

Monday, January 5, 2026

5:15 PM

E.D. Locke Public Library
5920 Milwaukee St, McFarland

AGENDA

1. CALL TO ORDER
2. PUBLIC APPEARANCES AND COMMUNICATION
 - a. This is an opportunity for attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. In person attendees should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to librarydirector@mcfarlandlibrary.org to be included with the agenda materials.
3. ACTION ITEMS
 - a. Motion to approve the minutes of the December 1, 2025 meeting.
 - b. Motion to approve the December 2025 invoices
4. INFORMATION ITEMS
 - a. Budget Update
 - b. Director's Report
 - c. Monthly Statistical Report
5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION
 - a. Design Craft Marketing Proposal
 - b. Library Space Needs Study Update Proposal
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, December 1, 2025 - 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: Kathy Annen, Staci Fritz, Ken Machtan, Karin Mandli, Mona Nelson, Evan Richards, Peter Sobol

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 for items that are on or not on the agenda. Meeting attendees wishing to address the Board about items not on the agenda may do so at this time. 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. When you are called upon to speak, state your name, address, and provide your comments to the Board for their consideration. 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. *Motion to approve the minutes of the November 3, 2025 meeting.*
Motion by Member Evan Richards, second by Member Staci Fritz, to approve the minutes of the November 3, 2025 meeting. Motion carries 7 - 0 - 0 by acclamation.
- b. *Motion to approve the November 2025 invoices*
Motion by Member Peter Sobol, second by Member Mona Nelson, to approve the November 2025 invoices Motion carries 7 - 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. *2026 Director Goals*
Motion by Member Mona Nelson, second by Member Peter Sobol, to approve the 2026 Director Goals Motion carries 7 - 0 - 0 by acclamation.

b. Local History Policy

Motion by Member Evan Richards, second by Member Karin Mandli, to approve the Local History Policy Motion carries 7 - 0 - 0 by acclamation.

c. Electrical System Project Update

d. Dane County Library Service Extension of Service agreement

Motion by Member Peter Sobol, second by Member Staci Fritz, to approve the Dane County Library Service Extension of Service Agreement. Motion carries 7 - 0 - 0 by acclamation.

e. E. D. Locke Public Library Organization Chart

Motion by Member Staci Fritz, second by Member Mona Nelson, to approve changes to the E. D. Locke Public Library Organization Chart moving supervising the Shelves from the Assistant Director to the Technical Services Supervisor. Motion carries 7 - 0 - 0 by acclamation.

f. Pillar Booth Quote

Motion by Member Mona Nelson, second by Member Peter Sobol, to approve the Pillar Booth Quote as proposed. Motion carries 7 - 0 - 0 by acclamation.

g. Library Space Needs Study Update Proposal

The board requested that HGA add a breakdown of costs to the quote and resubmit it for a future meeting by unanimous consent.

6. ADJOURNMENT

Motion by Member Karin Mandli, second by Member Mona Nelson, to adjourn at 6:15

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 Library

December 2025 Invoices

Vendor	Total Amount	Description
ADVANCED CHEMICAL SYSTEMS	\$600.00	HVAC chemical tests
AMAZON CAPITAL SERVICES	\$2,223.65	Office Supplies, Program Supplies, Books, CDs, DVDs
AT&T MOBILITY II LLC	\$37.10	Library Cell Phone
CORPORATE BUSINESS SYSTEMS	\$342.69	Copier Lease
EBI INC	\$392.83	Table for Children's Area
FRIENDS OF THE MCFARLAND LIBRARY	\$168.50	December 2025 Book Sale Charges
FRONTIER	\$177.08	Library Phone
HJ PERTZBORN	\$160.00	Cross Connection Inspection
INGRAM LIBRARY SERVICES	\$4,331.78	Books
MCFARLAND ACE HARDWARE	\$15.40	Misc. library supplies and repairs
MICROMARKETING LLC	\$275.89	Audio Books
SCHILLING SUPPLY COMPANY	\$747.85	Operating Supplies
SENSOURCE	\$420.00	People Counter software subscription
STATZ-PAYNTER, JAMIE	\$123.00	Program Fee
TODAY'S BUSINESS SOLUTIONS INC	\$1,035.00	Equipment Maintenance
US CELLULAR	\$43.75	Library Cell Phone
VESTIS LLC	\$316.75	Mat Rental
WALL STREET JOURNAL	\$759.47	Newspaper Subscription
WEHR, ARACELI	\$100.00	Program Fee
Grand Total	\$12,270.74	

