

LIBRARY BOARD

Monday, May 3, 2021

4:00 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/84469102349>

Or by Telephone: +1 (312) 626-6799
Webinar ID: 844 6910 2349

1. CALL TO ORDER
2. PUBLIC APPEARANCES AND COMMUNICATION
 - a. This is an opportunity for members of the public to address the Library Board. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the board may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the board for their consideration. Members of the public who are present in person and wish to address the board should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to hcox@mcfarlandlibrary.org to be included as part of the meeting.
3. ACTION ITEMS
 - a. Approval of the draft minutes of the April 5, 2021 Library Board meeting.
 - b. Approval of the April 2021 general fund bills and gift fund bills
4. INFORMATION ITEMS
 - a. 2021 Budget Update
 - b. Gift Fund
 - c. Director's report
 - d. Monthly statistical report
5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- a. Special Library Card Purchase
- b. World Trade Press Databases
- c. Koios Contract

6. ADJOURNMENT

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, May 3, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: This is an opportunity for members of the public to address the Library Board. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the board may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the board for their consideration. Members of the public who are present in person and wish to address the board should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to hcox@mcfarlandlibrary.org to be included as part of the meeting.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None

McFarland
SUMMARY SHEET

MEETING DATE: Monday, May 3, 2021

SECTION: Approval of Minutes

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Approval of the draft minutes of the April 5, 2021 Library Board meeting.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Library Board Minutes April 2021

VILLAGE OF MCFARLAND
Library Board Minutes
Monday, April 5, 2021 - 4:00 PM

1. CALL TO ORDER

Peter Sobol called the Library Board to order at 4:00 pm in the the McFarland Municipal Center Community Room.

Members present: Karin Mandli, Evan Richards, Peter Sobol, Ken Machtan, Michael Flaherty, Staci Fritz, Mona Nelson

Members not present:

Staff Present: Heidi Cox, Library Director

2. PUBLIC APPEARANCES AND COMMUNICATION

- a. *This is an opportunity for members of the public to address the Library Board. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the board may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the board for their consideration. Members of the public who are present in person and wish to address the board should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to hcox@mcfarlandlibrary.org to be included as part of the meeting.*

3. ACTION ITEMS

- a. *Approval of the draft Minutes of the March 1, 2021 Library Board meeting.*
Motion by Member Evan Richards, second by Village Trustee Michael Flaherty, to approve the draft Minutes of the March 1, 2021 Library Board meeting. Motion carries 7 - 0 - 0 by acclamation.
- b. *Approval of the March 2021 general fund bills and gift fund bills.*
Motion by Member Ken Machtan, second by Member Staci Fritz, to approve the March 2021 general fund bills and gift fund bills. Motion carries 7 - 0 - 0 by acclamation.

4. INFORMATION ITEMS

- a. *2021 Budget Update*
- b. *Director's Report*
- c. *Monthly Statistical Report*

5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

a. Adjacent county payments

Motion by Member Ken Machtan, second by Member Mona Nelson, to approve having the South Central Library System bill adjacent counties on the library's behalf. Motion carries 7 - 0 - 0 by acclamation.

b. Library Reopening Plan

There was discussion on the steps the library was taking to keep both the public and the staff safe upon reopening. The steps include: removing lounge furniture, reminding patrons to wear masks and social distance, staff training on the new technology that has been implemented while we were closed.

c. Staff training Day April 23, 2021

Motion by Member Ken Machtan, second by Member Staci Fritz, to approve closing the library on April 26, 2021 for staff training. Motion carries 7 - 0 - 0 by acclamation.

d. Review of Curbside Delivery Survey

e. Service Animals Policy

Motion by Member Evan Richards, second by Member Mona Nelson, to approve changes to the Service Animals Policy Motion carries 7 - 0 - 0 by acclamation.

f. Volunteer Policy

Motion by Member Evan Richards, second by Member Staci Fritz, to approve changes to the Volunteer Policy Motion carries 7 - 0 - 0 by acclamation.

g. Story Time Policy

This policy was reviewed. No changes were made.

6. ADJOURNMENT

Motion by Village Trustee Michael Flaherty, second by Member Mona Nelson, to adjourn at 4:56

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Heidi Cox
Library Director

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, May 3, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Approval of the April 2021 general fund bills and gift fund bills

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Library Invoices - April 2021

E. D. Locke Public Library

Invoices April 2021

Row Labels	Sum of Amount	Description
ALLIANT ENERGY	\$1,772.36	Utilities
AMAZON CAPITAL SERVICES	\$777.09	Books, DVDs, CDs & Supplies
AMY CRULL, SPERO HOLISTIC	\$50.00	Program Fee
BAKER & TAYLOR BOOKS	\$2,275.20	Books, DVDs, CDs & Supplies
CARDMEMBER SERVICES	\$773.98	Visa Bill
CORPORATE BUSINESS SYSTEMS	\$257.57	Copier Lease
ENGAGEDPATRONS.ORG	\$100.00	Meeting room management software
ENVIRONMENT CONTROL	\$1,929.00	Janitorial Services
FRONTIER	\$73.33	Phone Bill
ILLINOIS LIBRARY ASSOCIATION	\$201.26	Summer Reading Program supplies
LIBRARY IDEAS LLC	\$598.21	VOX Books
MENTORING POSITIVES, INC	\$100.00	Program Fee
MICROMARKETING LLC	\$39.99	Audio Books
MILLER, ADAM	\$250.00	Program Fee
SCHILLING SUPPLY COMPANY	\$165.46	Operating supplies
TDS	\$45.08	Phone Bill
THE PENWORTHY COMPANY	\$804.94	Juvenile Kits
WiLS	\$62.21	Transparent languages Fee
Grand Total	\$10,275.68	

