

LIBRARY BOARD

Monday, June 7, 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/83802077231>

Or by Telephone: +1 (312) 626-6799
Webinar ID: 838 0207 7231

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 May 3, 2021 and May 20, 2021 Library Board meetings.
 - b. Approval of the may 2021 general fund and trust fund bills.
4. INFORMATION ITEMS
 - a. 2021 Budget Update
 - b. Director's Report
 - c. Library Statistics
5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION
 - a. Pandemic reopening plan

- b. Long-range plan discussion
- c. Strategic plan review
- d. 2022 Budget Plan

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, June 7, 2021

SECTION: Business

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, June 7, 2021

SECTION: Approval of Minutes

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Approval of the draft minutes of the May 3, 2021 and May 20, 2021
Library Board meetings.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Library Board 5-3-21
2. Library board minutes 5-20-21

VILLAGE OF MCFARLAND
Library Board Minutes

Monday, May 3, 2021 - 4:00 PM

1. CALL TO ORDER

Peter Sobol called the Library Board to order at 4:00 p.m. at 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 April 5, 2021 Library Board meeting.*
Motion by Member Evan Richards, second by Member Staci Fritz, to approve the draft minutes of the April 5, 2021 Library Board meeting. Motion carries 7 - 0 - 0 by acclamation.
- b. *Approval of the April 2021 general fund bills and gift fund bills*
Motion by Member Peter Sobol, second by Village Trustee Michael Flaherty, to approve Approval of the April 2021 general fund bills totaling \$10,275.68 Motion carries 7 - 0 - 0 by acclamation.

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

Motion by Member Karin Mandli, second by None, to approve the purchase of library cards. carries 7 - 0 - 0 by acclamation.

b. World Trade Press Databases

Motion by Member Karin Mandli, second by Member Staci Fritz, to approve the purchase of the World Trade Press Databases Motion carries 7 - 0 - 0 by acclamation.

c. Koios Contract

Motion by Member Karin Mandli, second by Member Staci Fritz, to approve the Koios Contract up to \$2,700. Motion carries 7 - 0 - 0 by acclamation.

6. ADJOURNMENT

Motion by Village Trustee Michael Flaherty, second by Member Mona Nelson, to adjourn at 4:41

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
Library Board Minutes
Thursday, May 20, 2021 - 6:00 PM

1. CALL TO ORDER

Peter Sobol called the Library Board to order at 6:00 p.m. at 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, Kelly Heasty

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

4. INFORMATION ITEMS

5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- a. *Review potential expansion and remodeling plans for the library*
The board discussed several expansion options with their consultants from EUA.
- b. *Discussion on next steps in the long-rang the long range planning process*
The library discussed options for public input with EUA

6. ADJOURNMENT

Motion by Member Ken Machtan, second by Member Karin Mandli, to adjourn at 7:19

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

McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 7, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Approval of the may 2021 general fund and trust fund bills.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Library Invoices - May 2021

May 2021 General Fund Bills

Row Labels	Sum of Amount	Description
ALLIANT ENERGY	\$1,772.04	Utilities
AMAZON CAPITAL SERVICES	\$1,050.82	Supplies and materials
AMERICAN PRINTING	\$1,221.92	Newsletter printing and mailing
BAKER & TAYLOR BOOKS	\$4,801.37	Books
BOB'S COPY SHOP	\$225.00	Banners for SRP
CARDMEMBER SERVICES	\$1,709.86	Visa Bill
CONSOLIDATED PLASTICS COMPANY, INC	\$100.80	Mat for book drop room
CORPORATE BUSINESS SYSTEMS	\$313.45	Copier lease
Department: Library		
ENGLER, ANN	\$47.21	program supplies
ENVIRONMENT CONTROL	\$1,929.00	Janitorial
FRONTIER	\$73.83	Phone bill
GRAINGER INC	\$303.45	Library supplies
HEIDEMAN, DONNA	\$17.70	Framing
ILLINGWORTH KILGUST	\$1,836.00	HVAC repair
LIBRARY JOURNAL	\$99.00	Subscription
MCFARLAND ACE HARDWARE	\$42.52	Facility Repair
MICROMARKETING LLC	\$550.81	Audiobooks
PELLITTERI	\$40.55	Shredding
SOUTH CENTRAL LIBRARY SYS	\$238.00	Movie License
TDS	\$45.08	Phone bill
WiLS	\$147.00	Database subscription
ZHONG YI KUNG FU ASSOCIATION	\$100.00	Program fee
Grand Total	\$16,665.41	

Trust Fund

None

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, June 7, 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