2025 Budget Update

2025 Budget Update										
REVENUES										
		Budget Amount	September Actual	October Actual	November actual	December Estimated	YTD Estimated	% of Budget total	% to hit target	amount it should be to hit target
Property Tax	41110	\$ 800,750.00	\$ -				\$ 800,750.00	100.00%		
County Library Aids	43720	\$ 367,000.00	\$ -				\$ 367,810.00	100.22%		
Library Fines	45190	\$ -	\$ -	\$ 3.00			\$ 28.30			
Interest	48100	\$ 30,000	\$ 1,256.11	\$ 948.95	\$ 500.00	\$ 500.00	\$ 20,642.42	68.81%	100%	
Transfers from other Act.	48500-101	\$ -					\$ -			
Library Fees	46710	\$ 3,500	\$ 337.27	\$ 415.10	\$ 392.96	\$ 158.73	\$ 4,615.59	131.87%	100%	\$ 3,500.00
		\$ 1,201,250.00	\$ 1,593.38	\$ 1,367.05	\$ 892.96	\$ 658.73	\$ 1,196,346.31	99.59%	100%	
Expenditures										
Salaries	110	\$449,000.00	\$ 36,537.28	\$ 36,764.06	\$ 55,101.77	\$ 42,524.42	\$481,208.91	107.17%	100%	\$ 449,000.00
Part-time	120	\$234,500	\$ 15,122.61	\$ 15,991.32	\$ 23,175.26	\$ 16,134.13	\$198,956.14	84.84%	100%	\$ 234,500.00
Health Insurance	130	\$144,500	\$ 11,608.92	\$ 11,608.92	\$ 21,149.47	\$ 13,930.50	\$146,476.96	101.37%	100%	
Retirement	131	\$39,000	\$ 2,852.27	\$ 2,925.73	\$ 4,559.80	\$ 3,552.18	\$39,296.31	100.76%	100%	\$ 39,000.00
SS/Medicare	132	\$52,250	\$ 3,829.65	\$ 3,913.43	\$ 5,661.82	\$ 4,258.68	\$51,004.54	97.62%	100%	
Other Benefits	135	\$2,500	\$ 143.47	\$ 143.47	\$ 221.40	\$ 146.81	\$1,857.02	74.28%	100%	
Total Personnel		\$921,750.00	\$0.00	\$71,346.93	\$109,869.52	\$80,546.72	\$918,799.88	99.68%	100%	\$ 921,750.00
			\$ -							
Support Services	210	\$ 12,000	\$ -	\$ -	\$ 2,513.90	\$ -	\$ 4,218.46	35.15%	100%	\$ 12,000.00
Consulting Services	211	\$ 49,750	\$ -	\$ -	\$ -	\$ -	\$ 54,038.85	108.62%	100%	\$ 49,750.00
Utilities	220	\$ 40,000	\$2,911.77	\$2,754.88	\$2,296.40	\$2,385.47	\$ 33,225.45	83.06%	100%	\$ 40,000.00
Communication	221	\$ 6,500	\$585.47	\$588.73	\$357.60	\$214.18	\$ 6,334.45	97.45%	100%	\$ 6,500.00
Equipment Maintenance	240	\$ 11,000	\$1,545.33	\$85.40	\$381.44	\$0.00	\$ 9,754.65	88.68%	100%	\$ 11,000.00
Facility Maintenance	242	\$ 23,250	\$4,343.68	\$11,963.99	\$51,138.03	\$1,145.97	\$ 111,071.58	477.73%	100%	\$ 23,250.00
Other Contractual Services	290	\$ -					\$ -	0.00%	100%	
Total Services		\$ 142,500.00	\$ 9,386.25	\$ 15,393.00	\$ 56,687.37	\$ 3,745.62	\$ 218,643.44	153.43%	100%	\$ 142,500.00
Office Supplies	310	\$ 8,500	\$ 710.60	\$ 1,136.28	\$ 638.13	\$ 179.52	\$ 7,977.19	93.85%	100%	\$ 8,500.00
Postage	311	\$ 250	\$ 4.96	\$ 12.75	\$ 114.16	\$ -	\$ 394.49	157.80%	100%	\$ 250.00
Dues	320	\$ 750	\$ 215.00	\$ -	\$ -	\$ -	\$ 365.00	48.67%	100%	\$ 750.00
Meeting Expenses	330	\$ 1,000	\$ -	\$ -	\$ 284.64		\$ 358.48	35.85%	100%	\$ 1,000.00
Training Expenses	331	\$ 3,250	\$ -	\$ -	\$ 32.80		\$ 3,193.85	98.27%	100%	\$ 3,250.00
Operating Supplies	340	\$ 5,000	\$ (395.17)	\$ 590.94	\$ -	\$ 747.85	\$ 4,226.13	84.52%	100%	\$ 5,000.00
Technology	342	\$ 36,750	\$ 9,013.95	\$ 5,116.42	\$ 2,500.00	\$ 1,035.00	\$ 32,621.07	88.76%	100%	\$ 36,750.00
Collection - Print	344	\$ 60,000	\$ 3,861.82	\$ 4,857.43	\$ 3,689.46	\$ 3,961.73	\$ 56,552.75	94.25%	100%	\$ 60,000.00
Collection - AV	345	\$ 12,500	\$ 809.60	\$ 676.79	\$ 988.25	\$ 1,580.98	\$ 8,248.64	65.99%	100%	\$ 12,500.00
Library Miscellaneous	390	\$ -	\$ -	\$ -			\$ -	0.00%	100%	\$ -
Programming	391	\$ 9,000	\$ 275.42	\$ (2,351.28)	\$ 884.00	\$ 543.27	\$ 11,049.05	122.77%	100%	\$ 9,000.00
Other Total		\$ 137,000.00	\$ 14,496.18	\$ 10,039.33	\$ 9,131.44	\$ 8,048.35	\$ 124,986.65	91.23%	100%	\$ 137,000.00
Total Budget		\$1,201,250.00	\$ 23,882.43	\$ 96,779.26	\$ 175,688.33	\$ 92,340.69	\$ 1,262,429.97	105.09%	100%	\$ 1,201,250.00