McFarland
SUMMARY SHEET

MEETING DATE: Monday, May 3, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: 2021 Budget Update

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. 2021 Budget Update

2021 Budget Update

REVENUES									
		Budget Amount	Feburary Actual	March Actual	April Estimated	YTD Actual	% of Budget total	% to hit target	amount it should be to hit target
Property Tax		\$ 626,250.00	\$ -	\$ -	\$ -	\$ 626,250.00	100.00%		
County Library Aids		\$ 328,250.00	\$ 2,166.73		\$ -	\$ 3,248.73	0.99%		
State - COVID 19 Grants		\$ -			\$ -	\$ -			
Library Fines		\$ -		\$ 2.50	\$ 172.05	\$ 174.55			
Miscellaneous Revenue		\$ 500				\$ -			
Interest		\$ 3,500	\$ 108.13	\$ 112.40		\$ 281.58	8.05%	33%	
Library Fees		\$ 1,500		\$ 12.00	\$ 137.40	\$ 152.40	10.16%	33%	\$ 500.00
		\$ 960,000.00	\$ 2,274.86	\$ 126.90	\$ 309.45	\$ 630,107.26	65.64%		
Expenditures									
						\$ -			
Salaries	110	\$339,500.00	\$ 27,156.92	\$ 27,313.92	\$ 26,941.78	\$110,615.06	32.58%	33%	\$ 113,166.67
Part-time	120	\$175,500	\$ 8,050.92	\$ 8,230.23	\$ 8,721.04	\$33,941.93	19.34%	33%	\$ 58,500.00
Health Insurance	130	\$107,000	\$ 8,358.05	\$ 8,358.05	\$ -	\$33,432.20	31.25%	33%	
Retirement	131	\$29,250	\$ 2,184.30	\$ 2,184.30	\$ 2,187.53	\$9,848.38	33.67%	33%	\$ 9,750.00
SS/Medicare	132	\$40,500	\$ 2,518.04	\$ 2,543.77	\$ 2,628.74	\$11,526.82	28.46%	33%	
Other Benefits	135	\$2,000	\$ 62.14	\$ 82.38	\$ 67.20	\$392.14	19.61%	33%	
Wage Adjustment	140	\$ 14,000	\$ -	\$ -	\$ -	\$0.00	0.00%	33%	\$ 4,666.67
Expense Reimbursement	141	\$ 500	\$ -	\$ -	\$ -	\$0.00			
Total Personnel		\$708,250.00	\$ 48,330.37	\$48,712.65	\$40,546.29	\$199,756.53	28.20%	33%	\$ 236,083.33
Support Services	210	\$ 36,250	\$ 1,929.00	\$ 1,929.00	\$ 1,929.00	\$ 7,716.00	21.29%	33%	\$ 12,083.33
Consulting Services	211	\$ 45,500	\$ (124.00)	\$ -	\$ -	\$ 46,059.00	101.23%	33%	\$ 15,166.67
Utilities	220	\$ 28,000	\$ 2,199.04	\$1,976.91	\$1,772.36	\$ 8,064.71	28.80%	33%	\$ 9,333.33
Communication	221	\$ 1,500	\$ 95.08	\$168.29	\$118.41	\$ 557.07	37.14%	33%	\$ 500.00
Equipment Maintenance	240	\$ 9,000	\$ 301.72	\$ 152.42	\$ 257.57	\$ 3,219.65	35.77%	33%	\$ 3,000.00
Facility Maintenance	242	\$ 21,250	\$ 852.26	\$ 802.88	\$ -	\$ 1,736.37			
Other Contractual Services	290	\$ -				\$ -	0.00%	33%	\$ 7,083.33
Total Services		\$ 141,500.00	\$ 5,253.10	\$ 5,029.50	\$ 4,077.34	\$ 67,352.80	47.60%	33%	\$ 47,166.67
Office Supplies	310	\$ 9,000	\$ 374.87	\$ 337.05	\$ 70.33	\$ 878.03	9.76%	33%	\$ 3,000.00
Postage	311	\$ 250	\$ -	\$ -	\$ -	\$ -	0.00%	33%	\$ 83.33
Dues	320	\$ 500	\$ -	\$ 219.00	\$ -	\$ 444.00	88.80%	33%	\$ 166.67
Meeting Expenses	330	\$ 1,000	\$ -	\$ -	\$ -	\$ 25.00	2.50%	33%	\$ 333.33
Training Expenses	331	\$ 2,750	\$ 365.50	\$ 273.00	\$ -	\$ 638.50	23.22%	33%	\$ 916.67
Operating Supplies	340	\$ 5,500	\$ -	\$ 150.83	\$ -	\$ 150.83	2.74%	33%	\$ 1,833.33
Technology	342	\$ 15,500	\$ 268.51	\$ 732.71	\$ 162.21	\$ 1,767.36	11.40%	33%	\$ 5,166.67
Collection - Print	344	\$ 55,000	\$ 5,668.55	\$ 3,778.54	\$ 3,103.49	\$ 15,214.58	27.66%	33%	\$ 18,333.33
Collection - AV	345	\$ 12,500	\$ 118.99	\$ 224.86	\$ 568.58	\$ 1,081.66	8.65%	33%	\$ 4,166.67
Library Miscellaneous	390	\$ 250	\$ -	\$ -	\$ -	\$ -		33%	
Programming	391	\$ 8,000	\$ 953.15	\$ 586.31	\$ 201.26	\$ 2,338.55	29.23%	33%	\$ 2,666.67
Other Total		\$ 110,250.00	\$ 7,749.57	\$ 6,302.30	\$ 4,105.87	\$ 22,538.51	20.44%	33%	\$ 36,750.00
Total Budget		\$960,000.00	\$ 61,333.04	\$ 60,044.45	\$ 48,729.50	\$ 289,647.84	30.17%	33%	\$ 320,000.00