2021 Budget Update											
REVENUES											
		Budget Amount	January Actual	February Actual	March Actual	April Actual	May Estimate	YTD Actual	% of Budget total	% to hit target	amount it should be to hit target
Property Tax		\$ 626,250.00	\$ 626,250.00	\$ -	\$ -	\$ -	\$ -	\$ 626,250.00	100.00%		
County Library Aids		\$ 328,250.00	\$ 1,082.00	\$ 2,166.73		\$ -	\$ -	\$ 3,248.73	0.99%		
State - COVID 19 Grants		\$ -	\$ -			\$ -		\$ -			
Library Fines		\$ -	\$ -		\$ 2.50	\$ 172.05	\$ 7.75	\$ 182.30			
Miscellaneous Revenue		\$ 500	\$ -					\$ -			
Interest		\$ 3,500	\$ 61.05	\$ 108.13	\$ 112.40			\$ 281.58	8.05%	33%	
Library Fees		\$ 1,500	\$ 3.00		\$ 12.00	\$ 137.40	\$ 54.85	\$ 207.25	13.82%	33%	\$ 500.00
		\$ 960,000.00	\$ 627,396.05	\$ 2,274.86	\$ 126.90	\$ 309.45	\$ 62.60	\$ 630,169.86	65.64%		
Expenditures											
								\$ -			
Salaries	110	\$339,500.00	\$ 29,202.44	\$ 27,156.92	\$ 27,313.92	\$ 26,941.78	\$ 27,207.44	\$137,822.50	40.60%	42%	\$ 141,458.33
Part-time	120	\$175,500	\$ 8,939.74	\$ 8,050.92	\$ 8,230.32	\$ 8,721.04	\$ 10,166.24	\$44,108.26	25.13%	42%	\$ 73,125.00
Health Insurance	130	\$107,000	\$ 16,716.10	\$ 8,358.05	\$ 8,358.05	\$ -	\$ 8,358.05	\$41,790.25	39.06%	42%	
Retirement	131	\$29,250	\$ 3,292.25	\$ 2,184.30	\$ 2,184.30	\$ 2,187.53	\$ 2,193.24	\$12,041.62	41.17%	42%	\$ 12,187.50
SS/Medicare	132	\$40,500	\$ 3,836.27	\$ 2,518.04	\$ 2,543.77	\$ 2,628.74	\$ 2,695.20	\$14,222.02	35.12%	42%	
Other Benefits	135	\$2,000	\$ 180.42	\$ 62.14	\$ 82.38	\$ 67.20	\$ 67.20	\$459.34	22.97%	42%	
Wage Adjustment	140	\$ 14,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00	0.00%	42%	\$ 5,833.33
Expense Reimbursement	141	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$0.00			
Total Personnel		\$708,250.00	\$ 62,167.22	\$ 48,330.37	\$48,712.74	\$40,546.29	\$50,687.37	\$250,443.99	35.36%	42%	\$ 295,104.17
Support Services	210	\$ 36,250	\$ 1,929.00	\$ 1,929.00	\$ 1,929.00	\$ 1,929.00	\$ 1,929.00	\$ 9,645.00	26.61%	42%	\$ 15,104.17
Consulting Services	211	\$ 45,500	#####	\$ (124.00)	\$ -	\$ -	\$ -	\$ 46,059.00	101.23%	42%	\$ 18,958.33
Utilities	220	\$ 28,000	\$ 2,116.40	\$ 2,199.04	\$1,976.91	\$1,772.36	\$1,772.04	\$ 9,836.75	35.13%	42%	\$ 11,666.67
Communication	221	\$ 1,500	\$ 175.29	\$ 95.08	\$168.29	\$192.24	\$95.08	\$ 725.98	48.40%	42%	\$ 625.00
Equipment Maintenance	240	\$ 9,000	\$ 2,507.94	\$ 301.72	\$ 152.42	\$ 402.72	\$168.30	\$ 3,533.10	39.26%	42%	\$ 3,750.00
Facility Maintenance	242	\$ 21,250	\$ 81.23	\$ 852.26	\$ 802.88	\$ 234.07	\$2,255.13	\$ 4,225.57		42%	
Other Contractual Services	290	\$ -	\$ -				\$1,221.92	\$ 1,221.92	5.75%	42%	\$ 8,854.17
Total Services		\$ 141,500.00	\$ 52,992.86	\$ 5,253.10	\$ 5,029.50	\$ 4,530.39	\$ 7,441.47	\$ 75,247.32	53.18%	42%	\$ 58,958.33
Office Supplies	310	\$ 9,000	\$ 95.78	\$ 374.87	\$ 337.05	\$ 70.33	\$ 439.54	\$ 1,317.57	14.64%	42%	\$ 3,750.00
Postage	311	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%	42%	\$ 104.17
Dues	320	\$ 500	\$ 225.00	\$ -	\$ 219.00	\$ -	\$ (100.00)	\$ 344.00	68.80%	42%	\$ 208.33
Meeting Expenses	330	\$ 1,000	\$ 25.00	\$ -	\$ -	\$ -	\$ -	\$ 25.00	2.50%	42%	\$ 416.67
Training Expenses	331	\$ 2,750	\$ -	\$ 365.50	\$ 273.00	\$ 85.00	\$ -	\$ 723.50	26.31%	42%	\$ 1,145.83
Operating Supplies	340	\$ 5,500	\$ -	\$ -	\$ 150.83	\$ 165.46	\$ -	\$ 316.29	5.75%	42%	\$ 2,291.67
Technology	342	\$ 15,500	\$ 603.93	\$ 268.51	\$ 732.71	\$ 617.12	\$ 385.00	\$ 2,607.27	16.82%	42%	\$ 6,458.33
Collection - Print	344	\$ 55,000	\$ 2,664.00	\$ 5,668.55	\$ 3,795.53	\$ 6,866.03	\$ 1,786.39	\$ 20,780.50	37.78%	42%	\$ 22,916.67
Collection - AV	345	\$ 12,500	\$ 169.23	\$ 118.99	\$ 224.86	\$ 795.62	\$ 741.25	\$ 2,049.95	16.40%	42%	\$ 5,208.33
Library Miscellaneous	390	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		42%	
Programming	391	\$ 8,000	\$ 597.83	\$ 1,154.41	\$ 586.31	\$ 725.00	\$ 270.16	\$ 3,333.71	41.67%	42%	\$ 3,333.33
Other Total		\$ 110,250.00	\$ 4,380.77	\$ 7,950.83	\$ 6,319.29	\$ 9,324.56	\$ 3,522.34	\$ 31,497.79	28.57%	42%	\$ 45,937.50
Total Budget		\$960,000.00	\$ 119,540.85	\$ 61,534.30	\$ 60,061.53	\$ 54,401.24	\$ 61,651.18	\$ 357,189.10	37.21%	42%	\$ 400,000.00

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, June 7, 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 May 2020



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

May Highlights

- **Village News** - Mike Flaherty will give an update
- **Endowment** – The committee has not met. The current balance as of March 31, 2021 is \$153,476
 - We are working on the October event 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 kickoff 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 May 11th. We discussed having a book sale in July 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. Their Director has resigned after allegations of creating a hostile work environment. It's unclear if they are going to move forward with joining SCLS at all.
- **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 overflow 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 met on May 20th and discussed preliminary expansion plans. They also discussed the next steps in the process.
- **COVID related updates** –
 - **Library reopening** – The library reopened on April 27th. Since then we have seen increased use with more and more people coming in. Curbside appointments have dropped dramatically. With the end of the public health measures, we have gone back to our normal hours and have begun to slowly move furniture back out.

- **Staff Retirement** – Sherri Gherke (Shelver II position) retired from the library as of May 28th. Sheri was a great asset to the library and we will miss her a lot. Instead of replacing her position we're doing some testing to see if changing the duties of the Circulation staff might work better.
- **New mobile app now available**– The new mobile app was released June 1st. Patrons can place holds, renew items, and check the status of their account. The app also includes a digital library card. We think patrons will find this really useful when they are out biking or walking and decide to pop into the library to pick up their holds.
- **Program sponsorship** – Madison Pediatric Dentistry is interesting in sponsoring one of our Summer Reading programs. They have asked for a sponsorship agreement. I am working with the Village's attorney to review our sponsorship policy and draft an agreement.
- **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 storytime was only held the first week of May and then took a break for the month for summer library program prep.

Virtual Programming:

- The crafting kits this month were "Random Acts of Crafting" bags which patrons could sign up for. These bags had a multitude of extra materials from our craft closet which was cleaned prior to the building reopening.
- Zumbini Session 3 finished this month on May 19th. This has been a wonderful program over zoom and families are looking forward to meeting in person in June.
- The Time Warp Trio book club met on Tuesday, May 11th to discuss "See you Later, Gladiator" and make Roman Centurion helmets. Participants also learned about the Colosseum, Appian Way, and Roman Forum.
- Book Explorers met on Tuesday, May 25th to discuss the Artemis Fowl graphic novel. Our activity this month had to do with codes, since Artemis had to decode the fairy handbook code. We learned Morse code, a pigpen cipher, and Roman cipher.

Other

- On Wednesday, May 19th Heather attended the McFarland PTO meeting to share the upcoming summer programs and upcoming events at the library. It was great to be able to share all of our upcoming performers and programs we will be offering – as well as the Summer Reading program.
- Heather sent out letters to local businesses to solicit donations for the summer reading program. We have, as of today's date, heard back from Spartan Nutrition. They are planning on donating gift cards and coupons for our program this summer.
- The McFarland Parks Committee has approved the use of amplified sound at the parks this summer for Storytime, Zumbini, and the Zumba Kids party in July. We are now able to hold these programs at Lewis Park with the shelters reserved in case of rain.
- During the last week of May Heather attended a virtual program hosted by the San Diego County Office of Education about Indigenous Voices and providing authentic children's literature to the classroom and library. It was a great program that highlighted contemporary works featuring authentic Native American stories and characters.

