VILLAGE OF MCFARLAND **Library Board** *NOTICE OF PUBLIC MEETING*

Monday, August 7, 2023 **5:15 PM** **E.D. Locke Public Library**

AGENDA

1. CALL TO ORDER
2. PUBLIC APPEARANCES AND COMMUNICATION
3. ACTION ITEMS
   a. Motion to approve the minutes of the July 3, 2023 meeting.
   b. Motion to approve the July invoices
4. INFORMATION ITEMS
   a. Budget Update
   b. Director's Report
   c. Monthly Statistical Report
   d. Community Center
5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION
   a. Close the library from 9am - noon on October 19th, 2023 for staff CPR Training
   b. 2024 Budget
   c. Library Faxing & Scanning Policy
   d. Library Strategic Plan
6. ADJOURNMENT

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND

Library Board Minutes

Monday, July 3, 2023 - 5:15 PM

1. CALL TO ORDER

Ken Machtan called the Library Board to order at 5:15 p.m. the E.D. Locke Public Library, meeting room 103.

Members present: Luke Fessler, Evan Richards, Ken Machtan, Staci Fritz, Peter Sobol, Karin Mandli

Members not present: Mona Nelson

Staff Present: Heidi Cox, Library Director

2. PUBLIC APPEARANCES AND COMMUNICATION

3. ACTION ITEMS

a. *Motion to approve the minutes of the June 5, 2023 meeting.*
Motion by Member Evan Richards, second by Member Karin Mandli, to approve the minutes of the June 5, 2023 meeting. Motion carries 4 - 0 - 2 by acclamation, with Staci Fritz, Peter Sobol abstaining.

b. *Motion to approve the June invoices*
Motion by Member Karin Mandli, second by Member Staci Fritz, to approve the June invoices Motion carries 6 - 0 - 0 by acclamation.

4. INFORMATION ITEMS

a. *Budget Update*

b. *Director's Report*

c. *Monthly Statistical Report*

d. *Community Center*

5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

a. *Library Board Letter regarding Community Center*
Public Comments:

Carolyn Clow spoke in opposition to the Library Board resubmitting their letter.
Ed Wrey spoke in opposition to the Library Board resubmitting their letter.

Motion by Member Peter Sobol, second by Member Evan Richards, to table the Library Board Letter regarding Community Center Motion carries 6 - 0 - 0 by acclamation.

b. *Joint Village Board and Library Board Meeting*
The library board discussed the proposed meeting timeof September 12, 2023 at 5:30 for a joint Library Board/Village Board meeting. The library board found that they would

have a quorum for that meeting time.

c. *Review Director's 2023 goals*

d. *Study Room Policy*
Motion by Member Evan Richards, second by Member Peter Sobol, to approve Study Room Policy with one change: Changing the sentences "*Use of study rooms must be arranged at the Circulation desk. Users must sign in on the signup sheet" to "All users should check in at the Circulation desk and sign the meeting room sign-up sheet."*. Motion carries 6 - 0 - 0 by acclamation.

e. *Ukulele Policy*
Motion by Member Staci Fritz, second by Member Evan Richards, to approve the Ukulele Policy Motion carries 6 - 0 - 0 by acclamation.

f. *Wifi Hotspot Policy*
Motion by Member Evan Richards, second by Member Karin Mandli, to approve removing the Wifi Hotspot Policy Motion carries 6 - 0 - 0 by acclamation.

g. *Trustee Education*

h. *Approval for landscaping quotes*
Motion by Member Karin Mandli, second by Member Staci Fritz, to approve the landscaping quotes from Avant Gardening & Landscaping not to exceed $5,000. Motion carries 6 - 0 - 0 by acclamation.

6. ADJOURNMENT

Motion by Village Trustee Luke Fessler, second by Member Peter Sobol, to adjourn at 6:17

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

E. D. Locke Public Librry Invoices

July 2023

Vendor	Sum of Amount	Description
AMAZON CAPITAL SERVICES	$1,291.36	DVDs, CDs, Office Supplies
ARAMARK	$177.45	Mat Rental
CORPORATE BUSINESS SYSTEMS	$32.87	Copier Lease
COX, HEIDI	$227.00	Reimbursement for ALA conference meals and mileage
DEMCO INC	$354.52	Library Supplies
GRAY, CASSIDY	$17.00	Lost book reimbusement
INGRAM LIBRARY SERVICES	$3,147.92	Books
MADISON PUBLIC LIBRARY	$20.00	Lost book reimbusement
MCFARLAND ACE HARDWARE	$6.16	Facility Repair
MICROMARKETING LLC	$124.98	Audio Books
SCHILLING SUPPLY COMPANY	$160.19	Operating Supplies
TDS	$282.16	Phone bill
Grand Total	$5,841.61	