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, May 3, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Gift Fund

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

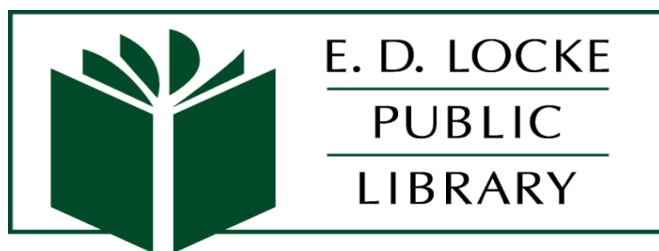
VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Trust Fund



5920 Milwaukee St. • McFarland WI 53558
608-838-9030 • mcflib@mcfarlandlibrary.org

E.D. Locke Public Library Gift Fund 2021

Beginning Balance January 1, 2021 \$38,565.40

Revenue

Donations Materials	\$ -
Donations Programming	\$ -
Grant Programming	\$ -
Friends	\$ -
SCLS Grants	\$ -
Madison Community Foundation Grant	\$ 3,300.00
Other Donation	\$ 67.00
Interest	\$ 20.09

Total Revenues \$ 3,387.09

Expenditures

1000 Books	\$ -
Friends Adult Materials	\$ -
Friends Juvenile Materials	\$ -
Friends Juvenile Programming	\$ -
Friends Adult Programming	\$ -
Friends Equipment	\$ -
Grant Equipment	\$ -
Grant Programming	\$ -
Madison Community Foundation Endowment	\$ 5,030.00
Donations Programming	\$ -
Donations Materials	\$ -

Total Expenditures \$ 5,030.00

Balance March 31, 2021 \$ 36,922.49

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, May 3, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Director's report

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Director's Report April 2020



E.D. LOCKE PUBLIC LIBRARY
DIRECTOR'S REPORT
May 2021

April Highlights

- **Village News** - Mike Flaherty will give an update
- **Endowment** – The committee has not met. The current balance as of March 31, 2021 is \$144,817
 - We are planning two joint fund raisers with the Friends and Endowment. The first is the creation of an annual report newsletter that talks about everything the library did in 2020 and what we're hoping to do in 2021. This newsletter will be mailed out within the next week or so to our donors and supporter. A link the newsletter will also be available on our website. The second is an event in October to kick off our unveiling of our new library cards. We will be doing three different cards. One will be a metal card that is also a bottle opener that will be available for a \$25 donation. The other three cards will be targeted to adults, kids, and teens. The teen card will be designed through a contest that will be held in September 2021. These three cards will be free to our patrons. A kick off event for the bottle opener card will be held in October. Karben4 will be doing a taproom and selling beer and seltzer. I also have a band lined up. We are still planning the details.
- **Friends** – The Friends board held their annual meeting on April 6th. We discussed having a book sale in June and the possibilities of doing the pie sale.
- **Library Systems Report** –
 - **Delivery Committee** – The Delivery Committee has set up a workgroup to look at efficiencies and work flows. This could be adjusting routes and delivery times. Another possibility would be a sorter to sort items moving between libraries.
 - **Marathon County** has postponed their decision about whether to join SCLS until 2022. The earliest they would join SCLS would be January 2023.
- **Facility Management**
 - **New Bollards** – I am working with All Comfort to coordinate the project for replacing the bollards that are in the front of the building.
 - **Audio/Video** – I have been working with the Communication and Technology dept. and Fearings to come up with a plan to easily stream programs when we return to doing our programs in-house. I am also looking at other possibilities such as the ability to stream story time into the kids area as an over flow space and upgrading the other technology in our meeting room.
 - **Landscaping** – I have tried to get quotes from other landscape companies for maintenance on our landscape and most of them are booked for the season. Public Works is also discussing hiring a high school student to take care of mowing and weeding the municipal center this summer. I'm waiting to see if that pans out before I renew the contract with Avant. Public Works was able to cut down a lot of the old plantings in the landscape in the fall. Volunteers did a fantastic job on Community Service Day taking care of the rest of it. We are in good shape for the beginning of the season.
 - **Lockers, Drive up window, and book drop** - I've been researching different options for self-service lockers and a drive up window for the library. The lockers would allow patrons to pick up items that they placed on hold outside of the hours of the library. The drive up window would allow us to do curbside service safer and more efficiently. Evan did some analysis on our book drop and how to make it work better. I've passed this information on to our Architect to look at how we could make these changes.
- **Long Range & Space Needs Planning Committee** – the library board is meeting on May 20th at 6pm to look at preliminary expansion plans.
- **COVID related updates** –