Teen Services (Abby Seymour)

- **Wisconsin Association of Public Libraries Conference** - At the beginning of May, I was very grateful for the opportunity to attend the WAPL virtual conference. I was both an attendee and a presenter at this conference. As an attendee, I was able to attend sessions that focused on subjects such as creating book subscription boxes, book talks from the CCBC, creating community connections during the pandemic, tips and tricks of Beanstack, summer program ideas, whole librarianship and not limiting programs to age restrictions, and how to overcome failure and imperfection in the library. I presented with a panel of 3 other fellow Wisconsin teen librarians on the subject of finding teens online. Our session was called "Where's Waldo: Connecting with Teens Online" and I talked about the different social media platforms I use to communicate with teens, including Facebook, Instagram, and YouTube. These platforms range for me with Facebook being the most successful and Instagram being less successful. I also highlighted the different platforms I use to run virtual programs which include Zoom and Roll20. I also explained how I used Google Forms with student email accounts to get the teens to the virtual programs successfully. I learned a lot from this experience and made many networking connections.
- **Teen Programs** - The only teen program I had in May was the monthly Teen Advisory Board meeting. At this meeting, the group looked over the Teen Newsletter they created one last time before I sent it out. They did a great job contributing some amazing content for that newsletter! The group also discussed volunteer opportunities this summer and what they want T.A.B. to look like in the future and how we can expand. T.A.B. is taking a break for the summer and will resume again in the new school year.
- **Summer Reading Program** - I spent a lot of my time this month preparing, both for the summer reading program and for the library reopening. To prepare for the library reopening, I had to make the Young Adult area presentable for patrons again by straightening the shelves, making a display, hanging signs on the walls, and temporarily removing the seating. Planning the summer reading program was challenging again this year with so much being up in the air due to COVID regulations. I planned all the teen programs to be virtual again because in early May, that seemed the right thing to do. Now, some (but not all) of those plans are out the window as I swerve to making a few teen programs in person. Dungeons and Dragons, Teen Hangout, and Summer Book Club will all be virtual with Snack & Chat and Crafternoon happening in person. Time was also spent creating the Teen Summer Reading Challenge on Beanstack.
- With the preparation for the Summer Reading Program also comes marketing. Ideally, I'd prefer to go into the classrooms to speak to the middle schoolers and high schoolers face-to-face but that was still not possible this year. I spoke with both school librarians and they are doing a lot on their end to tell their students about my summer programs. I am very grateful for them! I also made a YouTube video where I explain what's happening this summer for teens, all while baking a cake! Check it out on the library YouTube page! May was all about preparing and getting the word out to teens that the library is now open and that it has a lot to offer them. I just hope all that work pays off in June!

Adult Services Highlights (Ann Engler)

Programming

- Between the weather and the promising vaccination rates in Dane County, I have noticed a drop in live virtual program attendance. Even so, our programming for May was well-received.
- Stoughton Hospital did a brief introduction to their new urgent care facility in McFarland. As a bonus, the marketing manager I set it up with offered to share upcoming programs of note in their employee newsletter, which reaches hundreds.

- The railroad history program and the Zhong Yi Kung Fu program both gained a lot of traction on YouTube, and Zumba (which is live only) remains popular.
- A special guest this month was Ian's Pizza for a dough-stretching tutorial for cooking club—it was a very fun program and they donated their time. Additionally, the Folk Songs of WWI program went very well, had attendees from as far away as Philadelphia, and was a nice way to mark Memorial Day. The performer, Adam Miller, gave us a significant discount on his original program fee to show his support for libraries, which was much appreciated.
- Ron Larson is doing his popular walking tours again this summer, which is my first foray into in-person programming over a summer, if you can believe it (2020 would have been, but...). I'm looking forward to **learning more about what adults are interested in attending during the summer months.**

Collection Development - Now that we are open to in-person browsing, I'm making it a point to order Lucky Day copies of new and hopefully popular fiction and movie titles to refresh those collections. They are going out fast!

Social Media/YouTube

- Our YouTube channel gained numerous new subscribers, likely due to the excellent Summer Reading Program videos Heather and Abby put out. Our recorded programs continue to perform strongly.
- Now that we are back in the library, I plan to bring back my Browse the Stacks videos soon, as it will be easier to do themed videos with the entire library at my disposal.
- Our new READ poster is hung up in the children's section! Officer Joel Zietsma's photo turned out great.

Summer Reading - The adult SRP challenge is available, and donations are coming in for prizes from generous McFarland businesses, which is much appreciated. I think we will have a good turnout this year!

Circulation Services Highlights (Kelly Heasty)

CURBSIDE DELIVERY ON-GOING:

- Book bundles: 8
- 18 JUV kits
- Curbside pick-up numbers: 327

NEW PATRONS

- § 34 applications for cards received: 5 were WEB only requests

MEETINGS:

- May CSS meeting:
- Discussed new mobile sw and ability for patrons to link accounts with other family members and check out at self-checks.
- Updated Section 6 of Circulation manual
- Agreed on uniform format for patron registration – to be added to manual as a best practice.
- Met with SE team for Diversity/Equity: discussed policing in libraries & racial identity models
- Met with Space/Needs committee at Municipal bldg to review two architectural plans that had been offered
- Attended Fam Fest meeting and took minutes
- Participated in staff meeting

TRAINING/EDUCATION:

- Watched second half of Helping Deaf Patrons training

- Attended first half of Ergonomic training/avoiding repetitive stress injuries with Heidi
- Listened to what was supposed to be a live Webinar with Dr. Fauci re: COVID. Ended up a taped recording.

REOPENING ACTIVITIES:

- Updated and changed signage through library, as needed for reopening
- Working with Ann Engler and McF Equity Project to do a “Community Reads” project to be run alongside UW Madison’s Go Big Read selection for this summer: Transcendent Kingdom by Yaa Gyaasi

BILLING: - Contacted several patrons about billing notices received during the month in an effort to get materials returned.

OTHER:

- Started updating Circulation procedures manual and training documents to better reflect new processes since pandemic and to combine/update old KOHA info into Bibliovations related documents
- Received new state maps from local state representative.
- Set up display case arrangement for July with Girl Scouts
- Materials spreadsheet brought up to date with all incoming new materials received in May.
- 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
- Added Beanstack & McFarland website links to the staff website page

BOOKCLUBS:

- Managing Book Club holds for Prairie Stone.
- Discussed with Ann E resuming Introvert Book Club this fall under auspices of a different name.

STAFF:

- Scheduling and Payroll completed for May
- Created new schedule for reopening to pre-pandemic hours.