2023 Budget Update

REVENUES									
		Budget Amount	May Actual	June Estimated	July Estimated	YTD Actual	% of Budget total	% to hit target	amount it should be to hit target
Property Tax	**41000**	$ 733,000.00	$ -	$ -	$ -	$ 733,000.00	100.00%		
County Library Aids	**43000**	$ 327,500.00	$ -	$ 324,693.00	$ -	$ 327,540.80	100.01%		
Library Fines	**45000**	$ -	$ -	$ 0.60	$ -	$ 0.60			
Interest	**48100**	$ 2,000	$ 1,927.75	$ 2,492.65	$ 2,000.00	$ 17,268.03	863.40%	58%	
Library Fees	**46000**	$ 1,500	$ 288.31	$ 319.96	$ 300.00	$ 2,084.79	138.99%	58%	$ 875.00
		$ 1,064,000.00	**$ 2,216.06**	**$ 327,506.21**	**$ 2,300.00**	$ 1,079,894.22	**101.49%**	58%	
Expenditures									
Salaries	110	$410,000.00	$ 31,226.37	$ 31,217.66	$ 31,343.39	$205,088.05	50.02%	58%	$ 239,166.67
Part-time	120	$204,750	$ 11,583.86	$ 12,008.85	$ 12,307.25	$89,679.45	43.80%	58%	$ 119,437.50
Health Insurance	130	$112,000	$ 9,462.11	$ 9,462.11	$ 9,610.83	$61,394.94	54.82%	58%	
Retirement	131	$34,000	$ 2,485.55	$ 2,533.67	$ 2,596.86	$17,284.02	50.84%	58%	$ 19,833.33
SS/Medicare	132	$47,000	$ 3,119.07	$ 3,143.27	$ 3,185.99	$21,544.66	45.84%	58%	
Other Benefits	135	$2,500	$ 84.50	$ 103.19	$ 96.53	$643.59	25.74%	58%	
Expense Reimbursement	141	$ 250				$0.00		58%	
Total Personnel		**$810,500.00**	**$6.42**	**$58,468.75**	**$59,140.85**	**$395,634.71**	**48.81%**	58%	**$ 472,791.67**
Support Services	210	$ 8,500	$ 2,699.00	$ -	$ -	$ 13,495.00	158.76%	58%	$ 4,958.33
Consulting Services	211	$ 48,000	$ 1,600.00	$ 93.75	$ -	$ 49,867.56	103.89%	58%	$ 28,000.00
Utilities	220	$ 36,000	$3,025.95	$ 2,522.43	$3,153.24	$ 22,226.00	61.74%	58%	$ 21,000.00
Communication	221	$ 4,750	$508.63	$ 505.43	$332.16	$ 3,224.90	67.89%	58%	$ 2,770.83
Equipment Maintenance	240	$ 9,000	$323.82	$ 329.84	$178.24	$ 4,759.26	52.88%	58%	$ 5,250.00
Facility Maintenance	242	$ 23,250	$209.32	$ 1,176.51	$818.51	$ 11,314.84	48.67%	58%	
Other Contractual Services	290	$ -				$ -	0.00%	58%	$ 13,562.50
Total Services		**$ 129,500.00**	**$ 8,366.72**	**$ 4,627.96**	**$ 4,482.15**	**$ 104,887.56**	**80.99%**	58%	**$ 75,541.67**
Office Supplies	310	$ 9,000	$ 54.20	$ 838.61		$ 4,303.92	47.82%	58%	$ 5,250.00
Postage	311	$ 250	$ 3.47	$ -		$ 18.01	7.20%	58%	$ 145.83
Dues	320	$ 500	$ -	$ -		$ 384.00	76.80%	58%	$ 291.67
Meeting Expenses	330	$ 1,000	$ 26.25	$ 43.13		$ 499.30	49.93%	58%	$ 583.33
Training Expenses	331	$ 3,250	$ 6.75	$ 754.55		$ 1,635.80	50.33%	58%	$ 1,895.83
Operating Supplies	340	$ 5,500	$ 796.22	$ -	$ 160.19	$ 998.89	18.16%	58%	$ 3,208.33
Technology	342	$ 28,750	$ 105.00	$ 274.95		$ 12,647.68	43.99%	58%	$ 16,770.83
Collection - Print	344	$ 55,000	$ 4,539.21	$ 4,106.97	$ 2,157.31	$ 31,375.07	57.05%	58%	$ 32,083.33
Collection - AV	345	$ 12,500	$ 775.62	$ 464.40	$ 421.41	$ 5,577.23	44.62%	58%	$ 7,291.67
Library Miscellaneous	390	$ 250	$ -	$ -		$ 105.80	42.32%	58%	
Programming	391	$ 8,000	$ 1,092.90	$ 283.58	$ 106.56	$ 4,074.72	50.93%	58%	$ 4,666.67
Other Total		**$ 124,000.00**	**$ 7,399.62**	**$ 6,766.19**	**$ 2,845.47**	$ 61,620.42	**49.69%**	58%	**$ 72,333.33**
Total Budget		**$1,064,000.00**	**$ 15,772.76**	**$ 69,862.90**	**$ 66,468.47**	**$ 562,142.69**	**52.83%**	58%	**$ 620,666.67**

