



Meeting Agenda of the Hudson Area Joint Library Board of Trustees
February 20, 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 November 21, 2017 Board meeting and of any intervening special meetings. (Lack of quorum December 19, 2017 and January 16, 2018) (p.3)*
 - 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 (p.12)
 - b. Presentation of 2017 – 2018 Library Report (State Annual Report, Report to Stakeholders, and 2018 Action Plan) (p.24)
 - c. **ACTION ITEM:** Request for approval of the 2017 Annual Report State Report (p.47)
 - d. **ACTION ITEM:** Request for approval of Library Director's 2018 Action Plan (p.40)
 - e. **ACTION ITEM:** Request for approvals to publish Request for Proposals (RFP) for Architect / Space Planning Consultant (p.42)

8. **ACTION ITEMS:** Finance Committee Report on and Recommendation of grants:
 - a. Hudson Area Friends of the Library Children's Collection Revitalization Grant in the amount of \$20,000 (increase Books expenditure by 11,000, Audio / Visual expenditure increase by \$3,000, and include capital expenditures of \$6,000. (p.56)
 - b. Hudson Area Library Foundation Grants (see Grant List) in the amount of \$30,850 to be expended as follows: 1.) Adult Programming increase expenditure line by \$7,200; 2.) Children's Programming increase expenditure line by \$11,400; 3.) Professional Development (Travel / Conference) increase line by \$1,000; and, 4.) Technology line increase by \$11,250. (p. 58)
9. **DISCUSSION AND POSSIBLE ACTION:** Finance committee report on fines structure, budget impacts, options, and recommendation. (Handouts available at meeting)
10. Other business
11. Board comments and items for future agendas
12. **ACTION ITEM:** Adjournment

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

Emailed to Joint Municipalities and Board Members February 13, 2018: and Emailed to Media: February 13, 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



**Hudson Area Joint Library Board of Trustees UNAPPROVED Meeting Minutes
November 21, 2017, 6:30 PM
Hudson Area Public Library
700 First Street, Hudson WI 54016**

1. Call to Order at 6:35 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, Berning, Copenbarger, Ostby, Peterson, Schrock
Absent: Marion Shaw, Curt Weese
Staff: Tina Norris, Director
Others: Joyce Law, Gloria Kramer

3. **ACTION ITEM:** Approval of Consent Agenda Items
 - a. *Approve meeting Agenda*
 - b. *Disposition of Minutes from September 19, 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 2017 Budget vs. Actual to Date*
 - d. *Discussion and possible action on regularly recurring expenditures that are within the Board approved 2017 budget*
 - e. *Discussion and possible action on 2016 and 2017 budget comparison*

ACTION TAKEN:

Motion to APPROVE the consent agenda by: Ostby

Second by: Peterson

Discussion: NONE

Vote Taken: 6 Ayes 0 Nays MOTION APPROVED

4. Citizen Comments—
Gloria Kramer thanked the Board for getting the cross walk installed, and noted items that are still pending. Noted that the FOL had discussed a library coffee shop in previous years, and would love to see Sunday library hours. Encouraged everyone to shop Family Fresh and bring receipts to the Library.
5. Presentations by supporting organizations
 - a. Friends of the Library— President Joyce Law updated the Board on the Family Fresh receipts and noted that they are awaiting a \$1,000 check for having reached \$150,000 in receipts. Updated on book sale results and upcoming sale of FOL Book Bags. Law noted that FOL has discussed a coffee shop in the past, and it has been a community request on surveys in the past.
 - b. Library Foundation— Peterson provided an update on the Annual Appeal noting an error in which the appeal was mistakenly sent to Woodville residents, and that the Foundation is working to correct this error. Additionally, Peterson noted that the Foundation is developing an advocacy committee to create advocacy resources to help members speak out in support of the library.

6. President's comments, reports, and requests for action
 - a. Municipalities presentations update, discussion, and possible action.
Hudson: City passed resolution requesting full funding from the County for the Hudson Area Public Library; the Town of Hudson and the Village of North Hudson have passed the same resolution. All three sent the resolution to the County. City of Hudson funding is same as last year, which is still above the 3-year average; Town of Hudson reduced funding to 3-year average; Village of North Hudson reduce to 3-year average; and, the Town of St. Joseph maintained the same contribution level as in 2017.