Amy Lawrence (Technical Services)

- Cataloging and processing new materials
- Mending materials, handling damaged and parts missing items
- Website/social media updates as needed
- Monthly and special newsletters
- Monitoring bulletin boards and keeping flyers up to date
- 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 reopening duties, adjustments, etc
- Assisting with curbside pickup appointment scheduling, patron reference questions, computer/copier assistance and other circ duties as needed
- Proofreading programming flyers

- Outerlibrary loan requests
- Monitoring tax form supplies
- Working on new combined purchase request/outerlibrary loan form
- Adding/processing VOX audio-enabled picture books and STEAM kits

---Heidi Cox, Library Director

McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 7, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Library Statistics

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Monthly Stats

E. D. Locke Library Statistics

	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	7,849	11,344								42,792	1%
% change month to month	-49%	-48%	-5%	1168%	241%	-100%	-100%	-100%	-100%	-100%	-100%	-100%		
	Curb Side Delivery Appointments													
2020				144	702	925	1490	1401	1317	1414	1490	1405	10,288	
2021	1431	1451		1273										
	visitor count													
2019	7,855	7,814	9,889	9,256	8,103	11,931	11,414	11,205	9,648	9048	8,110	8,524	112,797	0%
2020	9,068	8,496	5,278	0	0	0	0	0	0	0	0	0	22,842	-11%
2021	60	386	718	965	4,823								6,952	-70%
	-99%	-95%	-86%											
	No. Children's Events													
2020	41	35	11	40	36	46	47	38	36	37	34	19	420	
2021	29	31	32	30	30								152	
	Children's Program Participation													
2020	865	1237	8320	19927	12578	15038	12833	9757	5616	6211	4929	3479	100,790	476%
2021	5296	5200	5261	4796	1088								21,641	-50%
	No. Teen Events													
2020	6	5	4	4	5	13	23	16	8	17	16	10	127	297%
2021	4	19	22	19	2									
	Teen Program Participation													
2020	27	46	6	6	10	42	74	61	16	75	68	40	471	41%
2021	21	91	97	73	18								300	216%
	No. Adult Events													
2020	15	19	10	6	10	6	4	9	8	10	10	5	112	0%
2021	9	8	11	10	6								44	-27%
	Adult event Participation													
2020	86	162	0	33		75	33	145	86	150	117	106	993	0%
2021	118	238	118	200	113								787	180%
	Reference Questions Answered													
2020	207	213	0	6	0	1	7	0	11	4	10	6	465	-80%
2021	0	0	0	0	190									
	-12%	-7%	-100%	-98%	0%	-100%	-98%	-100%	-96%	-98%	-96%	-97%		

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	% Change
	E-Books													
2021	1605	1345	1558	1377	1320								7,205	3%
	25%	12%	8%	-17%	-9%	-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	1235	1397								6,295	-2%
	-10%	1%	-12%	4%	8%	-100%	-100%	-100%	-100%	-100%	-100%	-100%		
	Magazines													
2021		87	48	58	18									

McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 7, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Pandemic reopening plan

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Reopening Plan

Reopening Plan

June 2021

- Masks are not required for the public.
- Staff are wearing them when working with the public. The acrylic barriers are staying up around the service desks.
- We've begun be putting furniture back. The furniture is socially distanced and right now about one third of it is in place. If there isn't a surge in cases, I'm expecting to put all of the furniture back out by the end of June.
- I think we're going to keep the toys to a minimum in the Children's area until they approve more kids for the vaccine or we get enough complaints that the toys are still gone.

We have a lot of options for our patrons so that they can remain comfortable.

- Curbside delivery is still being offered.
- The current occupancy of the library is available on the website so patrons can look at it and decide if they want to come in or not.
- We also have a lot of self-service services for people who want to social distance (copying, printing, self-check...)

We' have returned to our pre-pandemic hours beginning June 1st.

McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 7, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Long-range plan discussion