E.D. LOCKE PUBLIC LIBRARY
DIRECTOR'S REPORT
August 2023

July Highlights

- **Village News -** Luke Fessler will give an update
- **Friends** – Staci Fritz will give an update
  Endowment – The total in endowment funds since 6/30/2023 is $182,228.30. We had no donations this month.
- **Trustee Training Opportunities –**
  - **Register now for Trustee Training Week, August 21-25. Here is this year's line-up.**
  - **12:00 pm, August 21 with Angela Hursh. No More Neutral: How to Use Marketing to Position Your Library in Challenging Times.**
  - **12:00 pm, August 22 with Kris Turner. Wisconsin Library Law.**
  - **12:00 pm, August 23 with Jeannie Dilger. Nurturing Your Library Culture.**
  - **12:00 pm, August 24 with Ray Lockman. LGBTQ-Inclusive Trusteeship.**
  - **12:00 pm, August 25 with Lori Fisher. Elected Officials Are People, Too.**

- **McFarland Community Festival –**
  - The festival committee is working on fundraising through sponsorships for this year. So far they have raised about $5,000.
  - The permit for the festival has been approved and we're working with each organization the details of the permit.
  - The Fire Department Volunteers is unable to staff the concession stand this year so we're adding more food trucks to take it over.
  - Library Activities
    - Farm to Table – Planning is currently underway for the Farm to Table dinner. Tickets will go on sale mid-August. New this year will be a pop-up store with Friends' and Rowe Pottery merchandise, a wine pull and a 50/50 raffle. If you are able to donate bottle(s) of wine for the wine pull, please let Karin Mandli know.
    - 5K – Heather is working on the 5K. Registration opened in mid-July so far 30 people have registered and 5 organizations have become sponsors. Last year, registration picked up quickly after Labor Day and we ended up with over 100 people registering. We're hoping to have even more people sign up this year.
    - Kids Performer – We're looking to bring in a performer for a family program on Friday evening. Heather would like to bring in a petting zoo or an educational animal program.
    - Kids Games – Abby is proving games for kids from 12-4 on Saturday. Her teen volunteers will be helping with the games.
    - Blue Grass Jam – Volunteer Micheal Tibrorus is organizing a blue grass jam that will take place outside of the library from 3-5 on Saturday afternoon.
- **Library Facilities Management**
  - **HVAC –**
    - We have seen a vast improvement in the HVAC since the project began. The project is 90% complete. The punch list for the project is:
      - The work on the meeting room side has been delayed until the week of October 9th. The week they were scheduled to complete the work, the temperatures were forecasted to be in the 90s and they didn't want to take out the AC with it being so hot.
      - Return vents need to be installed in the YS Librarian's office. This will help improve the airflow. Right now it gets stuffy in their office.
      -
    - Outside of our boiler project we have two issues:

- Warranty work on AHU1 GPS—the bipolar ionization has had some warranty issues and they have all been resolved.
- JM Brennan is looking into getting new covers for the condensing unit outside. The coils on the unit fill with cottonwood in the summer if they aren't cleaned weekly, the unit overheats and shuts down. The new covers will slow the buildup down.

- **Electrical/Lighting**
  - The library had a power surge that ruined one of the board in the lighting control system. I'm working with Hill Electric to get costs for a replacement.
- **Janitorial Services –**
  - The library purchased a carpet cleaning machine to spot clean areas in between our yearly full building cleaning.
- **Shelving/Furniture**
  - The puzzle storage shelving has arrived and put into place. We moved the reference furniture into the quite reading room.
  - I've signed the quote for the Children's Picture Book shelving. It should arrive in late October or early November.
  - The quote for the curved shelving for the Children's area has been signed. That shelving should arrive in October.
  - EBI contacted me that they had two love seats and two lounge chairs that were available for free. The furniture was ordered with the wrong fabric and cannot be returned. I went and looked at them and they will work great in the Children's area. It will be delivered in mid-August. The value of the furniture is between $10,000-$20,000 and EBI asked us to pay the delivery fee of $80.

- **Personnel**
  - Adult Services Assistant – Ann Engler decided to resign. Ann's last day was July 27th. We're currently recruiting for this position and a Youth Services Assistant.
- **Impact Fee Study** – The Village completed the preliminary work on the Library Impact Fee study. The study goes to the Village's Finance Committee at the end of August. There are no changes to the impact fee structure so the village will continue to collect fees from developers to pay off the debt on our current building.
- **End of Summer Bash** – We're planning an End of Summer Bash for August 22nd. We will again be servicing Chocolate Shoppe ice cream, teens will be doing face painting for kids, there will be yard games, free popcorn and a blue grass jam.

Youth Services (Heather Kent)

<u>Storytime:</u>

Storytimes in July continued to see 70+ people attending our outdoor storytimes and 60+ attending our indoor storytimes. We will be taking a break for the month of August and returning the second week of September.

Programming:

Zumbini Session 4: No Way Jose continued on Wednesdays for July. This is always a fun program and the kids are hilarious. Numbers were variable but Learning and Beyond daycare was allowed to join with 8 children for the session because of an opening.

Our July family performers for the month of July were: July 6th – Afternoon Movie: Mario Movie; July 13th – Henry Vilas Zoo "Zoo to You"; July 20th – Family Yoga with Kula Yoga at 2 and 6. This summer we instituted a ticketing system to make sure that the number of people in the meeting room stayed safe. For the Mario Movie and the Zoo visit this meant turning away 10-15 people from the programs. Great we offer such popular programs, sad that we cannot fit everyone in the room.

