WISCONSIN VALLEY LIBRARY SERVICE
Board of Trustees Meeting
March 21, 2015
WVLS Office – MCPL lower level
Wausau, Wisconsin

NOTE: These minutes are to be regarded as the unofficial record of the meeting until the Board of Trustees has approved them. The next Board meeting is May 16, 2015.

President Tom Bobrofsky called the meeting to order at 9:30 AM.

Roll call was taken by Wendt and a quorum was declared.

Present

Tom Bobrofsky, President
Douglas Lay, Vice-President
Michael Otten, Treasurer
Tyson Cain, member
Eileen Grunseth, member
Peg Jopek, member
Paul Knuth, member
Beth Martin, member
Louise Olszewski, member
Pat Pechura, member
Katie Rosenberg, member
Marilyn Sauer, member
Alice Sturzl, member

Excused
Jim Backus, member
Elaine Younger, member

Others Present

Marla Sepnafski, WVLS Director
Inese Christman, WVLS Assistant Director
Kris Adams Wendt, WVLS Consultant
Susie Hafemeister, WVLS staff
Chris Heitman, WVLS staff
Augo Hildebrand, WVLS staff

Bobrofsky welcomed Katie **Rosenberg**, a member of the Marathon Co. Public Library Board, who will serve as the resource library liaison to the WVLS Board, noting that she was attending as a non-voting member pending Marathon Co. Board confirmation of her appointment. She replaces Audrey Ascher, who resigned from the WVLS Board.

CONSENT AGENDA ITEMS: (Exhibits 1a and 1b)
Lay/Kunth motion to adopt the agenda order. All aye. Motion carried
Lay/Olszewski motion to approve January 17, 2015 meeting minutes. All aye. Motion carried.
Otten/Sturzl motion to approve February 10, 2015 Executive Committee meeting minutes. All aye. Motion carried.

FINANCIAL REPORTS AND CURRENT BILLS: (Exhibits 2-7)
Lay/Jopek motion to accept and approve the financial reports and current bills as presented. All aye. Motion carried.

REPORTS:

RESOURCE LIBRARY: (Exhibit 8) Members were directed to the MCPL Board minutes and director's report included among their meeting documents with Rosenberg available for questions.

WLTF: Lay and **Sturzl** reported that the WLTF Board met by phone on February 28. The Board is continuing to seek representatives from all systems and are seeking more information about library friends/foundation groups in order to invite greater participation.

COLAND: (Exhibits 9, 9A, 9B, 9C) **Lay** reported COLAND met via phone on March 13 and reviewed the COLAND documents included in the board packets regarding the Strategic Vision for Library Systems in the 21st Century work group report, future of system services roadmap (written by a member of the LEAN work group following a joint meeting) and March 12 update to COLAND members regarding strategic inquiries to determine funding models for project management going forward. The COLAND work group met with Superintendent Evers in February will hold a joint meeting sometime in mid-April with the LEAN study group. A COLAND report was made to SRLAAW on February 16. Sepnafski expressed appreciation that COLAND is making every attempt to make the process as transparent as possible.

WVLS DIRECTOR (including WVLS Staff Report): (Exhibit10) **Sepnafski** reported the following: All public library reports were submitted to DLT shortly after the March 1st deadline. No issues of noncompliance were indicated on the reports and all member libraries indicated that WVLS provided effective leadership in 2014. Christman followed up with three Clark County libraries that indicated additional training on Sierra reports was needed.

A $27,700 LSTA Technology Block Grant was awarded to WVLS in 2015 to develop mobile creative/maker space kits; facilitate and enhance digital content projects; and continue network security and bandwidth capacity upgrades.

DPI/DLT announced that it will provide financial and material resources to support collaborative multisystem continuing education youth and special services projects in one of four areas: school-age literacy (ages 4-11), teen library services (age 12-18), outreach efforts (all ages) and/or serving special populations (all ages). $5,000 will be offered during the 2015 pilot year for a maximum of three multisystem projects, based on project proposals and size of population served. Each project must include an in-person continuing education event and support for individual member library efforts. WVLS and NFLS are pursuing a collaborative project addressing rural poverty in partnership with the UW-Extension Poverty Awareness for Community Engagement (PACE) program. Grant applications are due April 30.