November Highlights

- **Village News** – Kathy Annen will give an update
- **Friends** – Staci Fritz will give an update

Endowment –

October 2025	November 2025	Difference	YTD Difference	Contributions
\$252,816.31	\$254,715.27	\$1898.96	\$31,590.91	\$0.0

- **Marketing plan** - In the packet you'll find an updated marketing plan with Design Craft. We didn't budget for this project but the Friends of McFarland Library have agreed to pay for the new plan.
- **Staffing** –
 - We are in the process of hiring a Shelver. The application process closes November 26th. We hope to have someone in place by early January
- **Library Facilities Management**
 - **HVAC**
 - There was a leak in the in-floor heat in early December which caused the system to drain and ruined two of the circulating pumps for the boilers. The pumps have been replaced and the leak in the in-floor heat will be fixed in early 2026
 - **Fire Panel** – The upgrade for the fire panel has started but the technician couldn't get a good cellular signal with the Verizon dialer which they installed. They ordered an ATT dialer because we've had better luck with getting a signal from the ATT network.
 - **2025 Capital Projects**
 - HVAC Controls and Server upgrade-Done
 - New Study Room – Ordered and scheduled to be installed in mid- January 2026.
 - Space Needs Study – There is an updated quote in this packet.

Library Circulation (Kelly Heasty)

- Trained Amy on shelver's scheduling in LibStaffer in preparation for Amy to take over Shelver Supervision.
- **Display Case:** December: MFHS Multicultural Club January: Liz' lego club
- **Conversaciones en Espanol:** 6 at first mtng of the month & 7 at 2nd meeting
- **4 on-line applications** for new cards received via CivicPlus form for this month.
- **6 Notarizations:** all walk-in (2 with Nicole)
- SCLS expecting to migrate to new database April 1-April 15, 2026
- Wrote Library contribution to Trivia questions for January. Still needs some editing. Updated Marketing Materials

BOOKCLUBS:

