Meeting Agenda of the Hudson Area Joint Library Board of Trustees
April 17, 2018   6:30 PM
Hudson Area Public Library
700 First Street, Hudson WI 54016

1. Call to Order
2. Roll call, certification of quorum, certification of compliance with WI open meeting laws and public records laws, introduction of visitors and guests.
3. **ACTION ITEM:** Approval of Consent Agenda Items
   a. *Approve meeting Agenda*
   b. *Disposition of Minutes from March 20, 2017 Board meeting and of any intervening special meetings.*
   c. *Discussion and possible action on invoices that are not regularly recurring or are not within the 2018 Budget vs. Actual to Date*
   d. *Discussion and possible action on regularly recurring expenditures that are within the Board approved 2018 budget*
   e. *Discussion and possible action on 2017 and 2018 budget comparison*
4. Citizen Comments
5. Presentations by supporting organizations
   a. Friends of the Library
   b. Library Foundation
6. President's comments, reports, and requests for action
   a. Municipalities presentations update, discussion, and possible action.
7. Director's Report, Statistics, and requests for action
   a. Presentation of monthly report and statistics
8. **ACTION ITEMS:** Collection Agency Use policy
9. Other business
10. Board comments and items for future agendas
11. **ACTION ITEM:** Adjournment

Board of Trustees Members: Rich O'Connor (Pres.), Curt Weese, Paul Berning, Katie Coppenbarger, Dave Ostby, Marion Shaw, (V. Pres.) Jim Schrock, and Barbara Peterson.

Emailed to Joint Municipalities and Board Members April 06, 2018: and Emailed to Media: April 06, 2018

NOTE: Some Agenda items may be taken up earlier in the meeting, or in a different order than listed. Upon reasonable notice, an interpreter or other auxiliary aids will be provided at the meeting to accommodate the needs of the   public. Please contact the Library Director at 715-386-3101 ext. 305

The Hudson Area Public Library is a center for lifelong learning,
where the community gathers and knowledge flows freely.

Hudson Area Joint Library Board of Trustees
UNAPPROVED Meeting Minutes

March 20, 2018, 6:30 PM Hudson
Area Public Library
700 First Street, Hudson WI 54016

1. Call to Order at 6:30 p.m. by O'Connor
2. Roll call, certification of quorum, certification of compliance with WI open meeting laws and public records laws, introduction of visitors and guests.
   Present: O'Connor, Shaw, Berning, Coppenbarger, Peterson, Schrock
   Absent: Dave Ostby, Curt Weese
   Staff: Tina Norris, Director

   Other: Jeff Johnson, Town of Hudson; Stan Wekkin, Village of North Hudson
3. **ACTION ITEM:** Approval of Consent Agenda Items

   a. *Approve meeting Agenda*

   b. *Disposition of Minutes from Febraruy 20, 2018 Board meeting and of any intervening special meetings*
   c. *Discussion and possible action on invoices that are not regularly recurring or are not within the 2018 Budget vs. Actual to Date*
   d. *Discussion and possible action on regularly recurring expenditures that are within the Board approved 2018 budget*
   e. *Discussion and possible action on 2017 and 2018 budget comparison*

   ACTION TAKEN:
   Motion to APPROVE the consent agenda by: Shaw
   Second by: Peterson
   Discussion: NONE
   Vote Taken: 6 Ayes   0 Nays   MOTION APPROVED

4. Citizen Comments—
   The Village of North Hudson President, Stan Wekkin, and the Town of Hudson Board Chair, Jeff Johnson attended. Chair Jeff Johnson attended so that he might register his opposition to the Library's proposed "Fines-free Policy". Johnson stated that he was opposed to "doing away with fines" and "would like to see those with fines turned over to a collection agency". Village President Wekkin stated, "I came to vote no on the no fines policy. To give up a revenue source doesn't make any sense". Mr. Wekkin stated that the Library "wouldn't be getting more money from the Village". Director Norris provided a brief presentation of the facts regarding the Fines-free policy and plan to collect outstanding fines, in order to clear up some misunderstandings about the issue and previous board discussions.

5. Presentations by supporting organizations

   a. Friends of the Library— No report

   b. Library Foundation— Peterson noted that the Foundation was scheduled to meet on March 21, 2018; however the meeting has been cancelled.

6. President's comments, reports, and requests for action
   a. Municipalities presentations update, discussion, and possible action. No additional updates for Town of Hudson or Village of North Hudson. No City update. Peterson noted that she was unable to attend the Town of St. Joseph meeting.

7. **ACTION ITEM:** *Director's Report, Statistics, and requests for action: Norris presented the monthly report and statistics for March 2018. Norris reviewed the statistics, as well as the report on how wireless usage is counted.*

   a. Presentation of monthly report and statistics

   b. Presentation of and possible action on staffing assessment and recommendations. *Norris presented the results of a staffing assessment. The results and recommendations stem from a variety of evaluations, statistics, and observations related to current staffing levels and assigned duties. Norris noted the importance of having the right people in the right position in order to provide the best service to the community. Norris has created a plan to restructure staffing hours, which will result in the reallottment of current staff hours and allow for the creation of a new, and much needed staff position- Patron Service Coordinator.*

   c. **ACTION ITEM:** Request approval of staffing position description - Patron Service Coordinator
   Motion by: Peterson to approve the Patron Service Coordinator position description and to fill the position.
   Second by: Coppenbarger
   Discussion: None
   Vote Taken: 6 Ayes - 0 Nayes; MOTION APPROVED

8. **ACTION ITEM:** Finance committee recommendation on fines structure / fines-free policy.
   Berning stated that the fines-fee structure was discussed at the Finance Committee meeting on February 20, 2018 and the Finance Committee has recommended the approval of the policy to the full board.
   Shaw stated that this should be split into three (3) issues: 1.) Fine amount; 2.) Change to Fine Structure; and, 3.) Collections
   ACTION TAKEN:
   Motion by: Peterson to recommend move to fines-free structure with fees instead of fines.
   Second by Coppenbarger
   Discussion: Shaw stated that "you've just alienated two of our municipal partners". O'Connor pointed out that "it appeared that they (Johnson and Wekkin) didn't have the correct information. Berning agreed with O'Connor's statement. Schrock questioned the depending on fines as a revenue stream.
   Vote Taken: 5 Ayes - 1 Nay (Shaw) MOTION APPROVED

9. Other Business: NONE

10. Board comments and items for future agendas: Peterson requested Norris to develop a policy for engaging a collection agency.