A WVLS Team is one of six teams selected to participate in the 2015 ILEAD – Wisconsin Program. During 2015 the Wisconsin Department of Public Instruction (DPI), Division for Libraries and Technology (DLT) is partnering with many state library agencies to implement ILEAD USA, a nationwide leadership immersion program utilizing web technologies. The ILEAD – Wisconsin program will expand library staff members' leadership skills and their ability to use participatory technology to address and identified community. The WVLS Team's project "Enrich the Future, Tap Into the Past" will focus on the creation of a digitization process that can be adopted by K-12 school, academic, and public libraries in the WVLS area. Members of the WVLS Team include: Emily Pfotenhauer (WiLS; Madison), Don Litzer (T.B. Scott Library; Merrill), Inese Christman (WVLS), Sue Engel (Horace Mann Middle School IMC; Wausau), and Todd Mountjoy (Richard J. Brown Library, Nicolet Area Technical College; Rhinelander). Team mentor is Jean Anderson from the South Central Library System, Madison.

WVLS and several other systems co-sponsored the 2015 Wild Wisconsin Winter Web Conference held on January 21-22, 2015. Slides and videos of the ten one-hour sessions may be found at http://www.wildwiscwinterweb.com/recordings-slides-hand-outs.html

Following on the heels of the successful September 2014 "Marketing & Merchandizing" workshop, WVLS partnered with the OWLS and Winnefox systems to bring featured speaker Peggy Barber back for another round of workshops. Unfortunately, the March 4, 2015 morning workshop "Care and Feeding for Your Community Partnerships" with Brian Kopetsky (Assistant Director of the McMillan Memorial Library, Wisconsin Rapids) and the afternoon workshop "Word of Mouth Marketing 2" had to be cancelled. Neither the WVLS program on March 4 nor the combined Winnefox/OWLS program on March 5 reached the necessary registration threshold of 10 to bring Peggy Barber back to Wisconsin for a Part 2.

The 28th annual Children's Book Fest was held in Rhinelander on March 10-11 featuring presenters and a display of award winning books provided by the Cooperative Children's Book Center (CCBC). Children's Book Fest pioneered similar events now held throughout the state. School and public librarians, reading specialists, teachers and parents attending both the evening and day programs were no less enthusiastic about the opportunity. The annual WVLS Grassroots Gathering on the afternoon of March 11 following Children's Book Fest brought together six school librarians and seven public youth librarians in a collaborative exchange of shared issues and ideas. A summary of that discussion (attached as Exhibit 10-a) was forwarded to DPI.

Two 4-hour training sessions on RDA/Z39.50 were held on March 18 and 19. Member library staffs who wanted to either begin or continue to use Z39.50 for cataloging were required to attend. The two training opportunities drew 30 attendees. Those unable to attend may review a recording of the training on the WVLS website.

Northern Wisconsin Technology Days, a collaborative project of WVLS, Northern Waters Library System (NWLS) and Indianhead Federated Library System (IFLS) to provide a full day, multi-session technology workshop across each system over the course of three days, is slated for Tuesday, April 21-Thursday, April 23. See Exhibit 10-b and the workshop NWTD registration website (bit.ly/NWTD_2015) for more information.

In 2015, the Youth Services Section (YSS) of the Wisconsin Library Association (WLA) launched YSS Powerhouse Presents, a webinar series that allows YSS members to reach out and provide some terrific ideas and content to people across the state, some of whom find it harder to get away for conferences and workshops. Session topics include Teen Programs, School Age Programs, building Partnerships and Collaboration, and Collection Connections, each with a panel of smart YSS members and hosted by various systems. WVLS will host "Collection Connection" on September 22.

WVLS Database Administrator **Ben Krombholz** announced his resignation from WVLS to return to work at Marathon County Public Library. He has been a great employee and will be missed but his expertise is just across the hall. His last day in the office is Friday, April 10. Ben did great work during his six-month tenure with us and we are so sorry to see him go.