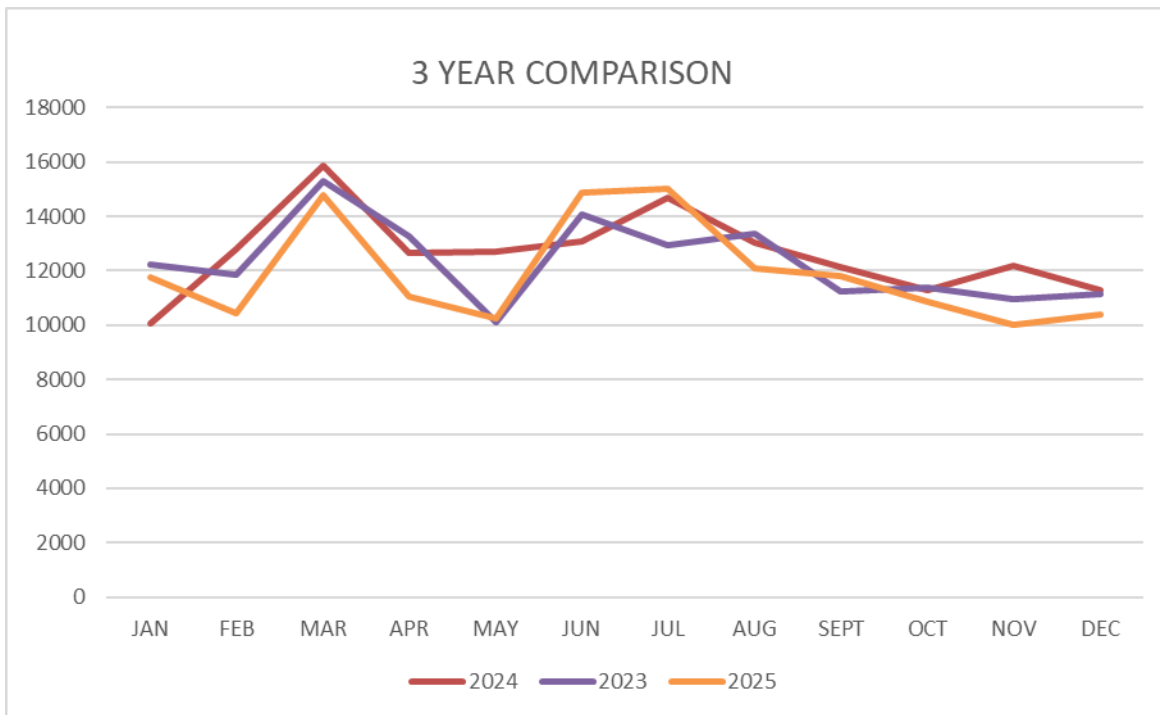
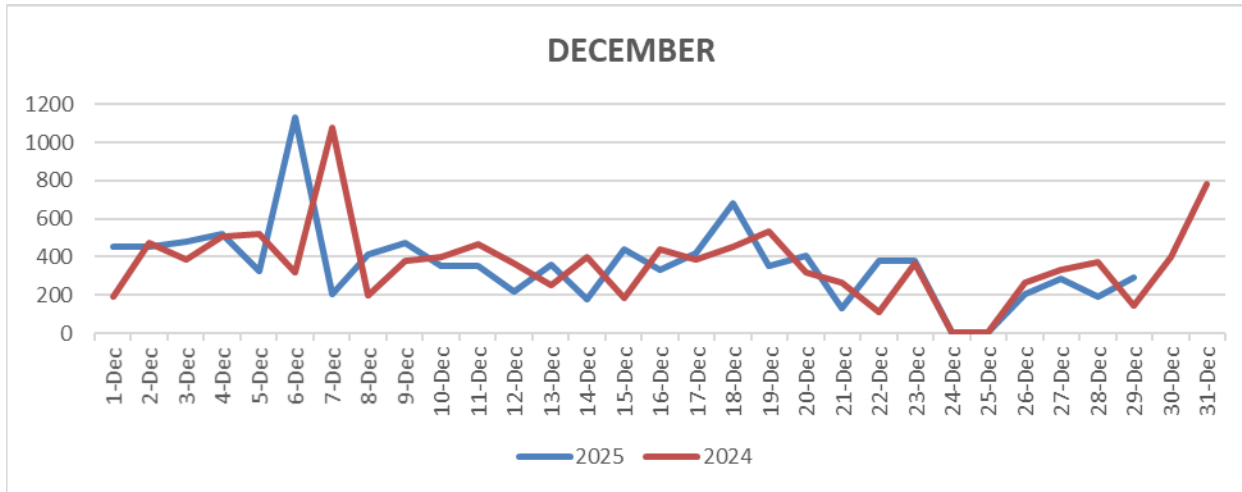
Wed afternoon book club: 12/10: Sara kindly handled the meeting while I was on vacation. Selection: The Kitchen House by Kathleen Grissom. 7 in attendance. January selection: The Age of Innocence by Edith Wharton

- Ordering for: Wed afternoon book club, Skaalen, Prairie Stone Book club, Fab 4 book clubs, AB Book Club & McF 50501 BC now.
- Working with Sara & Amy, got the Anxious Generation books out on display. Quite a few are gone already!

STAFF:

- Completed all evaluation meetings (except with 2 subs)
- Top candidate accepted tentative offer of employment (pending completion of background check)

DEC LIBRARY VISITS: TREND



**Last two days of traffic from Dec 2025 not included.

Youth Services (Heather Kent)

December 2025 Library Board Report

Storytime:

Storytimes ran for the first three weeks of the month taking a break for the week of the 25th and New Year's. Attendance fluctuated depending on the weather and family schedules – December tends to be when schedules get very busy/hectic.

PJ Storytime this month was our annual Santa Storytime. We had a packed room with families ready to share seasonal stories, songs, and a visit with Santa. Thank you to Mike Moderski for once again volunteering his Santa skills.



Programming:

D&D Club this month had a side quest to the dimension of “Klaus the Kindhearted” where they faced off with a monstrous snowman trying to save the season of kindness. We had a slightly smaller group for this meeting which meant we had to push a bit to get through all the challenges. One of the things that I have noticed is that my kids are all reading the players handbook – which is written at an adult reading level. Some of the participants are in 3rd grade but are driven to read and know all the rules – and how to get around them.