7. **ACTION ITEM:** *Director's Report, Statistics, and requests for action: Norris provided an overview of the monthly report, monthly statistics, grants reports, and Hudson Hospital Foundation Grant Request.*
 - a. Presentation of monthly report
 - b. Presentation of monthly statistics

8. Action Item: Closed Session

The Library Board of the Hudson Area Joint Library will meet at approximately 6:30 p.m., or as soon thereafter as time permits, on Tuesday, November 21, 2017 in Room 219, Hudson Area Public Library, 700 1st Street, Hudson, Wisconsin, following the conclusion of consideration of the above portion of its regularly scheduled agenda, to vote on a motion to convene in closed session at said time and place for discussion / action relative to (1.) the termination of an employee; (2.) Consideration of 2018 annual compensation of employees, and; (3.) conduct the Library Director's annual evaluation.

A closed session for the above purposes is authorized pursuant to the provisions of Wis. Stats. 19.85(1)(f), which is allowed for considering financial, medical, social or personal histories or disciplinary data of specific persons, preliminary consideration of specific personnel problems or the investigation of charges against specific person except where par. (b) applies which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to in such histories or data, or involved in such problems or investigations, and §19.85(1)(c), which allows governmental bodies to use closed sessions to interview candidates for positions of employment, to consider promotions of particular employees, to consider compensation of particular employees, and to conduct employee evaluations.

Upon conclusion of the closed session, the Library Board will convene in open session to consider its public agenda, including motion to recommend approval or rejection of above-listed deliberations or any of the public agenda items that have not been acted upon.

Motion to close session by Schrock; Second by Ostby. Roll call taken:
O'Connor -aye; Coppenbarger - aye; Peterson - Aye; Ostby - aye; Berning - aye; Schrock - aye 6 ayes
0 nays

Motion to reconvene into regular session by Berning; Second by Peterson. Vote taken: 6 ayes 0 nays.

9. **ACTION ITEM:** 2018 Wages
Motion by Berning to increase Library Assistant salaries by 2%; Library Director salary from \$62,829 to \$67,267; Associate Librarian from \$48,672 to 49,649; Children's Librarian from \$46,550 to 47,486; Library Clerks from \$10.81 - \$11.85; and, Library Aides from \$7.50 to \$8.50 effective January 1, 2018.
Second by: Peterson
Vote taken: 6 Ayes / 0 Nays MOTION APPROVED

10. **ACTION ITEM:** Library Directors Evaluation:
Motion by Peterson to approve Library Director's Evaluation with a rating of 4.4.
Second by Berning
Discussion: NONE
Vote Taken: 6 Ayes 0 Nays MOTION APPROVED

11. Other Business: None
12. Board comments and items for future agendas: None.
13. ACTION ITEM: Adjournment
Motion to adjourn by Ostby
Second by Berning
Vote taken: 6 Ayes 0 Nay
MOTION CARRIED

Respectfully Submitted,

Tina L. Norris

Tina L. Norris, Director

2018 Budget Overview

General Revenues, as approved August 2017

Library Revenues	36,000.00
Misc: Revenue	-
City of Hudson	347,310.00
Town of Hudson	201,228.00
Town of St. Joseph	86,374.00
Village of North Hudson	83,791.00
ACT 150: St. Croix County	58,963.00
ACT 420: Other Counties	6,000.00
Interest	1,500.00
Gains / Loss Market Investment	-
Total General Revenue	821,166.00

General Expenditures as approved August 2017

Personnel	524,904.00
Contractual Services	76,296.00
Supplies & Expenses	22,200.00
Collections	76,632.00
Fixed Costs	146,616.00
Total General Expenditures	846,648.00

Grants & Donations

Hudson Area Library Foundation	30,850.00
Hudson Area Friends	20,000.00
Total Grant & Donation Revenues:	50,850.00