Outdoor STEAM at Lewis Park for July featured pollinators and the sun. On the 11th we planted seeds to start our own pollinator gardens. There was a focus on making sure to use plants that are native to Wisconsin. Participants were also able to look at butterflies up close and learn about these important pollinators. On the 25th we harnessed the power of the sun to bake s'mores in solar ovens. The day was hot enough to melt everything but the ovens helped. Participants were also able to make pictures using cyanotype paper. This is one of the oldest forms of photographic printing using special paper, objects, and the sun. Definitely will do these programs again next summer.

Drama Camp continued this month and the participants were our final Family Performers. This has been a wonderful program although very short this year because of scheduling. Each class had their own presentation time and tickets were reserved by families. This really alleviated some of the problems from previous years. This was a fantastic way to end the summer library programming.

Teen Services (Abby Seymour)

The summer is going by in the blink of an eye and the business of the Summer Library Program is making it go even faster! With programs for teens 5 days a week, there are a lot of kids coming into the library.

Just as it is during the school year, Monday is for Snack & Chat. I wanted to keep this program consistent with the school year because teens can be creatures of habit and if they're already in the habit of coming to the library for Snack & Chat on Monday afternoons, I wanted to reinforce that. Nothing is different about the summer version of Snack & Chat. Every week, I set out some snacks for the teens to enjoy and some options for things to do like the sticker poster, various card games, and some coloring sheets. It's very casual and I think teens like the flexibility of being able to come and go as they please (I don't require them to stay the full hour).

On Tuesdays, the teen event is Switch Games. This is another straight-forward program that draws a decent crowd. I set up the Nintendo Switch on the TV and have a few games ready to go. The teens come in and get to pick which game they want to play. Their selection is limited by games that take more than 4 players. When the group is large enough, the teens will have to take turns playing. This can sometimes be a

challenge but overall the teens are okay with sharing. The game they have enjoyed playing the most this summer is called Boomerang Fu. To help with the sharing challenge, I bring in the Mario Kart car for them to play with while they wait. Earlier in the year, we got a grant from TDS that allowed us to by two race cars and I'm trying to get as much use out of them as possible. The teens greatly enjoy driving the race car (we can only do one at a time) around the room while they wait for their turn to play the game.

Dungeons and Dragons is the Wednesday event. This group required registration and it filled up within two hours. It filled so quickly partly because it's a very popular game and partly because there were only 6 spots available. I had to start a waitlist that also grew very quickly. Leading the Dungeons and Dragons group is a community volunteer—Derek Buchinger. He was recommended to us by a Board of Trustees member. I'm very grateful for his expertise. He's patient with the squirrelly teens and is incredibly knowledgeable about the game. The teen players are also a good mix of new players and older experienced players.

Thursday brings Summer Hangout, which has a similar name to the program during the school year, but in practice looks very different. Every week is a new, different activity for the teens to do and each week varies greatly. In my mind, this is the "main" teen event of the week. In July, we started off with a VR Headset. I was able to borrow an Oculus VR Headset from the South Central Library System and I taught myself how to use it. On the day of the program, each teen took a turn with the headset and they could play one game. All of the other teens could watch what the person with the headset was doing since I was able to project it on the TV in the meeting room. This program went well, but it took a lot more time than I anticipated to get each teen set up with the headset and it ended up eating up a lot of time that could've been spent playing the game.

The following Summer Hangout activity was Outdoor Games. I set up in the grassy area on Anthony St. and brought out all of the lawn games we have like Giant Jenga, Giant Connect Four, bowling, corn hole, Frisbee, and more. We also played a game of tag where the tagger was blindfolded and had to try and tag people with a pool noodle and the people running had jingle bells on their shoes so that the blindfolded person could hear them. About halfway through this event, the skies opened up and the rain sent us all inside. We played Mafia in the meeting room for the rest of the time.

The highest attended program (so far) was the No-Sew Pillow craft at Summer Hangout. The teens used hot glue (instead of a needle and thread) to make pillows that looked like Pop Tarts. They used brown fleece to make the base of the pillow and stuffed that with fluff. On top of the brown rectangle pillow, they glued colored felt to look like the frosting on Pop Tarts. Pom-poms and other decorations were added as "sprinkles". When a whopping 19 teens showed up, I was worried that this program was going to be complete

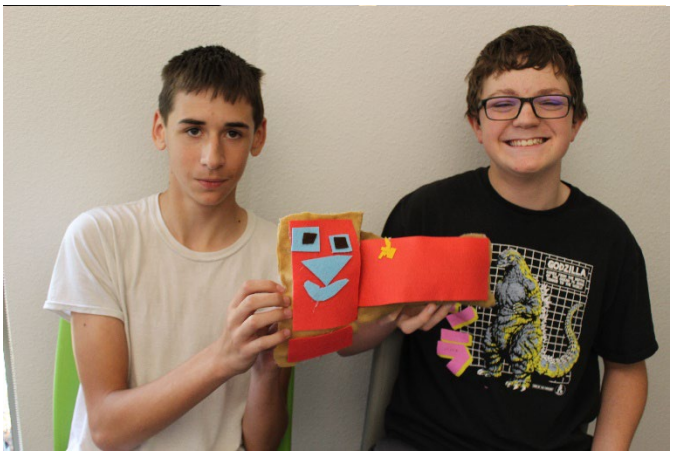
chaos, so I was pleasantly surprised when everyone was able to follow the directions well and could work independently. Still to come for Summer Hangout is a LEGO Day and the Late Night Library Lock-In.