Zumbini session 2 is in full swing now with two full classes. It's always a fun time with singing and dancing. We have some newer faces that have immediately become part of the regular group of kids.

Saturday, December 6th was our Winter Craft-a-palooza in the library. We had a over 200 people come through in 2 hours. We offered crafts for all ages including bag making, snowman bookmarks, and a peel and stick winter photo frame.

Magic Tree House Book Club learned about John Muir with this month's book – Camp Time in California. They learned about the historic camping trip that Teddy Roosevelt and John Muir took in Yosemite – a trip that helped add Yosemite to the National Parks system. We made a bear craft which was quickly ignored when they were told the activity/game for the day was building blanket forts in the meeting room. Village hall may have heard the shrieks of joy and it was fun to watch the kids work together to build a giant fort.

Lego Club met on the 10th and participants were able to create different winter holiday themed Lego builds. Families and kids always enjoy seeing the displayed Lego creations in the library after the club meets.

Saturday, December 13th was our Silent Santa program. This is our 4th year offering this program designed to create a safe space for children to meet with Santa. Families register for 10 minute time slots to visit privately in a calm environment (no music, bright lights, or crowds). The registration goes out to the Autism Network of South Central

Wisconsin and previous participants before being made open to the general public. (Thank you again to Mike Moderski for always being up for this)

Graphic Novels Book Club this month discussed the third Lightfall Book and the first Batpig book. We only had one participant attend so it was a casual meeting where we talked about the books and made bookmarks using the 2 alphabets from Lightfall.

Cottage Grove programming continue on the 1st and 3rd Friday of the month. Liz and Heather alternate who leads the programming – Liz does the storytime on the 1st and Heather does zumbini programming on the 3rd.

Wednesday, December 31st we rang in the new year with our Noon Year's Eve party. This year, learning from last year, we spread the event out across the library. Crafts were moved to the library while dancing, snacks, and the balloon drop was in the meeting room.

Other

Monday, December 1st Heather was really excited to be part of a "Community Helpers" panel for 1st grade students at McFarland Primary School. It was great to be able to share with the students and also see so many familiar faces.

Saturday, December 6th Heather visited the Larson House to help with their Victorian Christmas. She shared a couple of books with families and children. It was a quiet time but there were a couple families that came through.

Teen Services (Holly Wergin)

- **Programming**

- *Snack & Chat & Teen Hangout*

- Snack & Chat and Teen Hangout continue as usual with some new additions. As always, I've been taking teens' suggestions and requests, including buying new diamond art options as that has been a huge hit over the last few months. We also recently have started playing story-based video games rather than multiplayer ones at the teens' request. Teens have been switching off playing Detective Pikachu together, and it's really helped with over-competitiveness and building teamwork.
- I've also noticed that teens have been using these programs to vent and commiserate more about school, family, and whatever else they need to get off of their chest. It's been a really open and inviting space this past month, which is great to see.

- *UnBook Club*

- UnBook Club was in the back of the library this month due to it coinciding with the book sale. We made mini book ornaments with popular YA and middle grade titles (below is an example). They really loved the miniature books and had a relaxing time putting them together. We also continued with our YA read-alouds, and this month's choice was *Last Chance Live* by Helena Haywoode Henry.

- *Teen STEAM*

- For this month's STEAM activity, I brought back the Sphero bot kit from SCLS. It was such a hit last year, and they enjoyed it just as much this time around. About 10 minutes into the program, one teen requested that we take out the big blue blocks to build mazes for the bots, and that made it even more interesting and entertaining for them. For the last 10 to 15 minutes, they ditched the bots and started building structures with the blue blocks only, too!



- ***D&D***

- Due to holidays and other commitments from our DM (he is Santa, after all), we only had one D&D session this month, but teens had a lot of fun regardless. We also decided to add two additional sessions for this campaign in January to make up for some of the last minute schedule changes we had to make.

- ***After Hours***

- December After Hours always means Cheesy Movie Bingo, which we continued this year with a twist. Alongside the normal movie bingo, we also added stations to make DIY Gifts, including perler beads, friendship bracelet supplies, watercolors, customized wrapping paper, and much more. I also put together a hot cocoa bar for teens to make delicious treats for the movie. Not only did the teens love the movie bingo as usual, but they also really enjoyed crafting the whole time through. I saw teens make crafts for each other and give them immediately, as well as teens making gifts for siblings, parents, and even themselves. It was a great time!





- **Crochet Club**

- Members of crochet club keep coming back and enjoying the calm atmosphere while they knit or crochet! I created a yarn checkout system so our members could continue the projects they start at home, and starting in January we will be moving to twice a month meetings. The teens that come to this program really love it, and are thankful for the space and materials, and I want to give them more since they request it often.