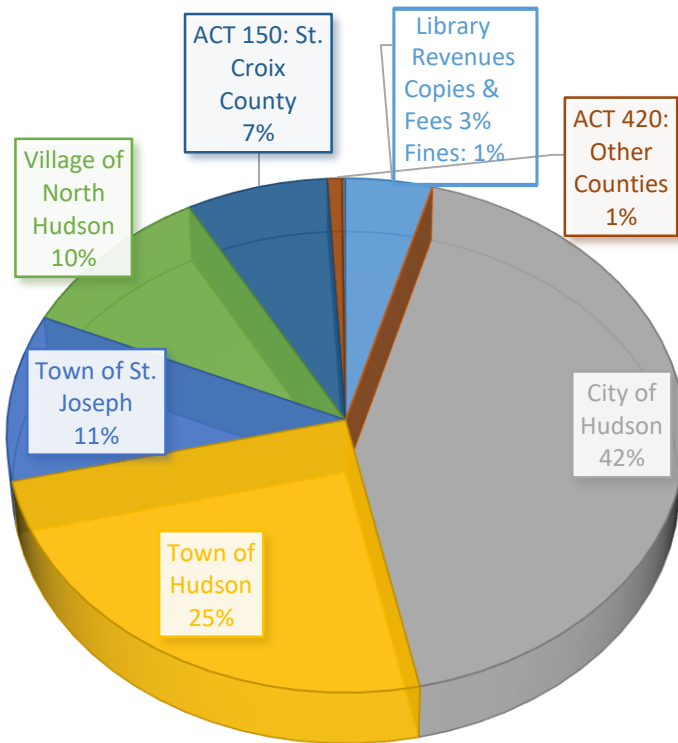
Grant & Donation Expenditures

Personnel	-
Contractual Services	18,600.00
Supplies & Expenses	12,250.00
Collections	14,000.00
Fixed Costs	-
Capital Expenditure	6,000.00
Total Grant & Donation Expenditures	50,850.00

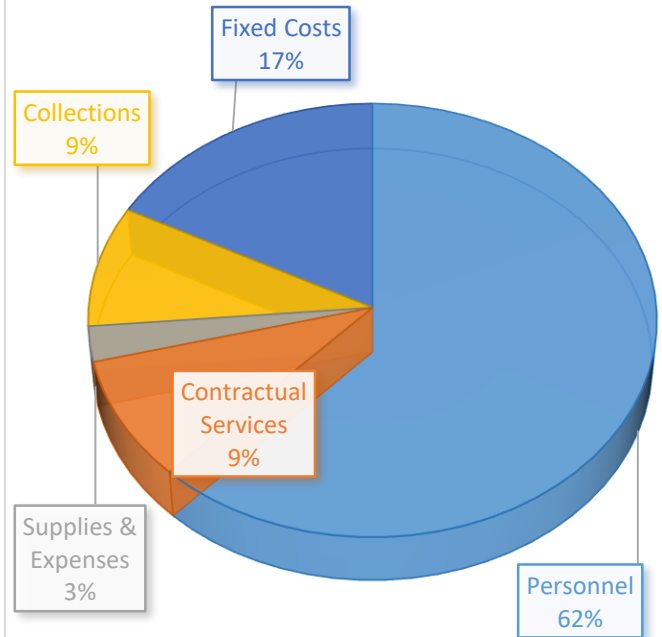
Summary

General Revenue	821,166.00
General Expenditures	846,648.00
Surplus / (Deficit)	(25,482.00)
Grants & Donations Revenue	50,850.00
Grant & Donation Expenditures	50,850.00
Surplus / (Deficit)	-

GENERAL REVENUES



EXPENDITURES



**Hudson Area Joint Library
Income-Expenditure Statement Compared with Budget
January 2018 (8% of year complete)**

	MONTH	YTD	BUDGET	DIFFERENCE	% OF BUDGET
REVENUES					
Library Revenues	1,276.80	1,276.80	36,000.00	33,223.20	4%
City of Hudson	173,655.00	173,655.00	347,310.00	161,092.00	50%
Village of North Hudson	-	-	83,791.00	83,791.00	0%
Town of Hudson	-	-	201,228.00	201,228.00	0%
Town of St. Joseph	43,187.00	43,187.00	86,374.00	43,049.00	50%
St. Croix County	-	-	58,963.00	58,963.00	0%
Other Counties	1,578.00	1,578.00	6,000.00	4,422.00	26%
Interest	-	-	1,500.00	1,500.00	0%
Gains/ Losses	3,704.76	3,704.76	-	(3,704.76)	
Grants	30,850.00	30,850.00	30,850.00	(30,850.00)	
Donations	41.40	41.40	-	(41.40)	
Misc Revenues	-	-	-	-	
Total Income	254,292.96	254,292.96	852,016.00	552,672.04	30%

EXPENDITURES	MONTH	YTD	BUDGET	DIFFERENCE	% OF BUDGET
Personnel					
Full-Time	\$ 13,160.28	13,160.28	164,404.00	151,243.72	8%
Overtime	\$ -	-	-	-	
Part-Time	\$ 15,807.89	15,807.89	230,000.00	214,192.11	7%
Longevity	\$ -	-	-	-	
FICA	\$ 2,121.77	2,121.77	30,000.00	27,878.23	7%
Retirement	\$ 1,538.10	1,538.10	20,500.00	18,961.90	8%
Health Insurance	\$ 5,172.26	5,172.26	80,000.00	74,827.74	6%
Life Insurance	\$ -	-	-	-	
Total Personnel	\$ 37,800.30	\$ 37,800.30	\$ 524,904.00	\$ 487,103.70	7%