Krombholz was slated to attend the Innovative User Group conference in Minneapolis with Christman and two others representing V-Cat. Expense money was set aside in the WVLS budget. Sepnafski asked for the board's approval to reallocate those funds toward travel costs for the representative from Merrill, who was planning on attending at her own expense and has devoted countless volunteer hours to V-Cat over the years.

Sauer/Otten motion to cover the expenses of the Merrill delegate from V-Cat to the Innovative User Group conference with funds originally set aside for an additional WVLS staff member. All aye. Motion carried.

Hildebrand outlined registration and lodging information for attendance at the WAPL Conference in Wisconsin Rapids on May 6-8.

Outagamie Waupaca Library System **Walter Burkhalter** resigned from his position in late 2014, and OWLS Library Automation Manager Gerri Moeller was reassigned as Interim Director.

Advocacy and Legislation: (Exhibits 10a – 10c) **Wendt** reported that Library Legislative Day attendance on February 17 was a record-setting 205, of which 18 represented WVLS counties, including five WVLS Trustees (Bobrofsky, Olszewski, Lay, Cain and Otten), four WVLS member library directors (Mary Dunn, Virginia Woods Roberts, Ann LaRoche and Ralph Illick), a member of the Rhinelander District Library Foundation board (Bob Kinney), four WVLS staff members (Sepnafski, Wendt, Klingbeil and Heitman) and four associated family members. Twelve legislators were visited. Photos from Legislative Day and the three listening sessions held in the 12th Senate District in January are posted to *Digital Lites* http://wvls.org/digital-lites/wvls-legislative-advocacy The Board members who attended Legislative Day shared their impressions with the group.

Joint Finance Committee hearings have been scheduled in Brillion, Milwaukee, Rice Lake (the closest one to WVLS area) and Reedsburg. **Wendt** will be attending the one in Rice Lake. The WLA legislative committee has a subcommittee working with interested legislators regarding changes to s. 43.30 to clearly enable the release of patron records to third parties such as collection agencies or law enforcement for the purpose of assisting in the return of items and collection of amounts due to the library.

Wendt distributed an updated WLA 2015-17 State Budget Priorities (Exhibit 10c), The Return of Library Materials (Exhibit 10d), Wisconsin State Budget Process flow chart (Exhibit 10e), and Wisconsin Legislator Briefing Book 2015-16 Chapter 4 Budget Process (Exhibit 10f).

V-CAT COUNCIL: (Exhibit 11) The next V-Cat will meet next on April 2.

V-CAT STEERING COMMITTEE: (Exhibit 12) **Sturzl** reported on two meetings, in February and earlier in March and referenced documents included in the Board packets. The V-Cat budget does not include two items which would have necessitated a significant increase in member shares; $44,500 in staff salaries and $106,000 in delivery costs. Recommendations regarding the V-Cat budget and proposed discovery layer will be considered by the V-Cat Council and either returned directly to the Board without changes for final approval on May 16 or sent back to the Steering Committee with any concerns on April 7. For the benefit of new member Rosenberg, Sturzl explained the committee is made up of three WVLS Board members, four library directors and a MCPL resource library representative.

2014 WVLS ANNUAL REPORT – retroactive approval: (Exhibit 13):

The WVLS 2014 Annual Report was submitted to DPI/DLT by the March 2 deadline.

Sturzl/Olszewski motion to accept the 2014 WVLS Annual Report with attached financial summaries and Staff Report (goals and activities). All aye. Motion carried.

WVLS BY-LAWS – draft: (Exhibit 14)

The WVLS By-Laws were reviewed by the Board's Executive Committee.

Grunseth/Pechura motion to approve suggested changes as presented. All aye. Motion carried.

WVLS BOARD OF TRUSTEES BY-LAWS – draft: (Exhibit 15)

The WVLS Board of Trustees By-Laws document was reviewed by the Board's Executive Committee.

Grunseth/Martin motion to approve suggested changes as presented. All aye. Motion carried.

WVLS CONSTITUTION – draft: (Exhibit 16)

The WVLS Constitution was reviewed by the Board's Executive Committee.

Olszewski/Knuth motion to approve the suggested changes as presented. All aye. Motion carried.

Grunseth thanked Sturzl for her guidance and preparation work on all the documents.