- **VolunTeens**

- In December, we had 15 volunteer hours contributed by 7 volunteers. Our volunteers helped with winter Children’s programs, like Santa Storytime and Noon Year’s Eve, as well as made contributions to our teen zine that will come out in the new year! VolunTeens made collages, original writing, and even showed off their crochet projects for readers to enjoy. Zines were really popular during the summer, so I’m excited to see how library patrons enjoy this one :)

- **Take and Make Kits - Hot Cocoa Bombs**

- Since we had a programming break over the winter holidays, I decided to put together take and make craft kits for teens to make their own hot cocoa bombs. Each kit had all of the materials they needed to make everything at home whenever they wanted. Since the take and makes I’ve done in the past were so popular, I doubled the amount of kits I usually prepare. Teens seemed very excited to grab one, and I’ve already gotten rid of most of them!

Adult Services (Sara Hendrickson)

Craft Club

- Our Cinnamon Ornaments were a hit! We had 14 people attend. Each person was given a small ball of dough, and were able to make as many ornaments as they could. Many people got creative with stamps and other markings once they cut out their shapes.
- January’s craft is decorating and creating vision board journals. Katie is planning and preparing the craft and the marketing.

Mystery Book Club

- We had 12 people attend this month’s book club. We discussed *Motherless Brooklyn* by Jonathan Lethem. It was overwhelmingly disliked, which was a bit surprising.
- Updated marketing and created bookmarks for January’s book (*Listen to Me* by Tess Gerritsen).

Other

- Bridge Club continues to have a steady group of 8-12 players every week. We received a nice email from one of the Bridge players: "You and your library have created a whole new group of friends, and your library is our favorite "class!"
- We were hoping to wrap up our current D&D campaign this month, but we have a bit more to do. 9 people came to our December session. We are still planning on starting a new campaign in February.
- Our take-n-make simmer pot kits for Craft-a-Palooza (12/6) were a hit. Prepping the 50 kits & dehydrating the oranges was a lot of work, but I believe it was worth it. We also made copies of the recipe so people could make their own if they wanted.
- We took part in the Southern Wisconsin Bird Alliance's annual Christmas Bird Count (12/20). 21 people stopped by to watch for birds. The first hour was completely unsuccessful, but as soon as some people left, the birds started showing up. It was a fun morning, as we look forward to working with SWBA again in the future.

E.D. Locke Public Library - Monthly Report November 2025							
	Oct-25	Nov-25	Nov-24	% change Nov. 2024 - Nov. 2025	YTD 2025	YTD 2024	% change YTD 2024-2025
Materials Checked Out	12,651	11,811	13,322	-13%	146,839	153,073	-4%
Materials Checked In	10,206	9,613	10,474	-9%	117,191	120,657	-3%
Curbside Appointments	1	1	0	100%	5	8	-38%
Locker Pickups	0	0	0	#DIV/0!	2	2	0%
New library cards	29	40	42	-5%	627	573	9%
new materials added	331	346	389	-12%	4319	4182	3%
Internet use	323	266	282	-6%	3794	3578	6%
Average daily pick list	124	115	123	-7%	135	133	
Visitor count	20,428	18,335	20,244	-10%	239,184	234,088	2%
Wireless Internet use (#users)	1,711	1,422	1,510	-6%	18797	16959	11%
App use	2,619	2,559	2,462	4%	28694	32145	-11%
Study room use	21	96	76	21%	1292	939	38%
Meeting room use	73	54	56	-4%	664	542	23%
Reference Questions Answered	508	424	278	34%	4972	3426	45%
Children's Program Participation (in-person)	2105	965	1044	-8%	14221	13044	9%
Teen's Program Participation (in-person)	101	107	102	5%	1816	2093	-13%
Adult's Program Participation (in-person)	279	115	209	-45%	1833	7107	-74%
Adult's Program Participation (on-line)	18	0	0	#DIV/0!	775	605	28%
All Ages/General Interest	0	40	0	#DIV/0!	8849	0	
Volunteer hours worked	36.5	33.25	50.75	-34%	617.75	494.25	25%


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, January 5, 2026

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Design Craft Marketing Proposal

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. MFPL-marketing-proposal-2026



advertising with a Conscience

Marketing Assessment Proposal

Client: McFarland E. D. Locke Public Library

Date: 11/18/2025

<https://www.mcfarlandlibrary.org/>

McFarland's E. D. Locke Public Library requested we review their current outreach and messaging, and prepare recommendations for 2026. The goals are to expand McFarland residents' awareness of the library's offerings, increase visits, increase card holders and checkouts, increase program attendance, and maximize overall appreciation for library services.