Contractual Services

Legal Services	\$ -	-	-	-	
Professional Services	\$ 1,146.00	1,146.00	14,027.00	12,881.00	8%
IFLS Ops	\$ 38,169.00	38,169.00	38,169.00	-	100%
IFLS Courier / Self-Check	\$ 2,560.00	2,560.00	2,600.00	40.00	98%
IFLS Cataloging	\$ -	-	-	-	
Telephone	\$ 351.18	351.18	5,000.00	4,648.82	7%
Contract Maintenance / Repair	\$ -	-	900.00	900.00	0%
Programming Adults	\$ 1,700.00	1,700.00	7,700.00	6,000.00	22%
Programming Children	\$ 575.47	575.47	14,900.00	14,324.53	4%
Maintenance Agree / Leases	\$ 499.26	499.26	10,000.00	9,500.74	5%
Other Contract Services	\$ -	-	1,600.00	1,600.00	0%
Total Contractual Services	\$ 45,000.91	\$ 45,000.91	\$ 94,896.00	\$ 49,895.09	47%

Supplies and Expenses

Postage	\$ 225.00	225.00	2,000.00	1,775.00	11%
Office Supplies	\$ 468.94	468.94	8,031.00	7,562.06	6%
Memberships	\$ -	-	500.00	500.00	0%
Advertising	\$ -	-	350.00	350.00	0%
Travel / Conferences	\$ -	-	2,600.00	2,600.00	0%

Maintenance / Repair Supplies	\$ -	-	750.00	750.00	0%
Technology	\$ 15.17	15.17	18,750.00	18,734.83	0%
Program Supplies	\$ 13.29	13.29	1,000.00	986.71	1%
Total Supplies & Expenses	\$ 722.40	\$ 722.40	\$ 33,981.00	\$ 33,258.60	2%

Collection

Books	\$ 3,482.08	3,482.08	68,632.00	65,149.92	5%
Periodicals	\$ 847.43	847.43	6,000.00	5,152.57	14%
Audio / Visual	\$ 1,144.89	1,144.89	16,000.00	14,855.11	7%
Total Collection	\$ 5,474.40	\$ 5,474.40	\$ 90,632.00	\$ 85,157.60	6%

Fixed Charges

Workers Comp	\$ 580.00	580.00	1,100.00	520.00	53%
Public Liability	\$ 1,694.00	1,694.00	1,700.00	6.00	100%
Public Officials	\$ 2,124.00	2,124.00	2,150.00	26.00	99%
Property Insurance	\$ -	-	1,900.00	1,900.00	0%
Unemployment	\$ -	-	-	-	
Lease	\$ 11,435.20	11,435.20	139,766.00	128,330.80	8%
Total Fixed Charges	\$ 15,833.20	\$ 15,833.20	\$ 146,616.00	\$ 130,782.80	11%

Total Revenues	254,292.96	254,292.96	852,016.00	552,672.04	30%
Total Expenditures	\$ 104,831.21	\$ 104,831.21	\$ 891,029.00	\$ 786,197.79	12%
NET INCOME	149,461.75	149,461.75	(39,013.00)	(233,525.75)	