11. **ACTION ITEM:** Adjournment
    Motion by: Shaw
    Second by: Berning
    Discussion: None
    Vote Taken: 6 Ayes - 0 Nayes MOTION APPROVED

Respectfully Submitted,

Tina L. Norris

Tina L. Norris, Director

DIRECTOR'S REPORT & MONTHLY STATISTICS

March 1 - 30, 2018

Respectfully Submitted by:
Tina Norris, Director
April 17, 2018

Director's Report April 2018

Hudson Area Public Library Director's Report

Staff Appreciation Breakfast: April 20, 2018

The second annual Staff Appreciation Breakfast will be held on April 20th from 8:00 – 9:30 a.m. All staff are invited, and City Department Heads have been invited to join us this year. This is a way of saying, "thank you" to the staff and to extend that appreciation to the City of Hudson, as well.   The Board is welcome to join us, and I will ensure this is properly noticed, just in case.

Cataloging Update:

Cataloging is going very well. Madeline has received great feedback and some very positive input from Kathy Setter (IFLS). Madeline attended training in January and has been doing a great job. Along with cataloging new materials, she is working hard to clean up the collections—ensuring that our cataloging standards and procedures are consistent for all collections, simplifying and streamlining processes and procedures—and, working on other collection related projects.

Acquisitions and Selections Update:

Selection of library materials is a task that has been divided up among staff. This change was made in 2017 with the goal of providing move voices and a broader prospective when ordering new materials for the collection. Our Children's collection materials are selected by Mary and Nicole, the Young Adult collection, as well as adult genre specific (Sci-Fi / Fantasy / Horror / Graphic Novels) materials are selected by Amanda, the remainder of the Adult Fiction collection is selected by Joan, the non-fiction collection is selected by me. All staff and patrons have input on selecting materials and may make suggestions for purchase. AV materials are selected by Joan, Nicole, and myself with input from staff and patron requests. Selection of materials for the Children's Revitalization project is being done by me, in order to streamline the process and track the funds spent in the most efficient and accurate manner. Acquisitions, which is the act of physically ordering the materials, is done by Joan.

Technology Update:

Unfortunately, due to an unknown individual using the iPads in the Teen Area to access porn, we have limited the use of those iPads to accessing the Teen Health and Wellness database. These iPads were purchased with the Hudson Hospital Foundation's Health Literacy grant for the specific purpose of providing access to the database. These iPads are locked down and can only be used to access the database.

The new website development is coming along quite well. I have met with Tricia Christiansen about the design, and we have had a meeting with a team of staff members who will play key roles in the keeping the new website updated. The website team includes Michelle, who will handle the main calendar and event updates); Amanda, Nicole, and Shelley, who will handle the Kids and Teens page; Matthew, who will handle administrative and maintenance tasks, and myself. The new website will have some great features that will help the library to better promote events and will be user friendly for all. We will be able to offer online registration for all programs, an email sign-up, and a new and improved calendar. The goal is to do a soft launch in mid-May, so I will keep you updated.

Wisconsin Department of Public Instruction Update:

The department has issued the new, updated *Wisconsin Public Library Standards.* These are available online for your review at: **https://dpi.wi.gov/pld/boards-directors/library-standards**. I will provide a brief overview and assessment of the Hudson Area Public Library, in regards to the new standards, at the May 2018 board meeting.

Public Library Services Redesign (PLSR) Project Update:

The Public Library System Redesign project began over two years ago with a goal of developing a new model for the state library system. Workgroups were formed to answer the following question: what is the best way to maximize resources, improves services, and provides increased equitable access to services?

On April 2, 2018, the cumulative workgroup and project manager recommendation reports were released. These reports are the culmination of hundreds of meetings, countless hours of data collection, and endless amounts of careful and thoughtful consideration of that early question. For more information, please begin by reading the project manager reports for each workgroup prior to reading the workgroup recommendations to help understand the process as well as what to expect from the reports.

All reports can be found at the PLSR website: http://www.plsr.info/workgroups/workgroupreport/ You are welcome and encouraged to leave comments for review.

Upcoming Programs and Events:

Genealogy at the Library:
The Civil War
Thursday, April 19
10:30-11:30 am

STEAM for Tweens
Home School Edition
Balloons
Thursday, April 19
11:00 am-12:00 noon

Painting with Audrey
(Class is Full)
Thursday, April 19
6:00-8:00 pm

"Cheeseheads"
documentary film and meet & greet

CHEESEHEADS
THE DOCUMENTARY

Saturday April 28th 12-3pm
Meet filmmaker John Mitchell as well as former Green Bay Packer place-kicker, Chester Marcol!
All ages welcome!

Spring Cleaning
CLEAR THE CLUTTER, KEEP THE JOY!
THURSDAY MAY 3RD 6:30-7:30PM
Valerie Cady, professional organizer with Winnow & Spruce Organizing will share the psychological benefits of getting organized, how to overcome the organizing hurdles that stop us in our tracks, how to decide what to keep and clever, creative ways to enjoy what we love.
AGES 18+
REGISTRATION REQUIRED

Maker Magic
STEM
science technology engineering mathematics

Fluid Power - Monday / March 19 / 6:30-7:30
Learn the science behind hydraulic and pneumatic systems. You will design your own hydraulic machines using engineering, simple machines and mathematics.