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

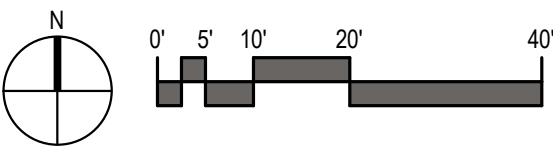
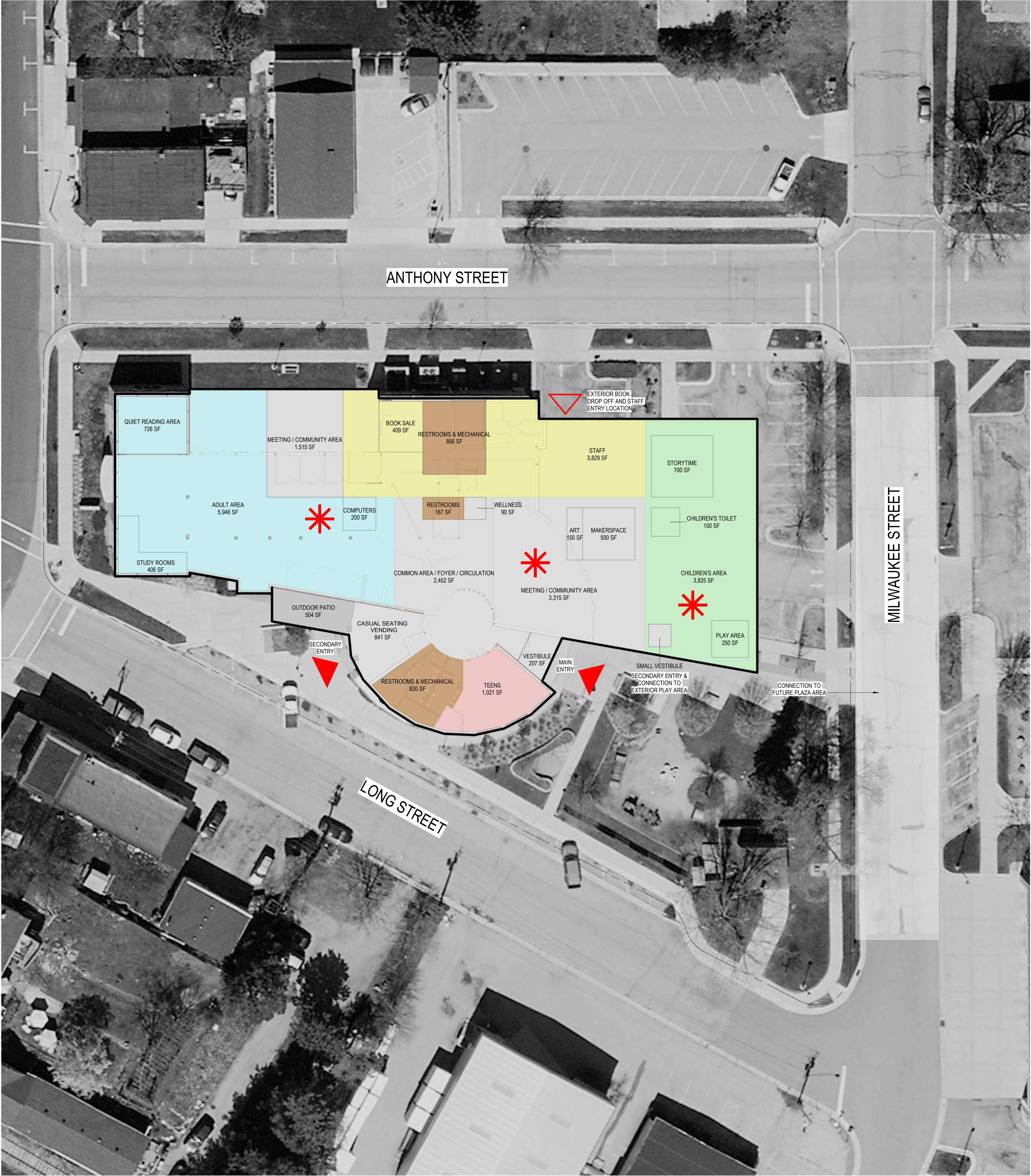
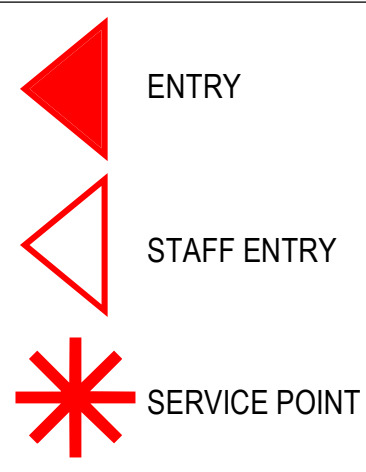
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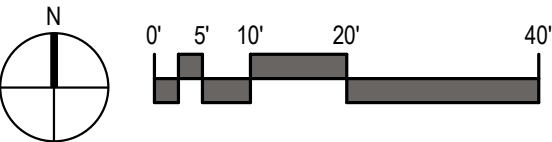
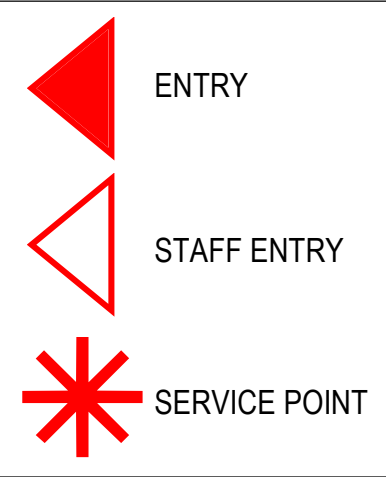
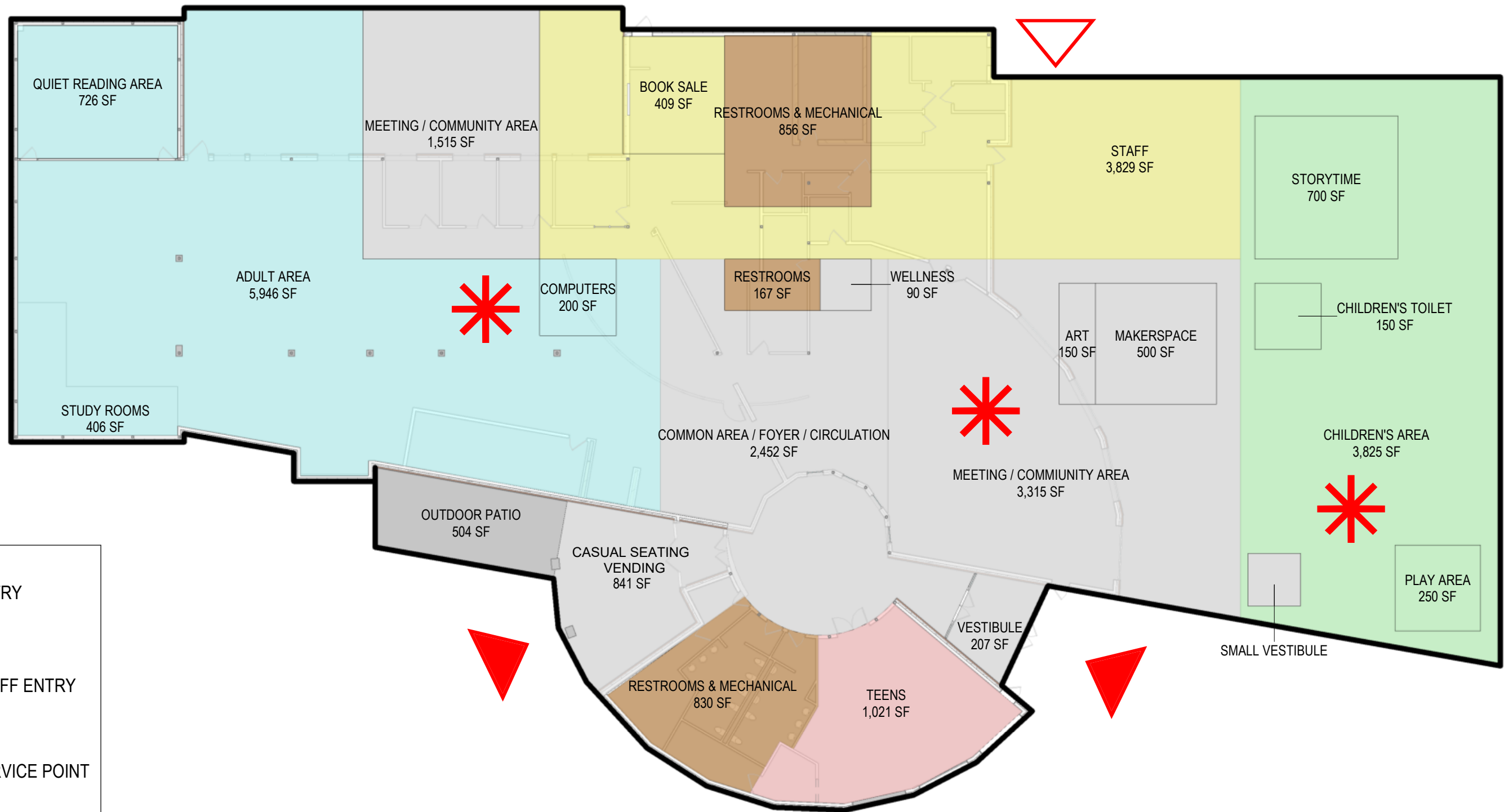
BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. 2020_1216 CONCEPT 1 & 2 compiled (1)