- **Library reopening** – The library quietly reopened to the public for browsing on April 27th. About 200 people have come in to pick up holds, browse, use the copier or a computer. Everything has gone well so far.
- **Bird Festival** – The library is assuming a larger role in the bird festival. One of the former leads on the committee has moved out of the area. This year will still be virtual. The library is offering three live programs on birding and a virtual bird walk with Shawn Miller and Andy Palios. The Communication & Technology department will be filming this for us.
- **Circulation Substitutes hired** – we have hired two Circulation Assistant I substitutes. With the weather getting warmer and staff wanting to go on vacation, we needed extra help covering all of the desks. The two substitutes started at the end of March.
- **Family Festival** – Kelly and I started meeting with the Family Festival board to discuss future plans. For 2021, the festival will be scaled down to a one-day event on a Saturday with a possible parade on Sunday. The library will be planning some family events with the community garden. The carnival rides and beer tent will not at the festival this year. We're planning to bring them back in 2022.
- **McFarland Equity Project Partnership** – The library will be partnering with the McFarland Equity Project and UCC to do a community reads program around the 2021 o Big Read selection *Transcendent Kingdom* by Yaa Gyasi. <https://gobigread.wisc.edu/> We are in the planning stage right now.

Youth Services highlights (Heather Kent)

Storytime - Virtual storytimes through Facebook live continued this month. They occur on Monday, Tuesday, and Wednesdays. We will be taking a break in storytimes for the month of May.

Virtual Programming:

- Weekly craft kits are doing very well with sign up usually being filled quickly.
- Zumbini Session 3 has been going really well with around 30 people in attendance over Zoom. It is a highlight of Heather's week – being able to see the kids and interact with them.
- Zumba Kids Jr continued this month with some new members joining our group.
- The Time Warp Trio book club met on Tuesday, April 13 and we discussed the book "It's All Greek to Me." Club members learned about the acropolis and the Parthenon – then created their own picture of a the Parthenon. Members were asked if they wanted to have one more meeting in May and they enthusiastically said YES! So we will meet one more month.
- Book Explorers met on Tuesday, April 27 to discuss *The Midwinter Witch*. As a tie in, we created sand art candles.

Other

- Bookmarks have been coming in for our Summer Reading Bookmark contest – and they are all fabulous. A design will be selected for each month so that there are more winners.
- Heather met with Stephanie from the village communications department and recorded a video about the summer reading program. They are also working together on how to record a performer for our summer reading program – Blue Willow Chinese Dance.
- This summer Heather is also going to work with Sayer from the parks department to create storywalks in the McFarland Parks. Heather will build the book pieces and Sayer will place them in the parks and help with the maintenance during the summer.
- There are three new banners are on order for advertising our summer library program. They will replace the 5 year old ones we had displayed on 51, the four corners, and the front of the building.

Teen Services (Abby Seymour)

- April saw the conclusion of the virtual teen programs for this spring session. The plan is to take a break from programming through the month of May in order to reset and get ready for summer programs. This break couldn't have come at a better time because these events are definitely fizzling out. I think this is partly because kids are burnt out from virtual school and partly because the weather is finally nice outside. We could all use a break!
- Dungeons and Dragon was scheduled to end early this month and it ended in a disappointing way. The program was always going to be over in April but we would've ended it anyway because so many of the players had stopped coming, which, unfortunately, makes it very difficult to play the game properly. We started out with 6 players and by the last few weeks, only 2 were coming. I never got a clear answer as to why this happened. I am going to try this again in the summer because I think I'll get a new batch of excited players.
- Snack and Chat is the Tuesday program and has been going well this month. Attendance has ebbed and flowed but the same group of consistent teens do keep coming back. I have been encouraging them to take the Zoom call and their snack outside!
- Wednesday is Crafternoon, which has also had a smaller number of participants this month. Only three teens picked up the Craft To-Go bag from the library. It consisted of supplies to make Cactus Rocks (which included a pot and rocks to paint to look like a cactus) and Grab Bag Aliens (which was random craft supplies to be used to make some kind of alien creation). The in-between weeks called for teens to do a craft with supplies from home, which is usually coloring or drawing.
- Teen Hangout on Thursdays is often the most successful program of the week. Attendance still goes up and down but is overall a bit hit. We started off the month playing the game Among Us. The next week we had Karaoke Night where teens submitted their favorite songs, I played them on my computer, and we all sang along. I have some very brave and musical teens! The next two weeks were both games: 5-Second Rule (where you have to name 3 things in a category in 5 seconds) and Head's Up (where you're trying to guess a word while your teammates give you clues). We also did a Disney Song Bracket where the teens debated and discussed the best Disney songs until they chose a winner. (If you're curious, it came down to I Just Can't Wait to Be King from Lion King and I'll Make a Man out of You from Mulan. The Mulan song won).
- The Teen Advisory Board had a big month with the launch of their new teen-centered library newsletter! They came up with all the content, including a comic, book review, a quiz, and piece of creative writing. One of the members edited it at the end. All I did was put all the elements together on the Library Aware software and send it out. I was very proud of them for coming up with the idea and following through. Be sure to check it out! I have been making weekly #FeatureFriday Book Recommendation video for the library YouTube channel and my hope is that someday some of the tech-savvy T.A.B members will take over and make those videos themselves.
- Additionally, this month has consisted of several meetings, including one with inclusion services and several with other teen librarians, and a few webinar trainings, like CCBC Book Picks and Top Social Media Trends. I have also been getting the teen space ready for the library to reopen by updating signs, reorganizing some of the shelves, and making several displays.