While Heather is the lead staff member of Drama Camp, I can still report that the teen section of that program has exceeded expectations. Last year, we had to completely eliminate the teen sessions because not enough teens signed up. This year there are nine awesome and talented teens sharing their acting skills with us. During the finale, they will be performing short scenes in small groups from various plays.

This summer, I hired Mark Hayward to perform at the library. Mark is a local entertainer who specializes in yo-yo tricks, spinning tops, and juggling. His yo-yo skills have won him national competitions and he's been featured on multiple Late Night shows and *America's Got Talent*. He performed for an hour and the crowd was certainly in awe of his skills and were also cracking up at his jokes. There was definitely a few kids who left the show inspired to start learning how to yo-yo themselves. 36 kids, parents, teens, and single adults watched Mark perform his tricks.

I am thrilled to report that the summer VolunTeens (a.k.a. teen volunteers) are off to a successful start! There are twelve VolunTeens who help out at the children's desk handing out prizes, cleaning around the children's area, and prepping craft projects, as well as assisting at multiple programs. They help out at Lewis Park for Outdoor Storytime on Mondays, they assist with the toddlers in Zumbini, they hand out tickets before the Thursday afternoon performer, they do the set up and clean up for the Summer Hangout, and they wrangle the little ones at Drama Camp. It really seems to be a solid group of teens and I'm very satisfied with the work they've been showing me. They are reliable and I trust them to get the job done. It's been reassuring to know that we can lean on them when we don't have enough staff.

Additionally, I've been maintaining all of the library's social media sites. I've been posting many reminders about events, pictures from programs, library updates (like the internet outage), and so much more. Keeping a schedule of things like what event registration needs be posted when and how far in advance to post reminders without clogging people's feeds has been quite the job. There is so much information to share and I'm learning to be intentional about what we put out into the world.



Adult Services (Sara Hendrickson) Programming:

Craft Club

- We had 19 people sign up. Patrons made origami butterflies.
- September's Craft Club will have to be a take and make due to the FOTL Book Sale. I am hoping to do clothespin magnets, or something else easily done with few materials and limited directions.

Other

- Ron Larson's first Cemetery Walking Tour was July 11. We had 34 people in attendance (twice has many as those registered). Ron focused on Settlers and Immigrants of McFarland. His second walk's registration filled up by the end of the night.

- The Recliner to 5K Kick-Off happened on July 18. 28 people registered. This is a partnership with Stoughton Health, which leads up to our Community Festival 5K race.
- Jamie Statz-Paynter led a Handmade Card class on July 22. Registration was full a week after it went live. It was a huge success! Jamie will be returning in November to do another card-making program.
- The last yoga class with Zen Ed was July 31st. It was Beginner Sun Salutation A. We had twice as many people show up this time around compared to the first and second one!
- Susan Campbell, co-author of Paper Valley: The Fight for the Fox River Clean-Up, contacted me about doing an author visit in August. She will be coming on August 9. We have reached out to local water and environmental groups in hopes that they can join the conversation.
- Contacted Michael Tiboris to organize a live music jam for the library's end of summer bash (to be held on August 22).
- Created marketing for Family Card Games, Understanding Hoarding Disorder, Susan Campbell author visit, and End of Summer Bash: flyers, website, TV display slides, Facebook, and Instagram.
- Completed grant acceptance paperwork. There will be a series of webinars and other requisites leading up to the use of the grant. I attended the first webinar on July 17.
- This one focused on general dates, use of the grant money, who to reach out to for questions, and how to get patron feedback once workshops have been completed.
- Met with a patron on a weekly basis to teach basic typing skills, create a Transparent Language account, and guide them through some DigitalLearn.org lessons.
- Proctored six exams for a college student doing remote learning.

E. D. Locke Library Statistics

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	% Change		Circ per $	70%		
	Checkouts																		
2022	12,686	12,362	14,023	13,121	12,498	15,731	15,213	15,322	13,172	12,700	12,895	12,124	**161,847**	18%	15,126	$ 6.18	$ 4.33		
2023	13,998	12,535	14,717	12,412	10,573	15,193	15,367						**94,795**	-1%	8,859	$ 13.71	$ 9.60		
% change month to month	10%	1%	5%	-5%	-15%	-3%	1%	-100%	-100%	-100%	-100%	-100%							
	New Library Cards																		
2022	47	41	45	57	60	113	97	58	73	57	50	29	**727**	52%					
2023	42	58	62	48	34	69	83						**396**	-14%					
	-11%	41%	38%	-16%	-43%	-39%	-14%	-100%	-100%	-100%	-100%	-100%							
	Curb Side Delivery Appointments																		
2020				144	702	925	1490	1401	1317	1414	1490	1405	**10,288**						
2021	1431	1451	1509	1273	327	84	42	54	47	51	62	49	**6,380**						
2022	64	39	23	22	20	12	11	11	4	8	10	5	**229**						
2023	13	2	4	1	1	3	3						**27**						
	visitor count																		
2022	11,264	12,148	15,779	13,842	16,998	24,974	22876	23,756	21654	18657	18404	16997	**217,349**	342%					
2023	17,884	16,809	22,142	19,145	16,238	24,741	24,138						**141,097**	20%					