CONCEPT 1:
29,000 SF TOTAL
ONE LEVEL

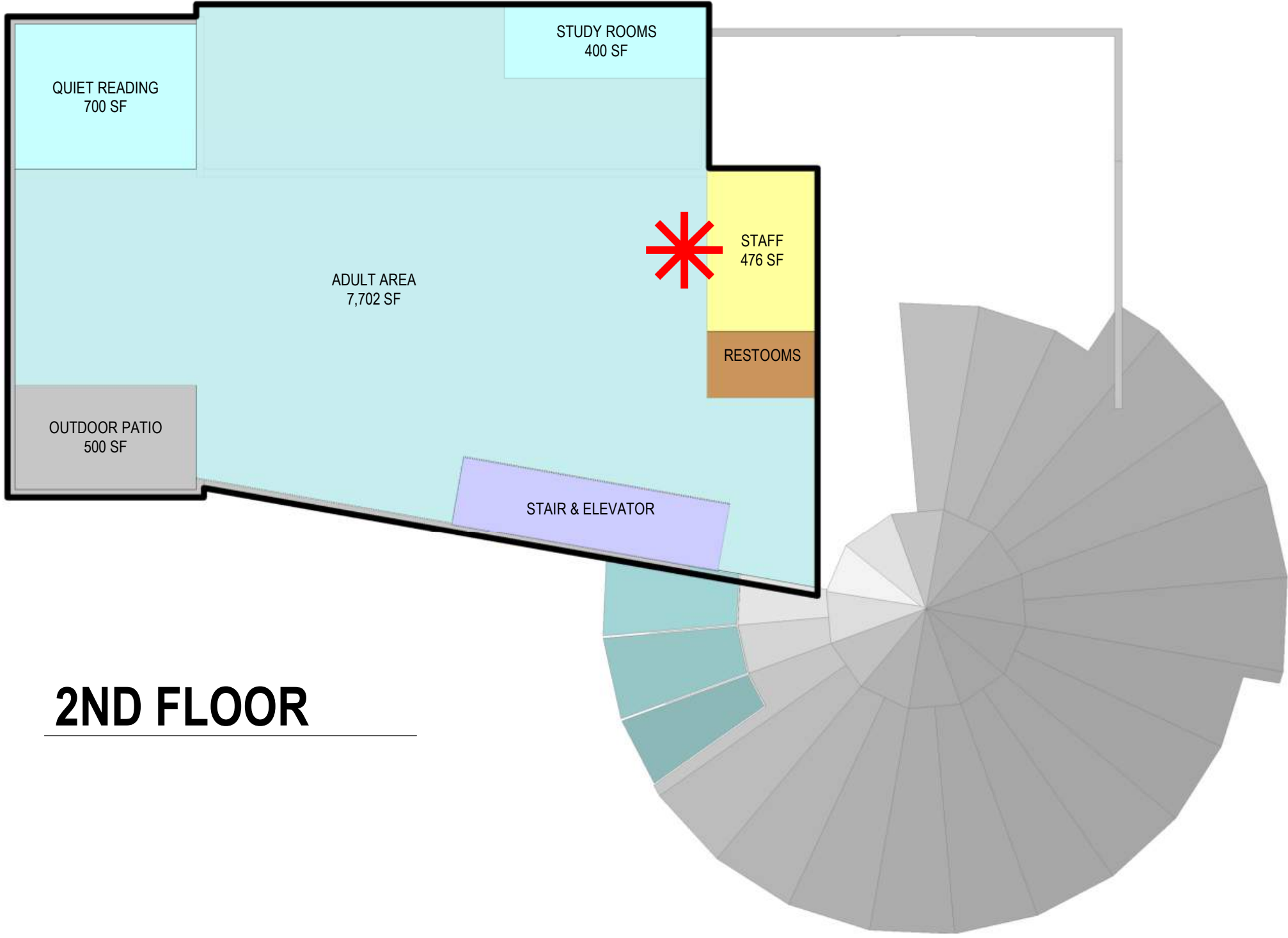
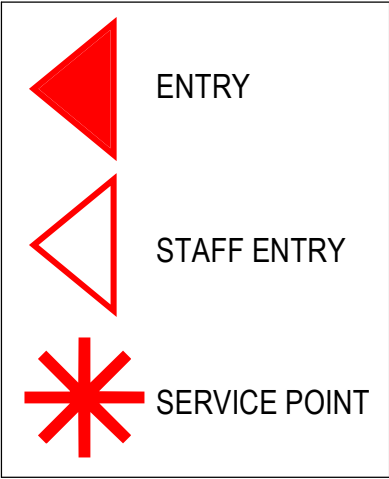




CONCEPT 1



CONCEPT 2:
31,000 SF TOTAL
TWO LEVELS

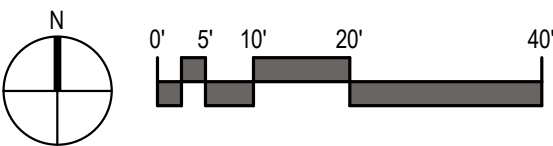


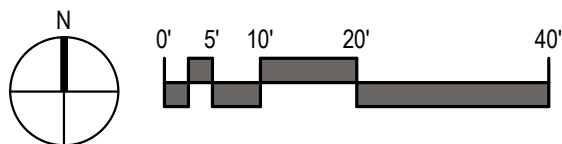
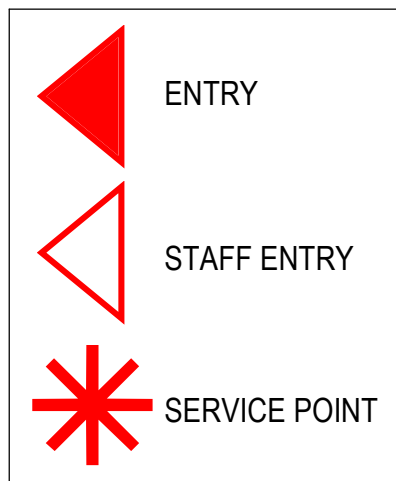
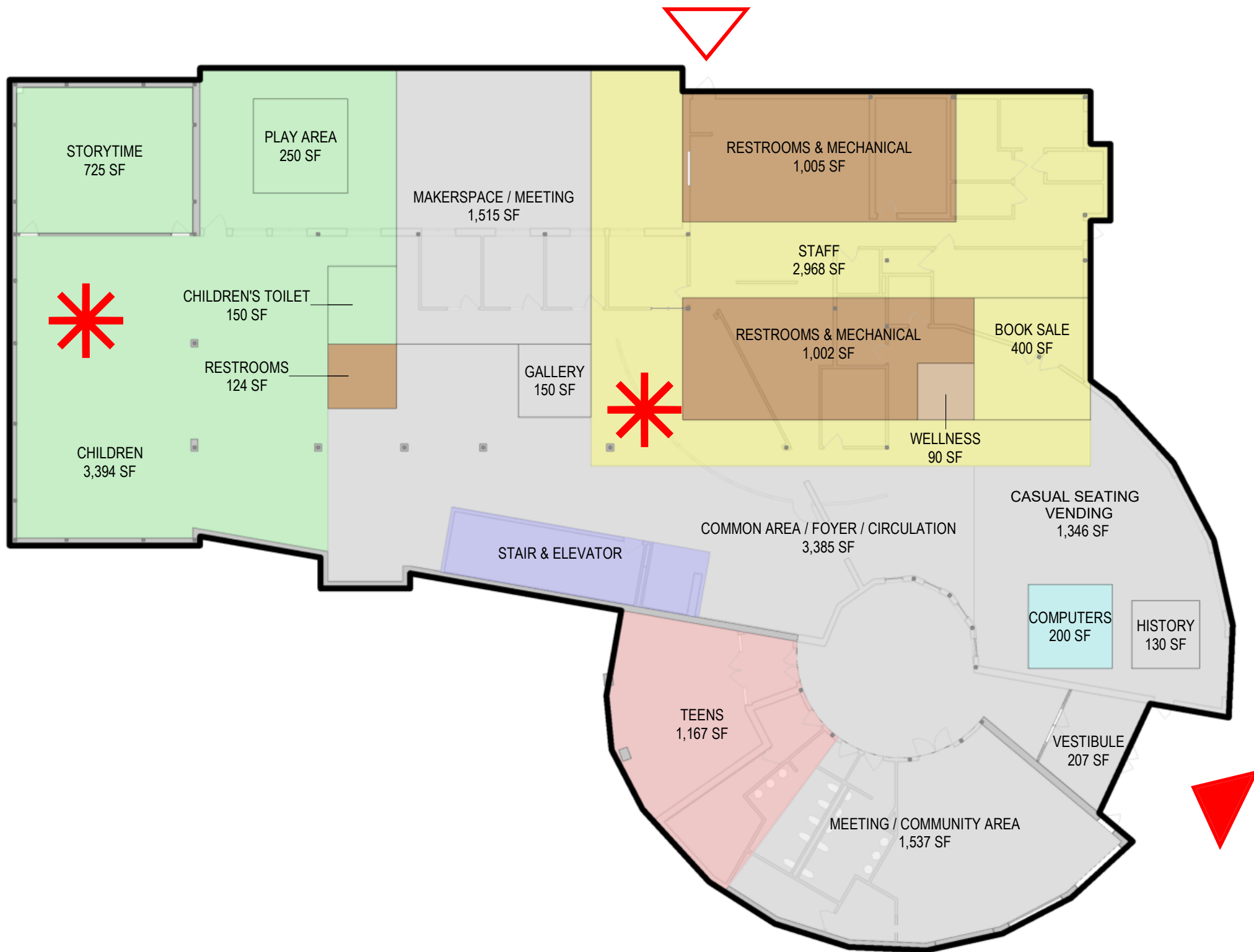
ANTHONY STREET