Adult Services Highlights (Ann Engler)

Continuing Education

- I completed the Streamline for Success two-part workshop. It focused on analyzing current offerings as well as identifying and filling gaps in a methodical way, including evaluation. I found it to be an interesting and valuable class.
- I am scheduled to attend a Wisconsin Science Festival planning meeting on the 29th. Last year, we hosted a BadgerTalk during the festival, and I intend to plan something again this year.

Programming

- Our programming in support of the McFarland Bird Festival was very successful! We partnered with the WI DNR to host two programs, Birding at Horicon Marsh and Planting for Wildlife, both of which were recorded and are available on our YouTube channel. Patron feedback was very positive for both, and it was a great connection with two DNR employees, who both teach other classes and said they'd be delighted to come back again (virtually). Another bird festival program was with Raptor Education Group, Inc (REGI), in which they had live owls and shared owl-related information. REGI wished to use their own Zoom account, which was okay, but not having the control to mute participants or use the library's strong wi-fi signal to host was unfortunate. On the plus side, it demonstrates the value of having our own Zoom webinar account.
- Other programming continues to go well, although I am already seeing a drop-off in registrations as spring finally comes. Not that I can blame anyone for not wanting to sit at a computer on a nice day after such an isolated winter! I will be easing up on programming for the summer starting in June.

Collection Development

- I turned my attention to the Lucky Day (LD) collections this month. I weeded old titles and moved the LD DVDs up to where the LD books are shelved so they would be more visible and the entire LD collection would be together. The LD fiction books are now on the new moveable shelving unit, which gave us space to turn out/display more books for ease of browsing. I have several book and DVD titles on order to refresh the collection, as well.
- I put together a number of displays throughout the library to prepare for our reopening. I also put a few pre-selected bundles around particular themes out on display.

Social Media/YouTube

- Officer Joel Zietsma's photos for a new READ poster turned out great (thanks to Heidi for her photography skills).
- It will be nice to have more in-library photos to share on social media once we're open.

Other - Along with the other librarians, I am scheduled to be backup at the circulation desk as we navigate reopening. It will be good experience since we have new software, as well as a great opportunity to welcome patrons back.

Circulation Services Highlights (Kelly Heasty)

MEETINGS:

- Sub- committee team met twice to review/edit “Patron Record & Registration” portion of Circulation Manual. Submitted to whole group for review. Some of the changes being proposed are removing the gender field and adding a preferred name field to the application.
- In-service to prepare for reopening: 4/26. W/ HC prepared agenda and trained staff. (Also AL helped with training in afternoon) We went through best practices for correcting patron behavior, changes in work flow and policy and procedure since the pandemic began. In the afternoon, we covered all of the new software and technology at the desk with the librarians.
- Met with SE team for Diversity/Equity: discussed policing in libraries.
- Attended Zoom meeting about Family Festival and took minutes

TRAINING/EDUCATION:

- Trained two new Circulation substitutes throughout month
- Watched Ryan Dowd training video on dealing with prejudicial comments from patrons
- On wait list for UW course: Effective Cust Svc in a Socially Distanced World

REOPENING ACTIVITIES:

- Removed remaining furniture into Community room
- Updated and changed signage through library, as needed for reopening
- Worked with McFarland Tech/Comm department to make slide show for patrons indicating what they can expect when the return to the library
- Worked with Comm/Tech to update phone information for reopening
- Sent a blurb to Comm/Tech re: reopening of library for Outlook newsletter

OTHER:

- Gave an overview of physical processes to Insurance Company Consultant who will be providing us with suggestions on how to avoid repetitive stress injuries
- Worked with HC on new fillable form for patron new card application
- Materials spreadsheet brought up to date with all incoming new materials received in April.
- Managed new books to ensure they go to McFarland patrons as much as possible.
- Managed bookmark folder on Xerox – adding & deleting curbside bookmarks, as needed.
- Coordinated receipt of various book donations
- Ordered state maps from J. Anderson

Amy Lawrence (Technical Services)