CSI Investigation - Monday / May 14 / 6:30-7:30
Want to become a real life detective? You'll collect evidence, analyze soil and mineral samples, analyze fabric, fiber and blood samples and learn fingerprint and hair analysis in order to solve the crime.

Video Game Design - Tuesday / September 25 / 6:30-7:30
Have you ever wanted to create your own video game? Here's your chance. Channel your creative potential as you gain greater understanding of important topics like design logic and computer science.

K'Nex Engineering - Tuesday / November 13 / 6:30-7:30
Are you an aspiring engineer? Design and build structures with K'Nex. After the build we'll add engines and make our structures move and complete tasks.

Grades 4-8
Registration required.

March 2018 Statistics

Statistical Summary

March	2017	2018	Year-to-date 2018
Check-outs	17,618	16,153	42,413
Check-ins	17,155	15,258	40,332
Renewals	5,088	8,729	19,433
Total Circulation	22,706	24,882	61,846
Items Borrowed	4,342	4,340	
Items Loaned	5,287	4,447	
New Patrons	92	72	249
Items Added	850	674	
Pharos	1080	872	2,333
Wireless	6,128	5,553	15,530
Digital Circulation	2,969	3,781	10,830
Website Visits	6,165	4,653	14,302
Facebook Posts	35	15	63
Facebook Likes	1,095	1282	3,795
Children's Programs	41	12	55
Children's Program Attendance	999	381	1,390
Teen Programs	5	13	27
Teen Program Attendance	24	109	249
Adult Programs	12	7	28
Adult Program Attendance	71	42	380
Meeting Room Usage	551	663	1,931
Visitors	11,269	10,858	29,095
Cardholders	16,820	16,101	16,101

Circulation Summary

Yearly Circulation Activity

March
Monthly Circulation Comparisons

	CHECKOUT	CHECK-IN	RENEWALS	TOTAL CIRCULATION
2018	16,153	15,258	8,729	24,882
2017	17,618	17,155	5,088	22,706

Circulation per Day Comparison

	Circ / day 2017	Circ / day 2018
Circ per day	841	927
Average Circ/day	818	844
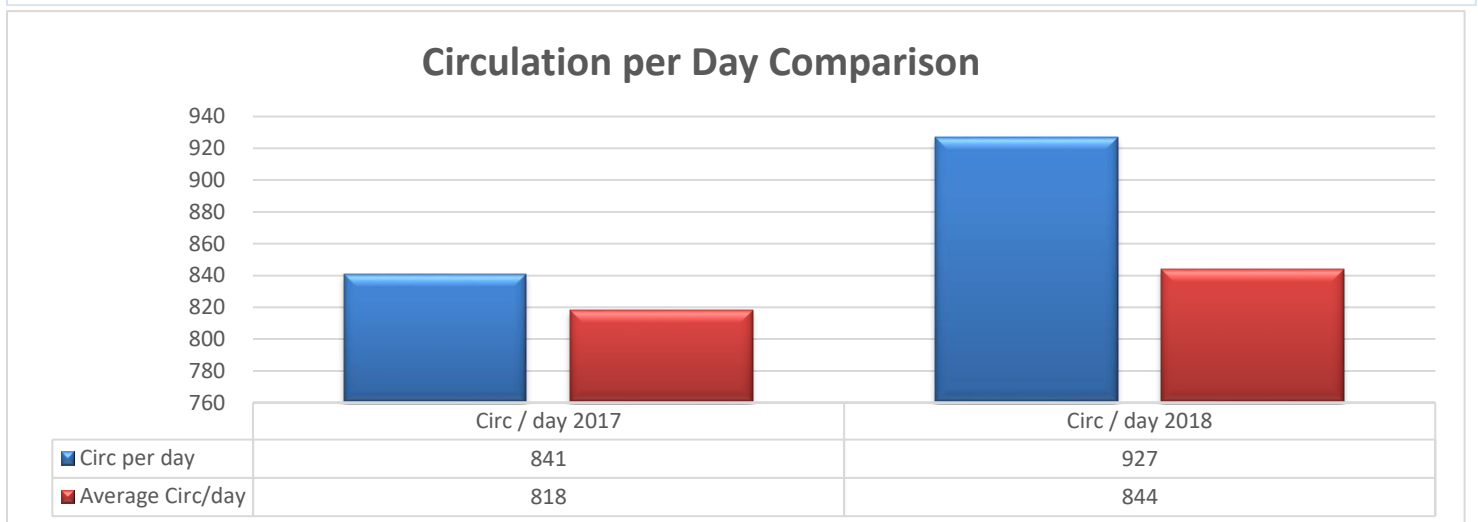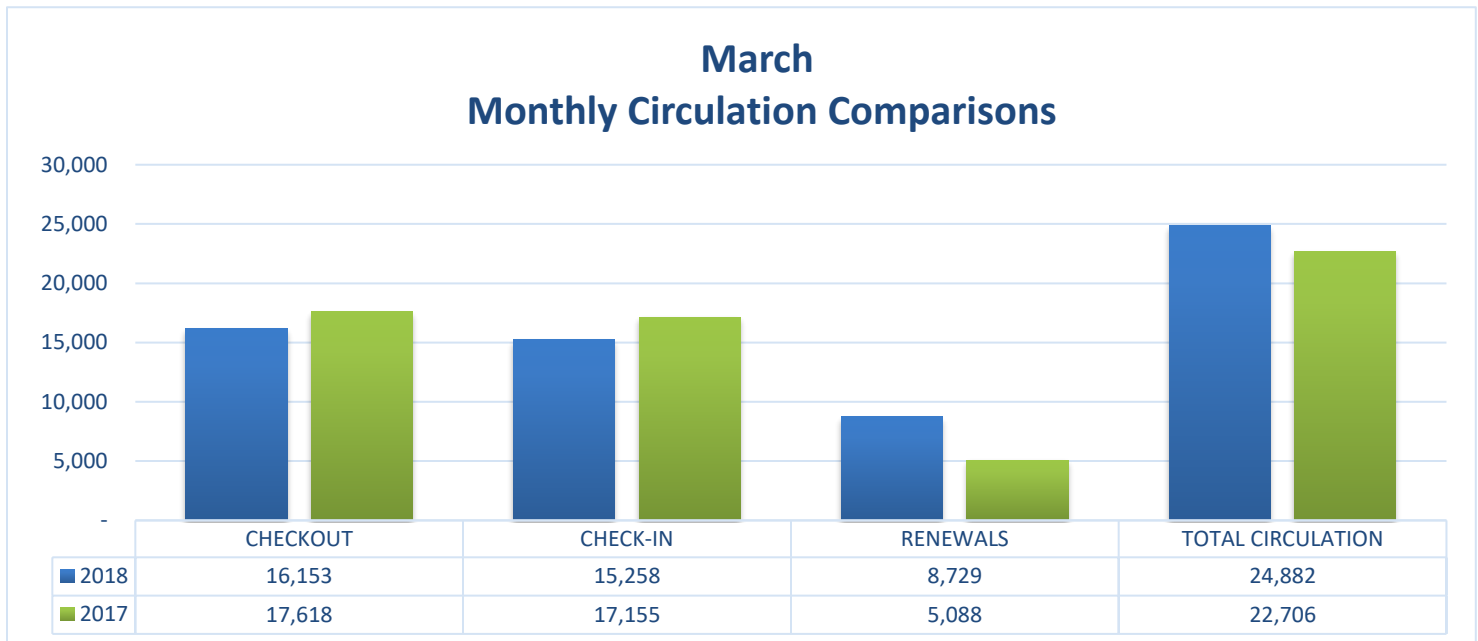
Library Visitors