Recommended next steps, prioritized and itemized

SEO and website improvements - A quick review of the website indicates some of the recommendations from 2022 might not have been completed. Noticeably missing are page titles including "McFarland, WI" and meta descriptions. Mike can assist with these basic SEO updates, if needed, or can talk with village IT, if necessary. These improvements can help the library's website show up better in search results.

Google Analytics is set up and mcfarlandlibrary@gmail.com can be used for access. designCraft can review and format the data to prepare a useful report indicating key measurements.

We also recommend adding photos of the library, inside and out, as well as including bios and photos for each librarian. designCraft can assist with this if you provide photos and biographical details.

Google Grants – designCraft would assist with the application, set the account up with basic keywords, and monitor performance for three months. Our estimate assumes the application process goes smoothly, and you provide the necessary access and information. Right now we see 50 searches per month for "library near me" and 20 for "mcfarland public library" in the McFarland area, and this indicates the interest is there. We would enhance this with additional typical keywords used for library searches in your area. This investment covers the initial setup and application. designCraft could maintain the ads on an ongoing basis on an hourly basis.



designCraft

advertising with a Conscience

Social media - Jordan recommends you institute the use of a calendar to coordinate posts, and use templates to increase brand consistency. designCraft could provide two in-person training sessions - one re: calendar/tools/templates and one re: content/strategy.

Enewsletter - Mike sees ways to improve organization and presentation. We will prepare recommendations you can apply to all future newsletters to increase readability and enhance interactions.

Postcards - We estimate 4K households in McFarland and recommend postcard mailings twice a year - once prior to the end of the school year in spring, once in late fall. These postcards will focus on free library cards, and mention select services. The cost estimate below covers design, printing, list, and postage for one mailing. Using the same design and list for subsequent mailings would lower the price.

Estimated pricing - Please indicate which items you would like to include in this project by checking the blank beside each item. This pricing is good for 45 days from the date on this proposal. Please contact designCraft if you plan to sign the contract after that time period.

SEO and website improvements \$1650

Google Grants Implementation \$1800

Google Grants maintenance \$150/month average

Social media training \$1650

Enewsletter guidance \$600

Postcard mailing \$4000

I agree to the specifications listed above:

Client signature _____ Date _____

Agency signature _____ Date _____


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, January 5, 2026

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Library Space Needs Study Update Proposal

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. McFarland Public Library Proposal - Study Update2 _2025-12-26

Updated **December 26**, 2025

Writer's Cell: 414-520-6513

Heidi Cox, Director
E.D. Locke Public Library
5920 Milwaukee Street
McFarland, WI 53558

Re: E.D. Locke Public Library – Updated Facilities Study
Advanced Conceptual Study - HGA Proposal

Dear Heidi and Members of the Library Board:

We are excited to hear about the potential study advancement and next steps at the E.D. Locke Public Library. **This proposal has been updated to provide additional information on the number of meetings and hours included in HGA effort.** This proposal will outline the scope of HGA's architectural services, deliverables and our proposed fee for expanding and advancing your 2022 Facilities Study on your library site located at 5920 Milwaukee Street, McFarland, Wisconsin.

Project Description and General Scope

The ultimate goal is to renovate and expand the existing library to address functional issues and space needs to better serve the McFarland Community. However, given that the funds for a significant library expansion may be some years down the road, this study would both confirm the direction of a library expansion, as well as study a more immediate smaller renovation that would address some current functional issues, while also setting up the future expansion for success. In addition, the project will need to create options not only for how the building can grow but also create options for how a reconfigured parking area can expand to serve more library patrons and do it with a more efficient layout. Lastly, we have included several options for community engagement – to make sure that your patrons feel included in the process and to ensure that the community is informed, and has the opportunity to make sure that their voice is heard as a part of the process.

Anticipated HGA Services and Deliverables.

HGA will provide the following services and deliverables:

1. Program Verification

- HGA will review the Program and Space Needs that were developed as a part of your 2022 Facilities Study to make any updates or modifications based on changes or evolving patron usage or needs.
 - Includes an in-person meeting with the Library Director and Library Team
2. Review + Validation of the Proposed 2022 Expansion Recommendations
- Work with the Library Director and Staff to understand the key drivers of the proposed expansion and investigate any additional alternatives and updates based on the Program Verification
 - Includes an in-person meeting with the Library Director and the Library Team (this meeting could be combined with Meeting 1)
3. Advance Conceptual Layout Design
- HGA will participate in the following:
 - Advance the future conceptual layout plans that were started in the 2022 Study by fleshing-out and providing more information on walls, build-out, circulation desk, staff spaces and furniture layouts.
 - Use the selected advanced future plan to create multiple options for review that show options for how a Phase 1 renovation (prior to the library expansion) could advance and address some of the current functionality and space needs including improvements to staff spaces, staff efficiency, staff security, library acoustics and maximizing space based on your current needs. Based on discussion with the Library Team, potentially this would include an option for an initial Phase 1 renovation only approach, as well as an option that includes renovation and some small targeted additions. HGA would provide high-level cost estimates for all approaches.
 - Study how the future expansion could build upon the work proposed in a Phase 1 renovation to provide more space for all of the library programs, staff and for additional meeting rooms and community room expansions.
 - Based on the preferred option, HGA would prepare a final conceptual plan and report that shows how the renovations would impact the space today and show how the future full expansion project would be arranged to work with a reconfigured parking area.
 - Includes two meetings with the Library Director and Library Team (one in-person and one virtual)
4. Community Engagement Options
- HGA is proposing the following options:
 - Meet with your library team to develop the key stakeholders and engagement format that you would like to use to gather community input. We can discuss multiple library engagement options that we have used for libraries from surveys, pop-up stations, community design sessions and townhall meetings.
 - As a starting place we have included the planning for and one engagement meeting where the community is invited to attend and