- Monthly and special newsletters
- Evaluating donations to swap/add to collection
- Withdrawing items weeded by librarians
- Monitoring and ordering supplies as needed
- Migrating Lucky Day copies that were circulating back to generic record
- Assisting in planning/preparing for reopening
- Assisting with curbside pickup appointment scheduling, patron reference questions, computer/copier assistance and other circ duties as needed
- Outerlibrary loan requests
- Monitoring tax form supplies
- Training: Ripple Project equity training recordings, Mental Health First Aid webinar, Engaging Patrons webinar
- Working on new combined purchase request/outerlibrary loan form
- Adding/processing VOX audio-enabled picture books and STEAM kits
- Troubleshooting Envisionware RFID pad issues
- Updating technology inventory

---Heidi Cox, Library Director

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, May 3, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Monthly statistical report

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Monthly Stats

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	% Change
	Checkouts													
2020	15,184	14,468	8,710	619	3,328	4,271	6,658	7,511	7,468	7,359	7,489	7,689	90,754	-52%
2021	7,780	7,568	8,251										23,599	
% change month to month	-49%	-48%	-5%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%		
	New Library Cards													
2011	43	45	52	43	39	82	54	41	0	44	36	35	514	
2012	44	45	62	37	32	70	48	63	41	59	35	19	555	
2013	39	25	34	28	38	59	47	42	43	30	32	18	435	-22%
2014	42	40	31	35	34	74	77	37	53	42	38	34	537	23%
2015	42	55	47	32	38	71	54	52	50	31	31	24	527	-2%
2016	36	37	40	48	42	84	76	97	50	34	36	20	600	14%
2017	46	46	46	37	45	95	44	65	60	37	35	41	597	-1%
2018	41	45	49	39	44	88	66	51	49	52	28	30	582	-3%
2019	45	40	41	57	41	85	88	47	35	54	49	30	612	5%
2020	45	43	28	10	11	11	10	11	23	14	4	16	226	-63%
2021	17	14	12											
	-62%	-67%	-57%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%		
	visitor count													
2020	9,068	8,496	5,278	0	0	0	0	0	0	0	0	0	22,842	-11%
2021	60	386	718											
	-99%	9%	-47%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%		
	No. Children's Events													
2020	41	35	11	40	36	46	47	38	36	37	34	19	420	
2021	29	31	32										92	
	Children's Program Participation													
2020	865	1237	8320	19927	12578	15038	12833	9757	5616	6211	4929	3479	100,790	476%
2021	5296	5200	5261										15,757	51%
	No. Teen Events													
2020	6	5	4	4	5	13	23	16	8	17	16	10	127	297%
2021	4	19	22											
	Teen Program Participation													
2020	27	46	6	6	10	42	74	61	16	75	68	40	471	41%
2021	21	91	97										209	165%
	No. Adult Events													
2020	15	19	10	6	10	6	4	9	8	10	10	5	112	0%
2021	9	8	11										28	-36%

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	% Change
	Adult event Participation													
2020	86	162	0	33		75	33	145	86	150	117	106	993	0%
2021	118	238	118										474	91%
	E-Books													
2020	1289	1198	1446	1650	1445	1404	1506	1483	1447	1331	1369	1345	16,913	38%
2021	1605	1345	1558										4,508	15%
	25%	12%	8%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%		
	E-Audio													
2020	1233	1168	1563	1182	1299	1258	1232	1205	1231	1132	1228	1101	14,832	23%
2021	1106	1180	1377										3,663	-8%
	-10%	1%	-12%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%		
	Magazines													
2021		87	48											

McFarland
SUMMARY SHEET

MEETING DATE: Monday, May 3, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Special Library Card Purchase

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Library Card Redesign
2. metalcards

Library Card Redesign	
Adult Cards	5000 X .410 = \$2050
Juvenile Cards	2500 X .450 = \$1125
Teen Cards	1000 X .550 = \$550
Art setup	\$150
Total	\$3875

Pure Continental Ltd.

7/F Tung Yiu Commercial Building
31-A Wyndham Street
Central Hong Kong
Tel: +852 8170 3535
Fax: +852 2521 7103
www.puremetalcards.com

QUOTATION

Client: AE.D. Locke Public Library Contact: Heidi Cox
Job No. PMC-2112567-US Date: April 6, 2021
Product: Metal member bottle openers
Size: 3.35" x 2.13" (85.0mm x 54.0mm)
Detail - Member card: Front detail: logo; Rear: barcode

Material	Finish	Thickness	Quantity	Price
Stainless steel	brushed	1.2mm	500	US\$2,989
			sample	US\$150

Pricing includes shipping.

Production Schedule

Sample: 8-11 business days, main order 10-12 business days, 2 days to ship.

Payment Terms

Pricing is subject to review of artwork and card detail. 100% upon commissioning of the order, invoice valid for one month. Prices of cards are exclusive of shipping. Shipping prices estimates based on April 2021 DHL rates and subject to change.

Please refer to our terms and conditions on orders and shipments at <http://bit.ly/PMCterms>

For estimates of customs duties please visit: http://bit.ly/metal_card_duties



**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, May 3, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: World Trade Press Databases

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. World Trade Press Databases

AtoZ Food America: Demo Follow Up and Trial Extension

alex@worldtradeexpress.com <alex@worldtradeexpress.com>

Mon 4/19/2021 12:32 PM

To: Heidi Cox <hcox@mcfarlandlibrary.org>

Hi Heidi,

Thanks again for scheduling the demonstration with me this afternoon and for exploring AtoZ Food America with me for a few moments today.