	MONTHLY VISITOR COUNT	AVERAGE/ DAY	NUMBER OF DAYS OPEN
January	8,678	362	23
February	9,559	380	24
March	10,858	393	26
April			
May			
June			
July			
August			
September			
October			
November			
December			8

Comparison of Visitors 2013-2018
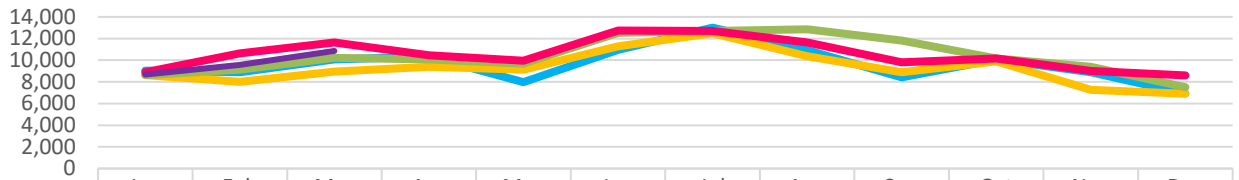
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Counts 2014	9,032	8,879	10,088	10,331	7,970	10,947	13,007	10,916	8,407	10081	8883	6935
Visitor Counts 2015	8,621	8,016	8,955	9,404	9,135	11,276	12,494	10,371	8,906	9898	7266	6908
Visitor Counts 2016	8,627	9,125	10,228	10,064	9,678	12,519	12,702	12,856	11,823	10,173	9401	7513
Visitor Counts 2017	8,896	10,641	11,629	10,447	9,942	12,743	12,708	11,639	9,805	10,151	9,024	8600
Visitor Counts 2018	8,678	9,559	10,858									

Visitor Counts & Library Card Holders by Municipality

VISITORS	Monthly Average	Daily Average
2011 (April-December)	13,374	533
2012	11,902	502
2013	10,369	493
2014	10,206	493
2015	9,483	438
2016	10,392	415
2017	10,519	438
2018	10.209	393

	City of Hudson		Village of North Hudson	Town of Hudson	Town of St. Joseph	Non-Resident Cardholders	Total
2011	7,750		1,998	4,091	1,545		15,384
2012	7,818		1,940	3,997	1,543		15,298
2013	8,228		1,940	4,239	1,633		16,165
2014	7,740		1,881	3,789	1,495		14,905
2015	8,239		1,991	4,023	1,593		15,846
2016	8,350		1,966	3,932	1,566		15,814
2017	8,435		1,973	4,152	1,671		16,820
2018	January	7,579	1,739	3,494	1,404	1,759	15,975
	February	7,622	1,750	3,506	1,411	1,769	16,049
	March	7,641	1,760	3,530	1,415	1,765	16,101
	April						
	May						
	June						
	July						
	August						
	September						
	October						
	November						
	December						

*Cardholder database was purged at the end of December using stringent parameters to provide the most accurate reflection of patrons. This purge included users that had not used their card within the past 2 years.