2018 Budget Overview Year-to-Date	2018 Target Budget	January	Year-to-date	Amount Remaining	% Remaining
REVENUES					
Library Revenue	\$ 28,500	\$ 1,277	\$ 1,277	\$ 27,223	96%
City of Hudson	\$ 347,310	\$ 173,655	\$ 173,655	\$ 173,655	50%
Village of North Hudson	\$ 83,791	\$ -	\$ -	\$ 83,791	100%
Town of Hudson	\$ 201,228	\$ -	\$ -	\$ 201,228	100%
Town of St. Joseph	\$ 86,374	\$ 43,187	\$ 43,187	\$ 43,187	50%
County Library Levy	\$ 58,963	\$ -	\$ -	\$ 58,963	100%
Other Counties	\$ 6,000	\$ 1,578	\$ 1,578	\$ 4,422	74%
Interest	\$ 3,500	\$ -	\$ -	\$ 3,500	100%
Gains / Loses	\$ 3,500	\$ 3,705	\$ 3,705	\$ (205)	-6%
Grant Funds	\$ 50,850	\$ 30,850	\$ 30,850	\$ 20,000	39%
Donations	\$ -	\$ -	\$ -	\$ -	
Miscellaneous Revenue	\$ 400	\$ 41	\$ 41	\$ 359	90%
Total Revenues	\$ 870,416	\$ 254,293	\$ 254,293	\$ 615,764	71%
	Budget	January	Year-to-date	Amount Remaining	
EXPENDITURES					
Personnel	\$ 517,566	\$ 37,800	\$ 37,800	\$ 479,766	93%
Library Materials	\$ 90,632	\$ 5,474	\$ 5,474	\$ 85,158	94%
Contractual Services	\$ 90,296	\$ 45,001	\$ 45,001	\$ 45,295	50%
Supplies & Expenses	\$ 28,100	\$ 722	\$ 722	\$ 27,378	97%
Fixed Charges	\$ 143,822	\$ 15,833	\$ 15,833	\$ 127,989	89%
Capital Expenditures	\$ 6,000	\$ -	\$ -	\$ -	
General Operating					
Expense Total	\$ 870,416	\$ 104,831	\$ 104,831	\$ 765,585	88%
Ending Balance	\$ -	\$ 149,462	\$ 149,462		

Hudson Area Joint Library
YTD Revenue & Expenditure Comparisons
January 2018 vs. January 2017

	BUDGET	2018	2017	DIFFERENCE	% OF BUDGET
REVENUES					
Library Revenues	36,000.00	1,276.80	2,034.00	(757.20)	4%
City of Hudson	347,310.00	173,655.00	173,655.00	-	50%
Village of North Hudson	83,791.00	-	-	-	0%
Town of Hudson	201,228.00	-	-	-	0%
Town of St. Joseph	86,374.00	43,187.00	43,187.00	-	50%
St. Croix County	58,963.00	-	-	-	0%
Other Counties	6,000.00	1,578.00	2,262.00	(684.00)	26%
Interest	1,500.00	-	-	-	0%
Gains/ Losses	-	3,704.76	3,986.00	(281.24)	
Grants	-	30,850.00	30,294.00	556.00	
Donations	-	41.40	-	41.40	
Misc Revenues	-	-	-	-	
Total Income	821,166.00	254,292.96	255,418.00	(1,125.04)	31%

EXPENDITURES		BUDGET	YTD	BUDGET	DIFFERENCE	% OF BUDGET
			2018	2017		
Personnel						
Full-Time	164,404.00	13,160.28	9,355.00	3,805.28	8%	
Overtime	-	-	-	-		
Part-Time	230,000.00	15,807.89	11,108.00	4,699.89	7%	
Longevity	-	-	-	-		
FICA	30,000.00	2,121.77	1,494.00	627.77	7%	
Retirement	20,500.00	1,538.10	1,184.00	354.10	8%	
Health Insurance	80,000.00	5,172.26	11,950.00	(6,777.74)	6%	
Life Insurance	-	-	-	-		
Total Personnel	\$524,904.00	\$ 37,800.30	\$ 35,091.00	2,709.30	7%	
Contractual Services						
Legal Servies	-	-	-	-		
Professional Services	14,027.00	1,146.00	1,146.00	-	8%	
IFLS Ops	38,169.00	38,169.00	34,822.00	3,347.00	100%	
IFLS Courier / Self-Check	2,600.00	2,560.00	2,540.00	20.00	98%	
IFLS Cataloging	-	-	-	-		
Telephone	5,000.00	351.18	-	351.18	7%	
Contract Maintenance / Repair	900.00	-	-	-	0%	
Programming Adults	1,500.00	1,700.00	150.00	1,550.00	113%	
Programming Children	2,500.00	575.47	11.00	564.47	23%	
Maintenance Agree / Leases	10,000.00	499.26	526.00	(26.74)	5%	
Other Contract Services	1,600.00	-	-	-	0%	
Total Contractual Services	\$ 76,296.00	\$ 45,000.91	\$ 39,195.00	5,805.91	59%	
Supplies and Expenses						
Postage	2,000.00	225.00	-	225.00	11%	
Office Supplies	8,500.00	468.94	7.00	461.94	6%	
Memberships	500.00	-	-	-	0%	
Advertising	350.00	-	-	-	0%	
Travel / Conferences	1,600.00	-	-	-	0%	
Maintenance / Repair Supplies	750.00	-	37.00	(37.00)	0%	
Technology	7,500.00	15.17	-	15.17	0%	