The prior e-mail below details the WiLS Member pricing we have available for you, which is a savings of \$48.00 annually for any first database and would also supply your library with a **Buy 1, Get 1 Free Deal** for any two products.

Here is a login extension for you to share with your staff and with your Board for your May 3rd meeting. Please explore at your convenience and I will call you back after May 3rd to follow up!

Here is the login information:

www.apldatabaseaccess.com

Username: apl

Password: dijon

Access good through May 15th, 2021

Please let me know if you have any questions.

Thanks,

Alex Gardner
World Trade Press
707-774-7409 (direct)
alex@worldtradeexpress.com

-----Original Message-----

From: "alex@worldtradeexpress.com" <alex@worldtradeexpress.com>

Sent: Friday, March 19, 2021 12:57pm

To: hcox@mcfarlandlibrary.org

Subject: AtoZ Food America: Trial Info and Special WiLS Member Pricing Offer!

Hi Heidi,

Thank you again for taking my call this morning; I appreciate your willingness to explore our AtoZ Food America reference database to see what we have to offer.

The login information for March is below is yours to share with whomever you wish and I will provide you with access to our entire suite of available products; please explore at your convenience and I will call you back in two weeks on Friday, April 2nd to follow up!

As I mentioned, we are currently offering all WiLS Members a sizable discount, per the structure below:

Based upon your population served, the Regular List Price of an annual license/subscription for AtoZ Food America is \$300.00 (includes unlimited usage and remote access).

However, based upon your membership with WiLS, you can currently subscribe for **just \$252.00 per year!**

This represents a **\$48.00 annual savings** towards any first product.

We are also currently offering a **Buy 1, Get 1 Free Deal**, so you can subscribe to any two databases for the above price!

Please also take a look at our other databases on the access landing page. We are currently offering discounts, starting at 40% off for a third database. The discounts increase with each database you add, so please take advantage!

3rd Database – 40% off

4th Database – 50% off

5th Database – 60% off

6th Database – 75% off

About AtoZ Food America:

AtoZ Food America is a database unlike any other on the market today. From regional cookbooks to an exploration of immigrant culinary influences, from fun collections of historic cookbooks and television commercials to “how to” food preparation videos, AtoZ Food America has something sure to educate and entertain everyone.

Benefits Include:

Supplement your cookbooks section while saving money on cookbooks

Provide patrons with cookbooks on a wider range of cuisine

Allow patrons to create their own accounts to save and share their favorite recipes

Give local cookbook clubs a resource they can use to easily share recipes without worrying about book checkouts

Teach patrons how to properly prepare food with “how to” videos

Provide patrons with an educational resource on America’s culinary heritage

Features Include:

Cookbooks for all 50 states

Cookbooks for six US regions

Cookbooks for each of 33 major US ethnic groups

700+ Ingredient Articles

100+ Historic cookbooks dating back to the late 1700’s

3,200+ original TV food commercials dating back to the 1940’s

100+ Food preparation instruction videos

What Did They Eat? Articles

Here is the login information:

www.apldatabaseaccess.com

Username: apl

Password: charleston

Access good through April 15th, 2021

Please let me know if you have any questions.

Thanks,

Alex Gardner
Sales Representative



616 E Eighth Street, Suite 7
Traverse City, MI 49686 USA
+1 (707) 774-7400 (general)
+1 (707) 774-7409 (direct)
+1 (707) 778-1329 (fax)
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Web: www.WorldTradePress.com

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VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, May 3, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Koios Contract

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Introduction_to_Koios
2. catalog_scenario.png



Introduction to Koios

Our mission, at Koios, is to help you reach more people in your community, and to let them know more about your programs and resources.

Our starting point is with Google Ads, and the Ad Grant. Our logic is simple: if people are going to search for information using Google -- *put an ad there*.

For example, imagine someone in your area types 'learn Spanish' into Google -- let the result include an ad for your language-learning resource. Many people have no idea of the scope of resources available at their library -- already paid for by tax dollars (i.e. 'free'). Ads can bring in new visitors, and give exposure to less-known resources.

Google Ads

Anyone can buy ads on Google, and larger libraries and non-profits with fully staffed Marketing Departments already do. It is easy to place online ads, but not so easy to manage an online advertising program. *Set-it-and-forget-it* is a recipe for problems -- runaway cost, for example. If you advertise online, you also have to watch.

The costs also pile up. If the average price of a click is two dollars, two thousand clicks in a month turns into real money. Most non-profits can't justify the expense relative to the benefit.

Enter Google Ad Grants. In every advertising system, there is always spare capacity; think of an empty billboard -- it usually gets filled in with a Public Service Announcement or 'Your Ad Here' but it doesn't stay empty, because the space still has value. With Google, a person types in 'learn Spanish' and perhaps at that particular moment no paying advertiser wants to bid; Google has an opportunity to show an ad, but nobody wants to pay for the space -- so Google gives it away to a verified non-profit.

