had a demonstration of a new library management program which is very visual and appealing for the users. It has many more automated features. The annual cost will be \$3,000 less than the current management program. She is hoping to move forward with its use.

The Makers' Spaces in each school are being utilized by students. High tech and low tech activities are occurring. Fifth graders made engraved bookmarks which was quite exciting for the students and teachers.

UNFINISHED BUSINESS

Update on Website Redesign

Director Pierschalla gave the Board a tour of the almost completed new library website. "Wonder With Us" is the new catch phrase. It has a wonderful use of space, color, and links. Ease of use will be fantastic for all involved.

Council Member Bublitz suggested including *The New York Times* book suggestions as a resource.

DeWayna Cherrington suggested an area on the website for people that may be interested in becoming Board members.

Council Member Bublitz suggested having individual photos for the Library Board section. It is easier for change and would not be obsolete, as a photo of all members together would be. Board members will share individual photos with Director Pierschalla.

Mike Maher asked if Byte, the website creators, are creating the site to work on different devices as well as it works on a PC or laptop. Director Pierschalla assured the Board that they are working on that now.

ADJOURNMENT

Motion made by Council Member Bublitz, seconded by Joycelyn Russo, to adjourn the meeting at 8:07 p.m. Motion carried without a negative vote.

Meghan Wielebski
Secretary

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