Historical Annual Registration Data

Year	Value
2011	1812
2012	1398
2013	1101
2014	903
2015	1034
2016	1098
2017	1145
2018	254

Non-Resident, 1,755

Town of St. Joseph, 1,415

City of Hudson, 7,641

Town of Hudson, 3,530

Village of North Hudson, 1,760

New Registrations

New 2018…   New 2017…

Month	New 2018	New 2017
Jan	83	85
Feb	74	96
Mar	92	73
Year-to-Date	249	254
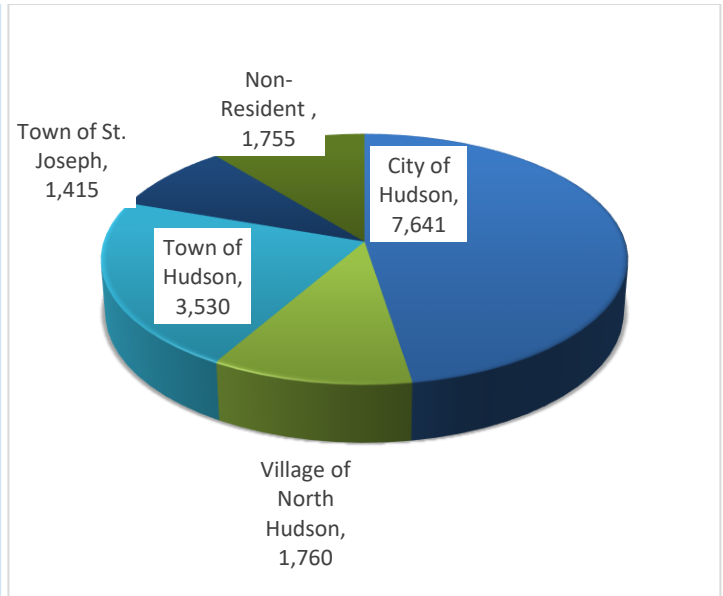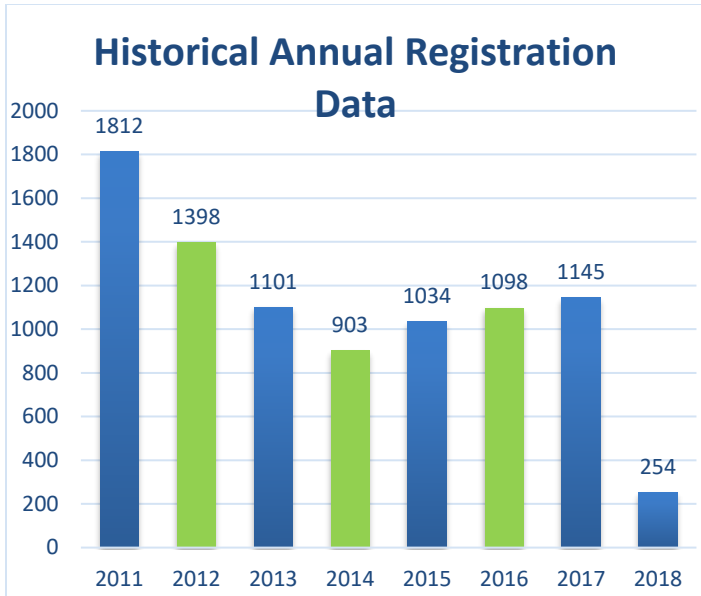
Technology Usage