Free Advertising

The Grant provides up to \$10,000 (USD) *per month* in advertising credit. You apply once, and it continues indefinitely -- as long as you continue to meet program requirements. Google, understandably, guards its reputation; it does not want its advertising to be associated with junk websites. The requirements are not too onerous, but, as with paid ads, *set-it-and-forget-it* does not work. The requirements change periodically as Google invents new quality initiatives, and their AI programs regularly comb through accounts looking for irregularities.

Ten thousand dollars sounds like a lot of advertising; in practice, with clicks averaging two or three dollars, it brings in about 4000 clicks per month, or 48,000 clicks per year, two-thirds (or more) of which

come from new visitors -- not bad. Does it double your overall website traffic? Sorry, no. But...does it bring attention to under-used resources? Yes, it does.

Your mileage may vary. Libraries in smaller communities can't always spend the entire grant, as there just aren't enough people around. But even spending half of the grant brings welcome attention. How small is small? Our smallest client has a service population of 10,000 in a high-density area, they spend about half of the grant. Another client, pretty rural, has a service population of 30,000 covering a large area. They also spend about half. Larger libraries spend more, and a few of our clients spend all of their grant every day. It may help to consider that the advertising is *targeted* to the local service area, so people outside the community do not see these ads. The advertising is limited to the people who presumably pay the taxes that sustain library services.

Providing Value

We have developed a good-sized set of standard *campaigns* to promote specific resources at your library: for languages, movies, homework help, and other services and databases. You can pick from our menu. We are also equipped to promote your *complete* online catalog. This campaign usually generates the largest ad volume because it is, well, large, but also it is comprehensive. And, because it covers everything, the clicks it attracts can give us a clue about what people in your area are interested in -- knowledge which is potentially useful to you for more general planning of acquisitions, programs and marketing.

It's true, we work in the advertising space, and our goal is to improve your online visibility; but we are not an ad agency, nor do we consider ourselves primarily to be marketers. We work with *data*, at scale, hoping to discover insights that will help you connect to your people. We are the only Google Certified Ad Grant Professionals who specialize in libraries, and the only ones who develop computer programs to analyze the large amount of data libraries bring with them.

The bottom line is that by engaging us you will see more clicks and impressions than you would obtain on your own, primarily because we automate tasks you would not have enough time in your lifetime to perform manually. With free ads, and a reasonable yearly fee, clicks, the basic cost-unit of Google Ads, are a fraction of what you would pay on the open market. These factors, we hope, are convincing.

60 Day Free Trial

Fortunately, you can try before you buy. For a new client, we will explore your AdGrant eligibility, and apply for the grant. We will need some documentary confirmation of your non-profit status. In the US, a 501C(3) designation qualifies you. If you do not qualify directly, you may have a Friends group or Foundation that does. In other countries, trust-run public libraries are eligible (all Canadian libraries are eligible). When the application goes smoothly, it takes less than a week to be approved. Once you are approved, you get an account with Google, and you give us permission to manage it. We schedule a kickoff meeting with you, during which we get acquainted and discuss your priorities; and your 60-day free trial begins.

During the trial, we set up advertising campaigns that express your priorities, process your MARC data for promoting your catalog, and report on your account performance. A Memo of Understanding between us outlines the services we perform, and gives you a reliable price quote for engaging us at the conclusion of the trial. Our online dashboard shows your account performance. You always know where you stand.

At the end of the trial, you can decide what you want to do. If the trial was a success, you may want to engage us to continue managing your account. Or you may decide 'That was easy' and choose to manage it yourself. Some trials don't go as well as we hoped; perhaps we were unable to deliver the advertising volume we all wished for. Regardless, the grant is yours.

Working with Koios

If you decide to sign with us, great. We will keep working on your campaigns, turning them off and on if they are seasonal (think 'Books for Summer Reading'), adding new campaigns as needed, and we will keep alert for ways to sustain and improve your account performance. Our maintenance-bot will keep your account in compliance with Google's program requirements; and, as we keep an eye on what people search for, we can point out those interests so you can match them with your existing resources. We meet with you quarterly, or as needed, to discuss your account.

In summary, we work to:

- Raise awareness
 - Ads for your organization help the public better to understand the width and depth of your programs.
- Increase usage
 - Clicks bring people to your website, where they can discover resources they were not previously aware of.
- Change perceptions
 - When people begin to understand more of what you do, we hope they will continue to support your efforts. We hope our work also helps *you* understand the public better.

All About Turtles -- Free | East Baton Rouge
Library | Use Your Public Library
learn.ebrpl.com
Get 'All About Turtles' at East Baton Rouge
Library. Make a positive difference.

Promote your online catalog. Click on
an ad for Turtles — goes to Turtle
landing page.

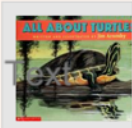




All About Turtles

East Baton Rouge Parish Library Online Catalog

book (1)



All About Turtles

[Book - printed] *Jim Arnosky*

Describes the physical characteristics, behavior, and survival techniques of different kinds of land and sea turtles.

Borrow

...and from there to OPAC





Catalog Digital Library InfoGuides Services

Record details



All about turtles /

Jim Arnosky
New York : Scholastic Press, [2000] ©2000

reserve

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• ✓	x597.92 A763a	BAKER BRANCH	0