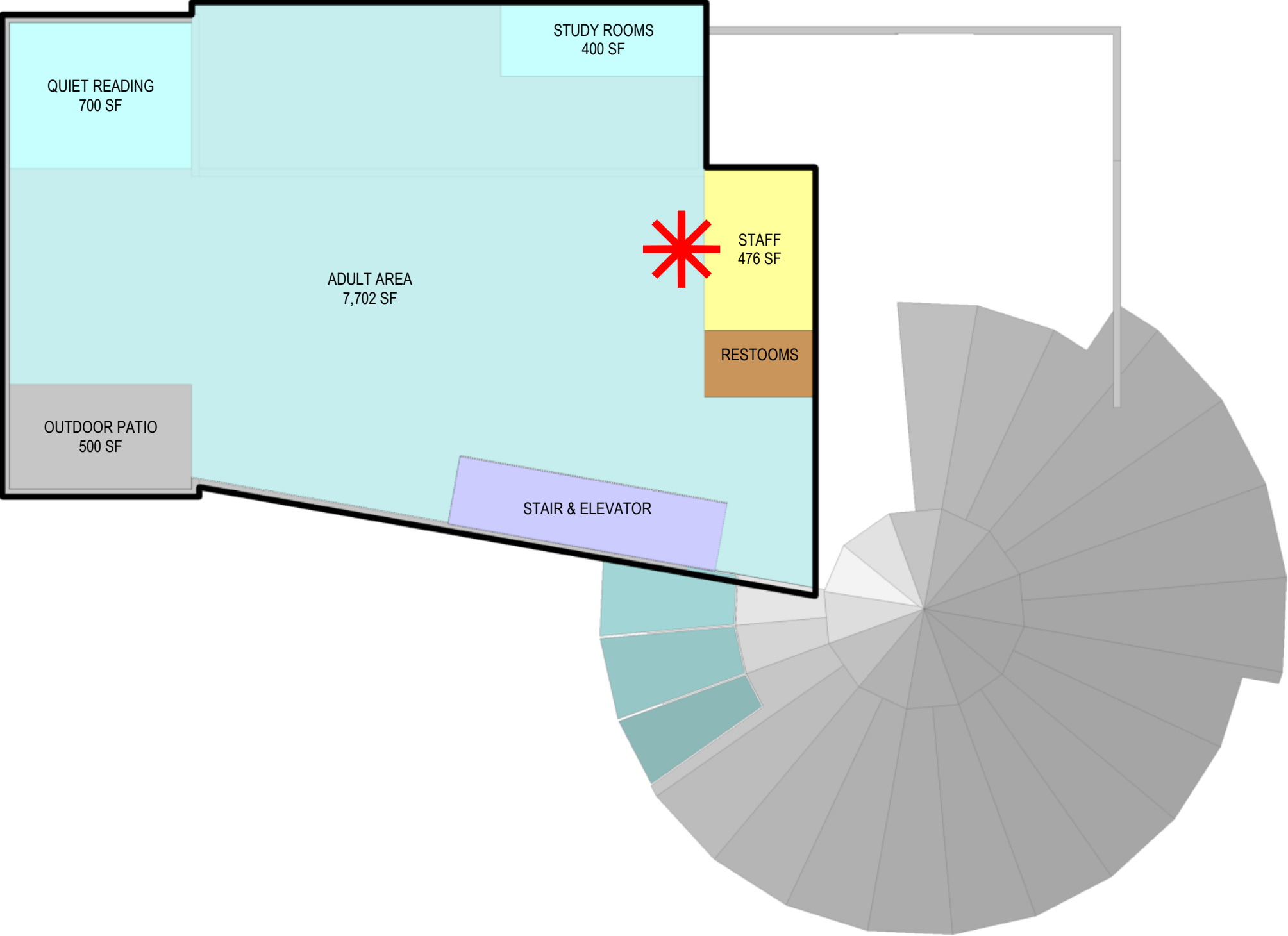
MILWAUKEE STREET

LONG STREET





CONCEPT 2 - 1ST FLR



McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 7, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Strategic plan review

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Strategic Plan 2019 June 2019 update

E.D. Locke Public Library

Strategic Plan

2019-2024

Library Board approved: July 1, 2019

Introduction:

Mission Statement:

The mission of E.D. Locke Public Library is to provide high quality materials and services to fulfill the informational, recreational, educational and cultural needs of the entire community in an atmosphere that is welcoming and respectful.

Vision Statement:

E.D. Locke Public Library: Welcoming all to an engaging environment, providing state-of-the-art library services.

Goals and Objectives:

After researching the best practices of creating and maintaining strategic plans, we decided to identify no more than five major goals and about four objectives within each goal so that the process of tracking and revising this plan will be straightforward.

Goal #1: Create new sources of financial support

The McFarland Community has demonstrated its capacity and willingness to financially support the Library, beyond taxpayer revenue, by its grassroots creation of the Library and its capital contribution to the present building. The McFarland Community has the potential to establish new financial support mechanisms that could provide for expanded programming and services beyond what is possible within the current budget.

One example and potential model is the McFarland Education Foundation. However, there are many possible ways this could be approached including creating a new foundation, creating a fund within the Madison Community Foundation, and others.

Objective 1.1: Continue to grow the Library's Endowment Fund

A sub-committee of the Library Board has been created to oversee the Library's endowment fund. In December of 2017, the Library was awarded a challenge grant from the Madison Community Foundation for \$35,000. The Friends of McFarland Library have also issued a challenge grant of \$30,000. Both grants will be paid when \$105,000 total dollars (including the challenge grants) have been reached.

The subcommittee should keep these donors engaged and continue to grow the Foundation to \$125,000.

- **The balance of the endowment as of 5/31/2021 is \$153,476.00**

Objective 1.2: Pursue more grant writing

A survey should be done periodically using such sources as the Marquette list of foundations to see if there are potential sources that have not been explored. The Madison Community Foundation should also be consulted from time to time for suggested sources.

- Investigate grants that would fund a Public Art project at the library.
 - The village has hired staff in the Community Development Department and one of his duties is to work on public art. We will be working with Community Development on art that will go in Discovery Gardens park on the pump house.
 - Heather is working on a public art project for the kids area. It will be above the Juvenile DVDs and will feature the village.
- Investigate grants that would fund Community Conversations on Diversity
 - The Beyond the Page Endowment will be supporting these conversations as a part of their 2021-22 budget cycle.
 - Received a grant to do South East Asian preprogramming and book purchases.
 - We received a grant from the School of Southeast Asian studies at UW-Madison to do program and purchase materials about South East Asia
 - We received a grant from the School of Africa studies at UW-Madison to do programs and purchase material about Africa

Objective 1.3: Establish Planned Giving options

Once a foundation/endowment is established, a planned giving option should be created to provide a means for individuals to make legacy gifts. Endowment gifts provide a means for those donors who wish to make their support of the library permanent and can be for projects or programs of special interest to the donor. The Endowment Subcommittee should create a plan on how to go about soliciting planned giving donations.