Computer Usage Year-to-Date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
2016	939	905	1,085	1,087	877	998	1,071	1,240	1,105	1,096	954	764	12,121
2017	843	904	1,080	944	938	924	961	1,010	830	862	815	666	10,777
2018	696	765	872										2,333
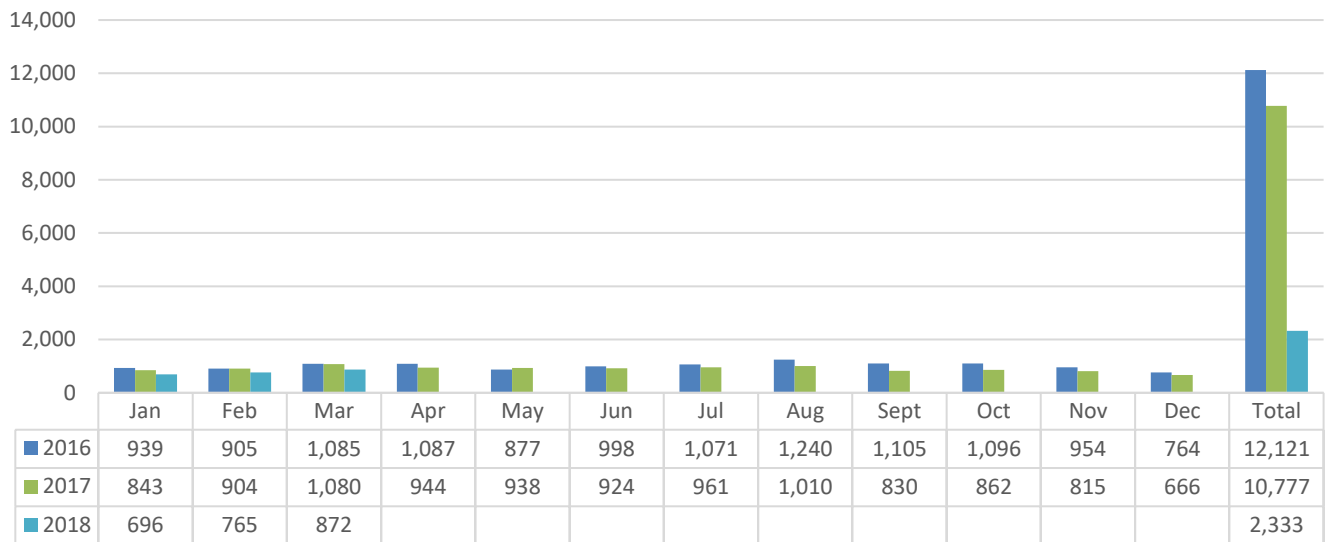
YTD WIRELESS USAGE COMPARISONS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
2018	4877	5100	5553										15530
2017	5,951	5,716	6,128	5,357	5,613	6,291	5,650	6,013	5,242	5,834	5,259	4,750	67,804
2016	5,138	5,340	4,859	1,150	2,016	5,437	6,074	5,841	4,860	5,353	5,284	4,434	55,786
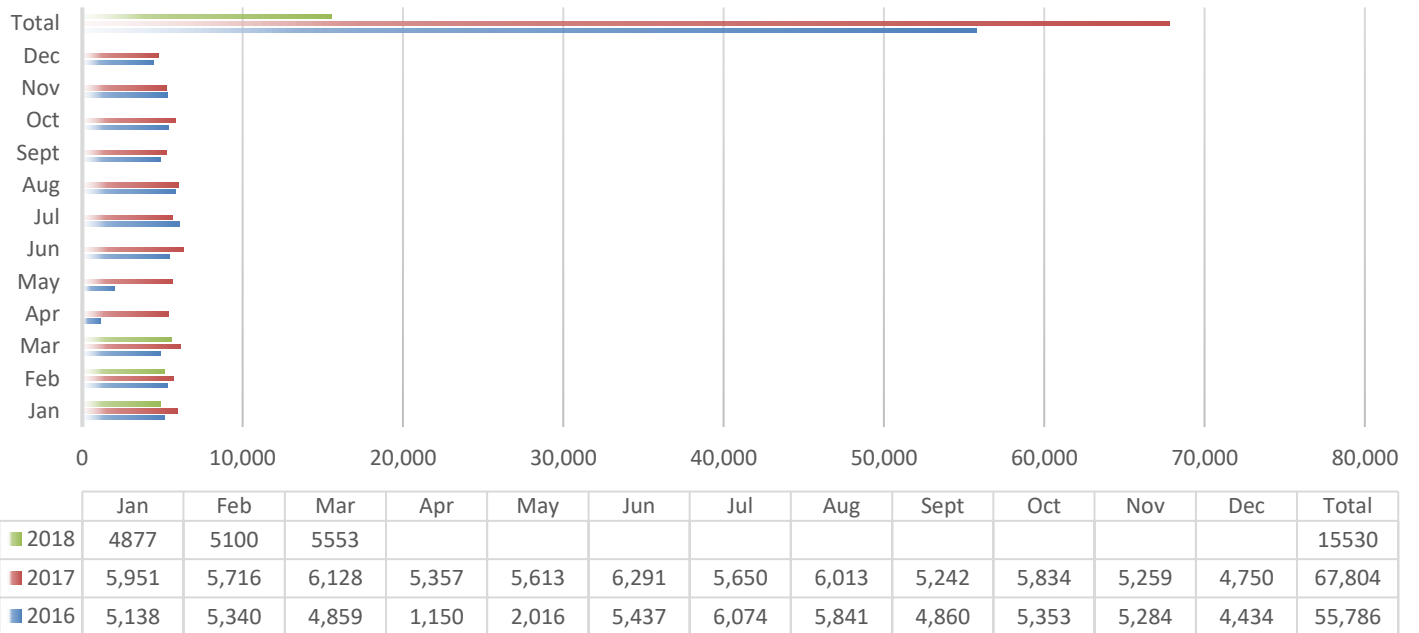
Website & Facebook Statistics