2024 Budget

REVENUES

	2023	2023 Project (as of 6/30/23)	2024
Property Tax	$ 744,450	$ 744,450	$ 726,322
County Library Aids	$ 327,541	$ 327,541	$ 352,143
Library Fines	$ -		$ -
Library Fees	$ 1,500	$ 1,500	$ 1,500
Library Donations	$ -		$ -
Library Interest	$ 2,000	$ 10,000	$ 10,000
Tranfer from General Fun	$ -		$ -
Miscellaneous Income			$ -
	$ 1,075,491	**$ 1,083,491**	**$ 1,089,965**

Expenditures

Salaries	$390,000.00	$ 406,406	$409,500.00
Part-Time	$196,500.00	$ 156,000	$206,325.00
Health Insurance	$112,000.00	$ 123,656	$117,600.00
Retirement	$32,500.00	$ 30,468	$34,125.00
SS/Medicare	$44,750.00	$ 37,788	$46,987.50
Other Benefits	$2,250.00	$ 1,137	$2,362.50
Wage Adjustment	$0.00	$ -	$0.00
Expense Reimbursement	$250.00	$ -	$262.50
Total Personnel	**$ 778,250**	**$ 755,455**	**$ 817,163**
Support Services	$ 8,500	$ 19,500.00	$ 12,000
Consulting Services	$ 48,000	$ 49,867.56	$ 48,652
Outreach Services	$ -	$ -	$ 2,000
Utilities	$ 36,000	$ 38,101.00	$ 40,000
Communication	$ 4,750	$ 5,530.00	$ 5,750
Equipment Maintenance	$ 9,000	$ 8,000.00	$ 8,000
Facility Maintenance	$ 23,250	$ 23,250.00	$ 23,250
Other contracted Services	$ -		
Total Services	**$ 129,500**	**$ 144,249**	**$ 139,652**
Office Supplies	$ 9,000	$ 9,000.00	$ 9,000
Postage	$ 250	$ 250.00	$ 250
Dues	$ 600	$ 620.00	$ 650
Meeting expenses	$ 1,000	$ 1,000.00	$ 1,000
Training Expenses	$ 3,250	$ 3,250.00	$ 3,250
Operating Supplies	$ 5,500	$ 5,500.00	$ 5,500
Technology	$ 29,250	$ 30,522.00	$ 32,000
Collection - Print	$ 55,000	$ 55,000.00	$ 60,000
Collection - AV	$ 12,500	$ 12,500.00	$ 12,500
Library Miscellaneous	$ 250	$ -	$ -
Programming	$ 8,000	$ 8,000.00	$ 9,000
Other Total	**$ 124,600**	**$ 125,642**	**$ 133,150**
Total Operating Budget	**$ 1,032,350**	**$ 1,025,345**	**$ 1,089,965**

	E. D. Locke Public Library	
Page **1** of **1**	Faxing & Scaning	Adopted: December 5, 2011

~~The Library's fax machine is available to the general public on a limited basis as follows:~~

The Library provides faxing and scanning services to the general public.

Faxing information:

- ~~Library staff members will operate the fax machine at all times.~~
- Faxing is self-service at the patron copy machine.
- Faxing is available during regular library hours until 30 minutes before closing.
- Only outgoing faxes are permitted.
- Calls must be made within the United States.
- ~~Maximum number of pages is 20, including cover sheet (transmittal sheet).~~
- Patrons are required to fill out a cover sheet (transmittal sheet), at no additional cost.
- The Library is not responsible for missing pages, bad transmissions or incomplete patron identification.
- Patrons are responsible for verifying receipt of faxed materials. Patrons will receive a printed confirmation page ~~for each fax sent~~ upon request.
- ~~Only cash or personal checks may be used to pay for faxes.~~
- Patrons must pay for faxing service at the desk.
- Payment must be made before faxes are sent.
- ~~Patrons must remain in the Library until the fax is completed.~~
- ~~Patrons must have fax numbers, including area code for long distance calls, ready before asking staff to send faxes.~~
- The charge for faxes is ~~$2.00~~ $.50 for the ~~first~~ per page ~~and $1.00 for subsequent pages.~~ There is no charge for the transmittal sheet.
- ~~Calls will be resubmitted up to a maximum of five times in case of a busy signal. If the busy signal persists, the patron's payment will be fully refunded.~~

Scanning information:

- Scanning is self-service at the patron copy machine.
- Scanning is available during regular library hours until 30 minutes before closing.
- To avoid confusion about the origin of the scanned document, patrons should send documents to their own email address and forward the document to the end recipient.
- The Library is not responsible for missing pages, bad transmissions or incomplete patron identification.
- Patrons are responsible for verifying receipt of scanned materials.
- Scanning documents is a free service.

E. D. LOCKE PUBLIC LIBRARY
McFarland, Wisconsin

2024 - 2029 Strategic Plan

MISSON

To provide high-quality materials and services to fulfill the informational, recreational, educational, and cultural needs of the entire community in atmosphere that is welcoming and respectful.