- *Evan has updated the Endowment's portion of the website.*

Goal #2: Use technology to help library personnel be more productive and efficient.

The library will continually evaluate available technology to identify ways to improve efficiency, productivity and the patron experience.

Objective 2.1: Improve technology resources for patrons and staff

1. *Added Creative Bug Database*
2. *Added Food AtoZ database*
3. *Currently working on a digital signage project,*
4. *Added the New York Times*
5. *Four new self checks with software that will allow for social distancing*
6. *Implemented Wireless printing software*
7. *Implemented Curbside Delivery scheduling software*
8. *Implemented a new mobile App for the catalog*
9. *Implemented new staff scheduling software*
10. *Computer software to allow staff to help patrons with computer issues remotely.*

Coincides with Village Board Goal B3 and C1

Computer resources and internet access will be regularly updated and improved to meet the evolving needs of patrons. RFID technology has been implemented to improve self-checkout and circulation efficiency; this technology will be further used to collect key statistics to keep services in line with users' needs.

Sample Projects include:

- *Upgrade to the new version of BiblioNation – complete*
- *Training for staff on BiblioNation – Completed*
- *Training for the public on the new online catalog that comes with BiblioNation – done*
- *Upgrade our current AWE station for preschool children - done*
- *Add an additional AWE station for school age children - done*
- *Investigate using iPads for online catalogs throughout the building - done*
- *Create an online registration process for Library Programs – request is in the 2020 budget. Put on hold because of COVID but we will be working on this during the summer of 2021.*
- *Adding digital signage to the outdoor library sign.*
- *Investigate digital signage for the vestibule to replace Government notices – done (thanks to COVID and closures government notices are now online)*
- *Work with the schools to create library accounts for students - done*
- *The ability to accept credit card payments at the circulation desk – done*
- *Replace existing library app for the catalog with an improved one – done*

Objective 2.2: Maintain library website and social media presence.

Coincides with Village Board Goal B3

Library staff will maintain social media avenues to ensure relevant information is easily accessible to patrons, including an online reservation form and calendar for the community meeting room. The library will continually evaluate opportunities to expand use of social media to connect with the community and increase visibility of library programming and services.

Library staff will upgrade the Library website to make it more interactive and a better fit for patron needs. – Done

Objective 2.3: Provide technology learning opportunities to patrons.

To help patrons navigate and take advantage of the evolving information technology available, the library will increase staffing and explore collaborating with other community organizations to offer training opportunities to patrons. Staff will be equipped to provide assistance with the technology and resources available to patrons in the library.

- *Increase Technology training and computer training for seniors. Maybe an open forum. Maybe have outside instructors come in.*
- *Provide opportunities for resume and employment search workshops.*

Goal #3: The E.D. Locke Public Library will provide a clean, comfortable, accessible, safe library facility.

Coincides with Village Board Goal B1

Objective 3.1: Establish a plan for building item replacement for maintenance.

Library staff will create a list of items that will need to be replaced and/or updated as the building ages. The list will include an approximate replacement cost and the approximate life span of the item. The Library Board will create and maintain a long-term replacement budget for the facility, furnishings, and fixtures. This should facilitate more effective multi-year budgeting by having a plan beyond the current or next budget year.

The Library will investigate new shelving and reorganizing existing collections to make them more efficient. – ongoing

Objective 3.2: Create a long-term space needs plan. – ongoing

Conduct a space needs assessment to determine facility needs for the next 20 years, factoring in population growth and the changing needs of patrons.

Goal #4: Adapt staffing to the changing needs of the Library.

Coincides with Village Board Goals A1

In order to provide a full range of library services, the Library requires a skilled, professional staff. To best serve patrons, every staff person must be trained in the implementation of new procedures and current technologies.

Objective 4.1: Add a second full-time Children's Services librarian position. This position would support the Children's Services department by concentrating on service to school age children and teens. – done.

Objective 4.2: Increase training for staff - done

The Library will close for a staff in-service annually. The Library budget will also provide extra funds for staff to receive training outside of their normally scheduled hours.

Staff would like training in American Sign Language and Spanish.

Some examples of staff training that have been attended in the last year are:

- Webinar on American Sign Language and Deaf Culture
- Diversity, Equity, and Inclusion Training
- Anti-racist story time webinar
- Teen Programming Webinars
- Social Media trends
- Graphic Design for non-designers
- Customer Service Training
- Working with homeless patrons training

Goal #5: Create a marketing plan

The Library should serve the broadest possible community. Therefore, the community should be made aware of the resources and services provided by the Library.

Objective 5.1: Create a speakers bureau of individuals prepared to speak at community organization meetings.

Objective 5.2: Increase collaboration with schools, Chamber of Commerce, businesses and other community organizations.

- For the last year, we have been working with the McFarland Equity Project
- We frequently check in with the school district to see if there's anything we can work on together.

Objective 5.3: Increase marketing/awareness with community residents by working with the Food pantry, attending the Business Expo, giving library brochures to the Chamber for welcome-bags, having auction items at Blues in the Night event and the ChocolateFest.

Goal #6: Increase offerings and amenities for underserved groups
Coincides with Village Board Goal A1

Objective 6.1 Increase program offerings and amenities for special needs kids and adults.

Pre Covid, Heather Kent had partnered with the school district on sensory story times. She has also added mobility and sensory elements to her mainstream programs.

Objective 6.2 Increase programs on the topics of diversity, social equity and racial justice.

We have had cooking clubs with Korean cooking, Indian cooking, and Mentoring Positives (a nonprofit that mentors at-risk Dane County youth real-world business and food science).

We are partnering with the McFarland Equity Project on the programs around the Go Big Read 2021 book *Transcendent Kingdom*.

We received a grant to do programming about East Asia. The programs included Chinese dance, Indian food cooking club, and Anime and Japanese snacks for Teens.

We received a grant to do programming about Africa. The programs will include an African Drum circle at Family Festival and a speaker from Ghana who will talk about the immigrant experience.

Objective 6.3 Increase training opportunities for staff on services for underserved groups.

The full-time staff have attended training sessions on Diversity, Equity, and Inclusion from organization such as Cream City Conservation and the American Library Association.

Implementation: Tracking, review, and revision

The Strategic Plan Committee recommends:

- The Library Board review and approve this plan.
- The Library Board should review the status of the Goals and Objectives frequently (we suggest quarterly) with the Library Director so that implementation progress is closely followed.
- The Library Board should review, revise, and update this plan after an appropriate interval. We suggest this should be done after three years. A new Strategic Plan Committee could be appointed at that time if needed.

McFarland
SUMMARY SHEET

MEETING DATE: Monday, June 7, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: 2022 Budget Plan

PREVIOUS ACTION:

ISSUE SUMMARY:

This is the beginning of discussion where we make plans for our 2022 budget.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None