Number of page views for website

6,294	**6,165**	**4,653**
YTD 2016	2017	2018

FACEBOOK COMPARISON
MARCH 2017-2018

■ 2017 ■ 2018

# of Likes — 1,095 (2017), 1,282 (2018)

# of Posts — 35 (2017), 15 (2018)
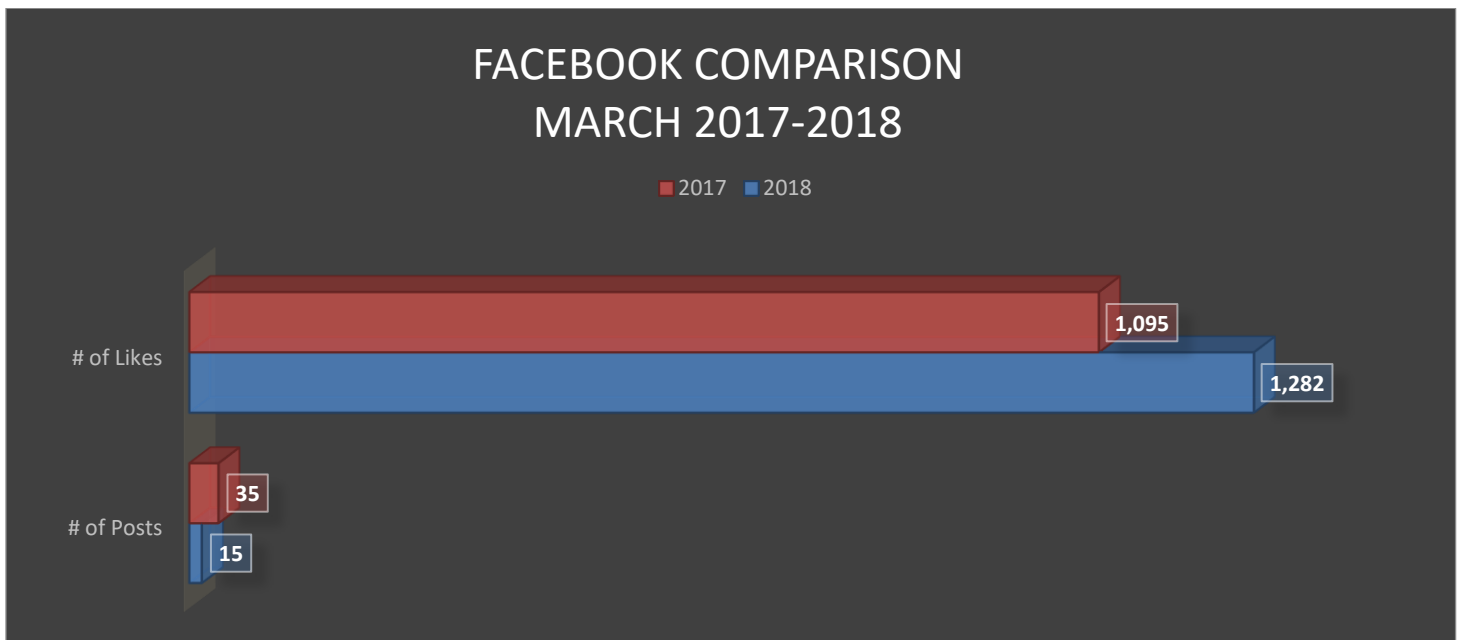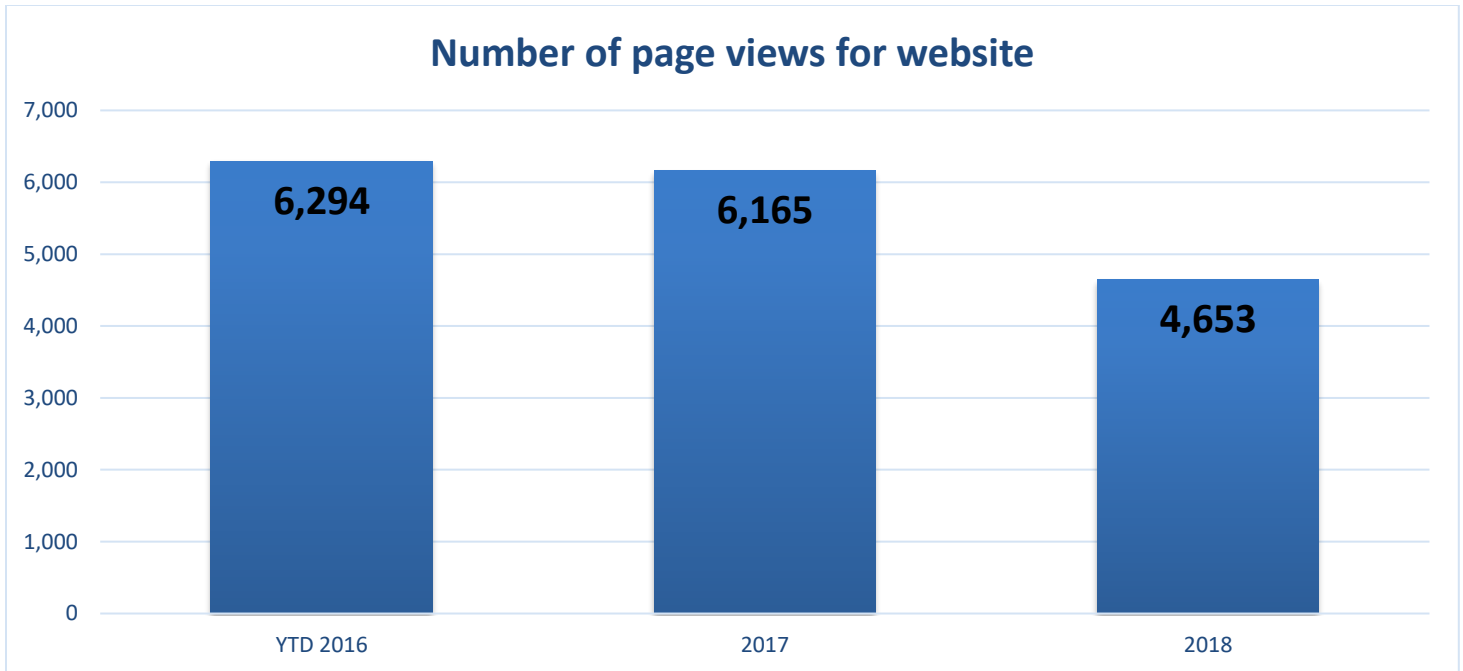
OverDrive Checkouts by Technology & Format

Digital Usage 2017-2018 Comparisons

Category	2017	2018
Video	11	0
Freading	36	45
eBook	1,883	2,360
Audiobook	1,039	1,376
Checkouts	2,969	3,784