VISION

Welcoming all to an engaging environment,
providing state-of-the-art library services.

INTRODUCTION

E. D. Locke Public Library's current strategic plan was approved by the Library Board on July 1, 2019. The five-year plan dated 2019 through 2024, identified five major goals with primary objectives. Despite major interruptions to service and operations during the COVID-19 pandemic, E. D. Locke Public Library staff have successfully worked through the goals and objectives of that plan. Anticipating the conclusion of the previous strategic plan, Library Director Heidi Cox assembled an ad-hoc Strategic Planning Committee and with the support of the Library Board, engaged Rachel Arndt Consulting, LLC in early 2023. Rachel Arndt facilitated the work of the Strategic Planning Committee, culminating in a new five-year strategic plan covering 2024 through 2029.

METHODOLOGY

The Strategic Planning Committee was made up of community members, library supporters, and library staff members. The committee members represent a variety of key library stakeholders including library staff, young families, students, older adults, volunteers, business owners, community organizations, village government, and non-profit sectors. The ad-hoc committee was approved by the Library Board on December 5, 2022.

Heidi Cox – Library Director

Kelly Heasty – Assistant Library Director

Ann Engler – Adult Services Library Assistant

Ken Machtan – Library Board President

Hilary Brandt – McFarland Equity Project, Village Board Trustee

Andrew Briddell – community member

Staci Fritz – Library Board & Friend of McFarland Library

Lara Mays – Public Relations/Marketing Director & Foundation Executive Director - Stoughton Health

Shawn Miller – Youth Center Board President, Bird Festival Committee member

Rob Sherman – McFarland Lions Club, Library Volunteer

Aaron Tarnitzer – McFarland School District Superintendent

In preparation, Consultant Rachel Arndt reviewed the following documents:

- E. D. Locke Public Library Strategic Plan 2019 – 2024
- E. D. Locke Facilities Study 2022
- Village of McFarland Strategic Plan 2020 – 2030

The Strategic Planning Committee met monthly from February through July 2023. Facilitated discussions established the current status of the community and library. The committee worked collaboratively through facilitated, participatory discussions, created a community asset map, performed a SWOT analysis, and completed visioning exercises, all designed to elicit significant feedback about E. D. Locke Library and its future.

METHODOLOGY (con't)

Monthly meetings typically had seven or more participants. The Strategic Planning Committee was highly engaged in the facilitated meetings with all attendees participating in discussions and exercises. The consultant facilitated individual and group exercises during which the committee members shared their ideas and thoughts. Participants recorded and logged their feedback during each meeting and the consultant presented a summary at each subsequent meeting to ensure accuracy.

In addition, the consultant held a facilitated listening session for E. D. Locke Public Library staff on June 21, 2023 to gather feedback and ideas to incorporate into the strategic plan.

FINDINGS

A review of E. D. Locke Public Library's 2019 – 2024 Strategic Plan demonstrates that the library director and staff addressed all goals and objectives within the duration of the strategic plan timeframe. Feedback from the Strategic Planning Committee affirmed that E. D. Locke Public Library has a positive reputation for success and engagement within the McFarland community.

Library Director Heidi Cox shared data with the Strategic Planning Committee that shows the E. D. Locke Public Library service area is positioned for both population and library user growth.[1] Library data demonstrates the growth of E. D. Locke Public Library's statistical measures on cardholders, circulation, and program attendance. That continued success is pushing the capacity limits of the current facility and staff members.

Through a facilitated asset mapping activity, the Strategic Planning Committee identified that McFarland community members derive a strong identity through their involvement with local organizations, indoor and outdoor recreation, and local events. The asset mapping activity determined that this involvement is an important component of the community's quality of life. Community members also benefit from local investment in infrastructure and municipal projects. In an assessment of the types of people that leverage community assets, the committee identified a wide range of ages and lifestyles that attend community events and use the library.

[1] Village of McFarland Market Data https://www.mcfarland.wi.us/183/Market-Data

FINDINGS (con't)

The asset mapping activity also showed that challenges the community face include: commuter lifestyles that pull residents away from McFarland resources and businesses, lack of jobs in the immediate McFarland community, no clearly defined public square/village center, limited low-income/affordable housing, and limited social services, local media, and public transit in the village. *Some of these challenges are also addressed as part of the McFarland Village Strategic Plan 2020 – 2030.*

The Strategic Planning Committee also participated in a SWOT analysis to assess E. D. Locke Public Library's strengths, weaknesses, opportunities, and threats. The committee concluded that at the conclusion of the 2019 – 2024 strategic plan, E. D. Locke Public Library is working from a position of strength and effectively utilizing its planning documents for the benefit of the library and community. The committee agreed that the library leadership and staff contribute significantly to the success of the library resulting in meaningful program participation and library use. The committee shared that the library staff knowledge and expertise led to a positive, welcoming, and helpful environment for patrons using the library. The efforts to have library staff participate in community events and outreach were also viewed and beneficial to the community and the library.