where we would present an informational update on the project progress but also prepare an engagement portion to the meeting that would encourage community participation. We have included a fee of \$1,750 for one engagement meeting, but a second one could be added for an additional \$1,750. Again, we would meet with your team to develop a community engagement strategy and decide on the best approach and format for the meetings.

Fee.

We would propose a fee of \$29,500 for the expanded study effort including the four categories above: program verification, review renovation /expansion options, conceptual design for renovation, building expansion and parking, and one engagement meeting w/ the community. This fee is broken down per below:

Phase	Task	Meetings	Staff /Total Hours Est.	Fee
1. Program Verification				
	Tour Library Space with Director		3/6	\$700
	Establish/Document Project Goals/ Success Criteria		3/6	\$700
	Review Existing Program Documents		3/4	\$400
	Meeting to Validate Program/ Needs with Library Team + Document Notes	1	3/10	\$1400
	Update/ Document Program		2/12	\$1400
2. Validate 2022 Recommendations				
	Review of 2022 Recommendations		3/5	\$600
	Meeting with Library Director to understand key drivers/ what has changed	1	3/5	\$600
	Update/ Document Recommendations		3/6	\$600
3. Concept Design				
	Develop multiple options for initial Phase 1 focus on improving issues with existing building (circulation desk, staff space, etc. as set up for Phase 2)		3/40	\$5400
	Meeting to review Phase 1 Options and discuss potential concepts for Phase 2	1	3/ 10	\$1200
	Advance Ph 1 and Ph 2 Concepts		3/40	\$5000
	Cost Estimate for Ph 1/ Ph 2		1/6	\$1200
	Meetings to Review and Refine Conceptual Designs	1	3/10	\$1400
	Document Final Concepts in Report		2/20	\$3000
4. Engagement				
	Meeting with Library Team to discuss options for Community Engagement Meeting and stakeholders to target	1	3/10	\$1200
	Prep for Community Meeting		3/20	\$2600
	Community Engagement Meeting	1	3/12	\$1500
	Document Engagement Results		2/4	\$600
Totals		6 Meetings	226 Estimated Hours	\$29,500

Reimbursable Expenses: HGA would bill any reimbursables as a direct cost with no mark-up. The only anticipated reimbursable expenses are for mileage to the library site from HGA's office.

Schedule.

HGA would estimate a duration of 3 to 5 months for the Study – depending on the sequencing of meetings. We have the staff ready and can start whenever you need to advance the work. A potential starting date could be sometime in January 2026.

Deliverable.

HGA will document the outlined four phases of scope in a final report which will include the high-level cost estimates for Phase 1 + Phase 2. We will provide 3 hard copy color prints of the report as well as electronic files.

Team.

It is anticipated that most of the work will be completed by the following HGA team:

HGA Team:	Role:	Phone:	Email:
Kevin Allebach	Principal / PM	C. 414-520-6513	kallebach@hga.com
Erica Frederiksen	Library Planner/Programmer		efrederiksen@hga.com
Kim Workman	Project Architect		kworkman@hga.com
Joe Tarlizzo	Library Cost Estimator		jtarlizzo@hga.com

Assumptions.

HGA has made the following assumptions in preparation of this proposal:

- HGA assumes that the library can provide the existing library drawings and any CAD or electronic models that you have on the building.
- HGA has not included civil, structural engineering services or any mechanical, electrical, plumbing or fire protection services.

Potential Add Services.

HGA can provide the following additional services at your request:

- Photo-realistic renderings of the exterior and interior conceptual plans for informational or fundraising purposes.
- Additional Community Engagement meetings (beyond the one meeting included).

As your project moves forward, HGA would very much like to be a part of the McFarland Library project. Please let me know if there are any questions about our proposal.

Sincerely,



Kevin Allebach, Library Principal