Legend: □ 2017 □ 2018
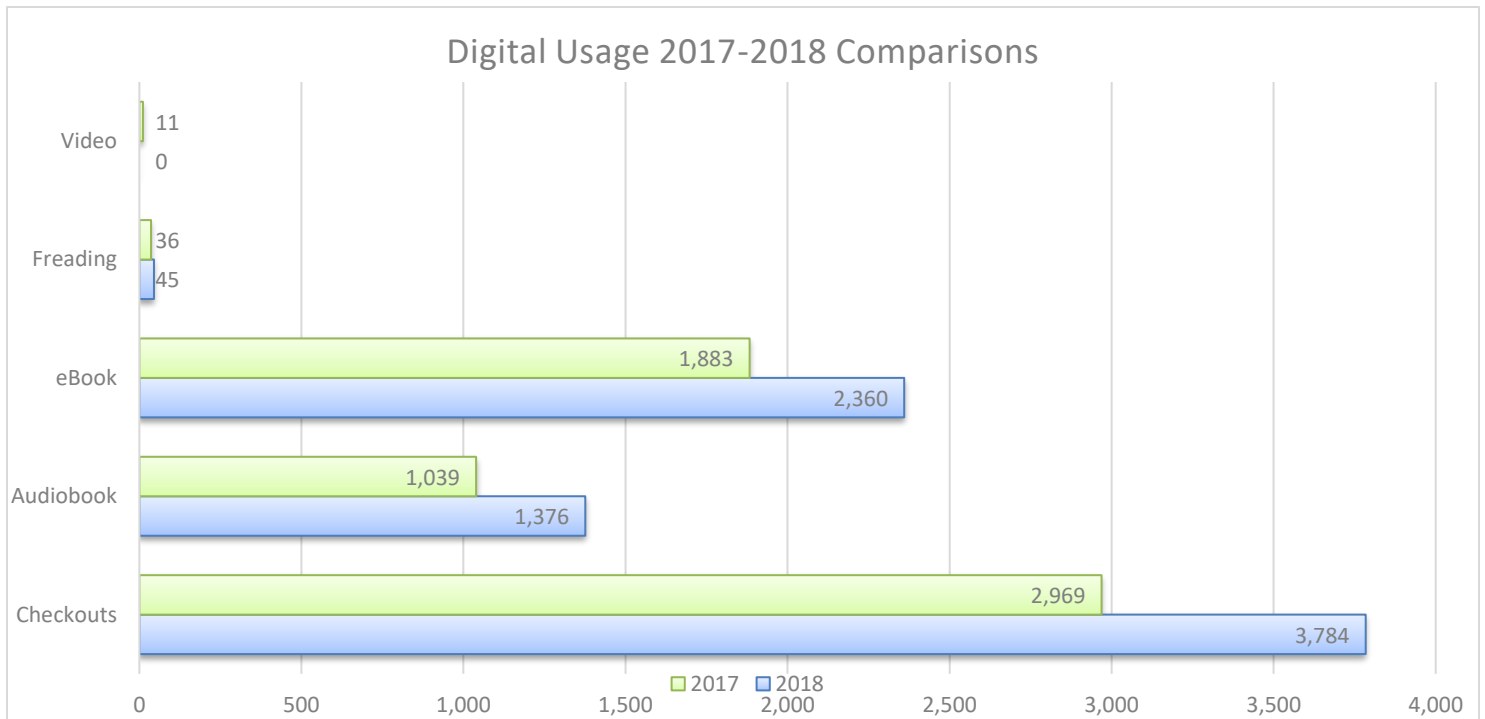
Proctoring Services

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD TOTALS
2016	0	14	12	13	9	8	6	2	6	8			78
2017	0	2	4	4	5	13	8	6	8	2	1	2	55
2018	3	3	0										6

Meeting Room Usage

2016 -2017 Meeting Room Comps	2016 # of Users	2017 # of Users	2018 # of Users
January	210	662	614
February	556	823	658
March	243	551	
April	283	438	
May	305	454	
June	356	1115	
July	395	998	
August	402	482	
September	352	419	
October	375	641	
November	325	745	
December	227	677	
Total Year-to-Date	4029	8005	1,272

Programming Statistics

Children's Programming

# of Programs	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2016		26	35	29	27	41	39	21	2	38	37		295
2017	5	31	41	39	32	37	39	40	2	41	40		347
2018	18	25	15										58

Children Attending

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2015	0	554	665	391	121	610	645	291	0	730	516	485	4523
2016	0	532	591	482	1790	1232	806	696	29	813	607	429	8007
2017	85	523	633	526	1615	952	1119	675	142	557	536	725	7798
2018	313	375	283										971

Adults Attending

2015	0	312	319	217	40	261	300	150	0	225	245	289	2069
2016	0	278	317	232	112	370	372	185	18	381	299	175	2739
2017	39	280	366	273	118	351	649	314	91	313	247	403	3444
2018	146	175	98										419

Total Attendance

2015	0	866	984	608	161	871	945	441	0	1043	761	774	6680
2016	0	810	908	714	1902	1602	1178	854	47	1194	906		10115
2017	124	803	999	799	1733	1303	1768	989	233	870	783	1128	11532
2018	459	550	381	0	0	0	0	0	0	0	0	0	1390

YA Programming Statistics

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
# of Programs 2017	6	8	4	12	8	18	18	13	6	7	7		107
# of Programs 2018	7	7	13										27

YA Programming Attendance

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2016	33	122	86	43	43	37	58	51	49	54	62		638
2017	14	31	22	31	17	17	56	14	66	22	32	79	401
2018	31	109	65										205

YA Volunteers & Hours

2016	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
# Vols.	12	12	12	13	13	13	12	16	12	17	13		145
# of hrs	59	61	65	66.25	76	68.5	61.25	69.5	43.25	86.75	70		726.5
2017													
# Vols.	12	10	12	10	13	13	19	22	19	14	17	13	174
# of hrs	53	48.25	61	49.5	55.5	58	99.75	116	115.75	88.25	85	74.75	904.75
2018													
# Vols.	15	13	11										39
# of hrs	85.5	70.75	62.75										219

YA TAB Meetings & Attendance

2016	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Meetings	1	1	1	1	1	1	1	0	0		1		8
Attendance	7	7	7	8	9	5	2	0	0		5		50
2017													
Meetings	1	1	1	1	1	1	1	1	1	1	1	1	12
Attendance	10	8	2	9	4	4	8	5	8	5	6	4	73
2018													
Meetings	1	1	0										2
Attendance	5	7	0										12

YA Book Clubs

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2016	1	1	1	1	2	3	3	3	1		0		16
2017					1	2	2	2	1	1	1	0	10
2018	2		1										3

2018 Adult Programs

Attendance	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
2016	7	379	49	44	176	46	256	205	34	40	67	17	1320
2017	126	153	71	59	43	126	45	55	45	90	53	77	943
2018	163	175	42										380
# of programs 2017	15	16	12	12	9	12	5	6	8	8	10	7	120
# of Programs 2018	11	10	5										26
Book Clubs 2017	1	2	2	2	2	2	2	2	2	2	2	1	22
Book Clubs 2018	2	2	2										6

iLab Usage

2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Programs	1	0	1										2
Attendance	4	0	5										9
Individual Usage	26	23	24										73