Library staff provided feedback that library youth programming strongly attracts young families to E. D. Locke Public Library. The staff were proud of the library staff culture which they described as solution-oriented, supportive of the community, and focused on quality of service. They noted that patron feedback is positive about the library's collections, programs, and services.

The committee and staff discussed that the lack of flexible space and study/meeting rooms in the library is not responsive to current community needs. The library has presently outgrown its current programming space and that has required ticketing for popular events, which results in turning people away from library programs. The volume of programming has also pushed the storage limits of the facility. A robust programming schedule also means that spaces must be changed over quickly and require more flexible furniture and equipment. In addition, the aging facility requires ongoing maintenance and replacement of mechanical systems.

The committee also identified that, despite library efforts, some community members remain unaware of library programs and services or sometimes missed library marketing materials. This effort to generate publicity is time consuming and strategies must be adjusted due to the rapid changes in social media tools and technology.

FINDINGS (con't)

The committee also brainstormed potential threats to the library's future success that included: staff turnover, changes to community or municipal support, and a reduction in available resources either through a large-scale financial recession or municipal budget changes. The Strategic Planning Committee affirmed that E. D. Public Library is not imminently facing these threats. By noting these potential threats, the strategic plan can offset the possibilities with sound goals and objectives.

Through strategic visioning exercises, the Strategic Planning Committee generated concepts and ideas that resulted in the following goals and objectives for E. D. Locke Public Library, presented to the Library Board of Trustees on August 7, 2023.

E. D. Locke Public Library
2024 - 2029 Strategic Plan

Goal 1) The Library's collections, programs, and services reflect the needs of the community.

- Develop a library service model for outreach, community engagement and satellite or express library.
- Create library outreach kit for community events.
- Expansion of youth and teen programming.
- Adult programming appeals to community interests and connects patrons to library materials and collections.
- Pilot all-age programming to appeal to broader audiences and interests.
- Establish and use diversity, equity, and inclusion criteria for collections, programs, services, displays, and book recommendations.
- Seek grants and partnerships to support library efforts for diversity, equity, and inclusion.
- Facilitate community dialogue to gather information and data on community needs.
- Establish a communication plan for effectively sharing library marketing materials to reach specific audiences for programs and services.
- Expand collection with a *Library of Things,* made up of library-loaned objects, gadgets, tools, games, or kits.
- Collaborate with the school district to participate in leveled literacy challenges that support readers at all developmental stages.

E. D. Locke Public Library
2024 - 2029 Strategic Plan

Goal 2) The Library is recognized as a valuable community contributor.

- Community engagement and event participation showcases the library prominently.
- The library actively participates in community decisions and engages municipal leaders about library plans, assets, and benefits.
- Engage library users and supporters in library awareness and advocacy.

Goal 3) The Library cultivates and expands strong community support.

- Reinvigorate Friends of the Library through membership growth.
- Establish priorities for Library Finance Committee.
- Continued growth of library endowment.
- Seek sponsorship opportunities to underwrite programs or provide technology or equipment.
- Develop patron feedback mechanism.

E. D. Locke Public Library
2024 - 2029 Strategic Plan

Goal 4) The Library leverages technology, new tools, and services to benefit library staff and patrons.

- Launch and evaluate reservation software for library spaces.
- Evaluate and pilot express, self-service, or off-hours services for patron convenience.
- Assess alternatives to current library copy/print/fax and translation technologies.
- Utilize library technology such as push notifications, the library website, search engine ads, and social media accounts to identify and reach the specific audiences that use these technologies.
- Explore hands-on technology teaching opportunities for library users, especially older adults.
- Explore feasibility of digital signage on exterior of library.

E. D. Locke Public Library
2024 - 2029 Strategic Plan

Goal 5) The Library pursues improvements to the library building and internal spaces which are necessary to enhance library collections, programs, and services.

- Investigate shelving alternatives and reorganize current collections to gain efficiency, visibility, and accessibility.
- Explore alternate sites for library programs or services through satellite or express locations.
- Evaluate early literacy center (ELC) equipment for children's area.
- Identify areas to align safety and security protocols and language with other municipal departments and school district.
- Using the findings from 2022 facilities study and ongoing facility maintenance reports, determine library expansion and funding plans.
    - Any immediate improvements should be incorporated into library expansion to maximize budget investment.
    - Priority placed on programming space, meeting and study rooms, and overall flexibility.
    - Include dedicated teen space.
    - Perform an efficiency review of staff work spaces.

E. D. Locke Public Library
2024 - 2029 Strategic Plan

Goal 6) The Library uses a continuous growth model for the professional development and management of library staff.

- Evaluate staff alignment to ensure organizational structure meets library service needs.
- Staff receive relevant continuing education on best practices, service improvements, and library technology.
- Perform systematic policy/procedure review.
- Hold yearly in-service for all library staff.

CONCLUSION

These goals and objectives were reviewed and endorsed by the Strategic Planning Committee at the July 13, 2023 meeting. A copy of this plan will be presented to the Library Board of Trustees on August 7, 2023. Upon approval of the plan, the consultant will deliver final copies of the strategic plan to the Library Director and the Library Board of Trustees.

PREPARED AND SUBMITTED BY:

Rachel L Arndt

Library Consultant

August 1, 2023

Rachel Arndt Consulting, LLC