WVLS CONFLICT OF INTERET POLICY/DISCLOSURE FORM – draft: (Exhibit 17)

Sepnafski introduced a revised WVLS Conflict of Interest and Disclosure Form reflecting discussion from the January meeting and February Executive Committee.

Pechura/Sturzl motion to approve the WVLS Conflict of Interest and Disclosure Form. All aye. Motion carried.

The forms were signed following the vote of approval and will be revisited annually in January.

WVLS IT SERVICES BUDGETING GUIDE for 2016: (Exhibits 18a and 18b)

Heitman presented the WVLS IT Services Budgeting Guide for 2016 for discussion. The draft will be shared with the Library Advisory Committee on April 9 and returned to the Board for final approval in May.

2015-2016 V-CAT STRATEGIC PLAN – draft: (Exhibit 19)

Christman presented the draft V-Cat Strategic Plan which will be reviewed by the V-Cat Council at its April 2 meeting and returned to the Board by the V-Cat Steering Committee for final approval in May.

2016 V-Cat BUDGET – draft: (Exhibit 20)

Christman presented the draft 2016 V-Cat budget which will be shared with the V-Cat Council at its April 2 meeting and returned to the Board by the V-Cat Steering Committee for final approval in May.

ARSL SCHOLARSHIP APPLICATION – draft: (Exhibit 21)

Hafemeister presented the draft guidelines, requirements and application form for a full WVLS scholarship to attend the 2015 Association of Rural and Small Libraries (ARSL) Conference September 30-October 1-3 in Little Rock, Arkansas. Eligible applicants must have least one year experience as a public library director or library branch manager a small or rural library or library branch serving 10,000 or fewer population in the WVLS area. Preference will be given to applicants who have not previously attended an ARSL conference and a written report is required. Applications are due by July 15.

Lay/Sturzl motion to approve the WVLS 2015 ARSL Conference Scholarship guidelines and application. All aye. Motion carried.

PROPOSAL FOR ADDING MEMBER LIBRARY COLLECTIONS TO RECOLLECTION WISCONSIN: (Exhibit 22)

Christman presented the WVLS Digitization Program Proposal. WVLS would like to offer member libraries the opportunity to share their digitized collections with Recollection Wisconsin and the Digital Public Library of America. There is considerable interest among member libraries in digitizing historic newspaper collections.

Otten/Sturzl motion to support pursuit of the Recollection Wisconsin and WVLS Digitization Proposal. All aye. Motion carried.

WVLS MENTORSHIP PROGRAM PROPOSAL – draft: (Exhibit 23)

Sepnafski presented the 2015 Mentorship Program Proposal guidelines for new WVLS public library directors. Initially this mentorship program will be specific to V-Cat/Sierra services and available for one year to new directors who use Sierra to perform routine administrative functions. The mentoring will supplement V-Cat training and support provided by WVLS staff and will not replace new director orientation. Board members were asked to consider the proposal and return to the May meeting prepared to share additional thoughts prior to consideration of final approval. **Knuth** asked if a similar "trustee mentoring" opportunity would be appreciated and **Cain** suggested that a "talent disclosure form" to identify key directors and talents might be useful.

CONCERNS, COMMENTS AND ANNOUNCEMENTS FROM AREA LIBRARY PERSONNEL AND TRUSTEES:

Wendt announced that Anne LaRoche, director of the Frances L. Simek Memorial Library (Medford) was the recipient of the WVLS scholarship to attend Library Legislative Day for the first time. **Olszewski** gave a Clark Co. update including the Granton Community Library year-long reading challenge, Neillsville's re-carpeting project, school partnership activities in Thorp, Colby's "capes for courage" project and Child Development Day in Withee. **Bobrofsky** will substitute for **Sauer** as Board representative to the Library Advisory Committee on April 9.

WESSLER SCHOLARSHIP APPLICATIONS:

No new applications have been received.

REQUEST FOR FUTURE AGENDA ITEMS: Final approval of all the "draft" items mentioned above.

ADJOURNMENT:

Lay/Knuth motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:55 AM.

Respectfully submitted,

Kris Adams Wendt, Meeting Recorder