Program Supplies	1,000.00	13.29	-	13.29	1%
Total Supplies & Expenses	\$ 22,200.00	\$ 722.40	\$ 44.00	678.40	3%
Collection				-	
				-	
Books	55,632.00	3,482.08	2,965.00	517.08	6%
Periodicals	6,000.00	847.43	562.00	285.43	14%
Audio / Visual	15,000.00	1,144.89	-	1,144.89	8%
Total Collection	\$ 76,632.00	\$ 5,474.40	\$ 3,527.00	1,947.40	7%
Fixed Charges				-	
				-	
Workers Comp	1,100.00	580.00	722.00	(142.00)	53%
Public Liability	1,700.00	1,694.00	1,694.00	-	100%
Public Officials	2,150.00	2,124.00	2,079.00	45.00	99%
Property Insurance	1,900.00	-		-	0%
Unemployment	-	-		-	
Lease	139,766.00	11,435.20	11,475.00	(39.80)	8%
Total Fixed Charges	\$146,616.00	\$ 15,833.20	\$ 15,970.00	(136.80)	11%
				-	
Total Revenues	821,166.00	254,292.96	255,418.00	(1,125.04)	31%
Total Expenditures	\$846,648.00	\$104,831.21	\$ 93,827.00	11,004.21	12%
NET INCOME	(25,482.00)	149,461.75	161,591.00	(12,129.25)	



DIRECTOR'S REPORT & MONTHLY STATISTICS

January 1 – 31, 2018

Respectfully Submitted by:
Tina Norris, Director
February 20, 2018

Director's Report February 2018

Hudson Area Public Library Director's Report

Director's News

January has been a busy month. The State Annual Report, as well as an annual report for stakeholders, has been completed. A final grant report for the Hudson Hospital Foundation's Health Literacy grant has been completed and submitted. I have scheduled all summer performers for the 2018 Summer Reading Program, and I have worked with the youth services team to determine this year's SRP theme. I have worked with Madeline and Joan, as we have transitioned to onsite cataloging, which is going very well. I have hired a new clerk, to replace Kelly Prizborowski, who moved away. Finally, we have implemented cash handling procedures that provide better accountability for the Library, ensure discrepancies are resolved in a timely manner, and provide a level of protection for staff that handle cash on a daily basis.

As we move forward, I will be working with Christiansen Creative to develop our new website (part of the Strategic Plan). Another Strategic Plan goal that I am actively working on is a 5-year staffing plan, part of which is determining the best organizational structure for the library. This includes evaluating current staffing inefficiencies, ensuring the right people are in the right positions (knowledge, skill, ability evaluations), and determining the best path forward. A restructuring plan based on staff input, evaluations, and collected data will be presented to the board in no later than April 2018.

IFLS / MORE News:

Directors have voted to change loan policies and how loans are filled. The first change is that fines will be determined by the lending library, so any material checked out at Hudson will be subject to Hudson's fine rates. The second change is to local hold priority, which means that items purchased by Hudson will be used to fill Hudson holds before circulating to fill other holds.

Another piece of news among MORE libraries is that a number of libraries have opted to go fine free. Rice Lake, Deer Park, Augusta, and few others have been fine free for a while now. The notable transition is that of Eau Claire (L.E. Phillips Memorial Library) which, as of January 1, 2018, is not fine free. I will be monitoring any effects on Hudson and determining any recommendations for potential changes to the Hudson fine structure.

Circulation and Technology Update

Staff have been apprised of the upcoming changes to loan rules and holds policies. Staff continue to be encouraged to work on customer service and promoting the library's services and programs while working at the circulation desk.

Matthew has completed installation of the iPads in the Teen Area. These iPads were purchased through the Hudson Hospital Foundation Health Literacy Grant specifically for the Teen Area. These iPads have access to the Teen Health and Wellness database, which is available virtually, as well, and was purchased with the same grant.

Billing letters are being reworked to have a less abrasive tone and to encourage return of materials and payment of fines or replacement costs.

Collection Development

The collection development budget has been created with specific dollars allotted for each collection. Data from 2017 circulation has been used to determine budgets. Material selectors have been determined and ordering materials has commenced. Project timelines for 2018 are being determined and projects have begun.

Patron Services

Adult & Young Adult Services

The Winter Reading Program (WRP) began January 3, 2018 and runs through March 2, 2018. The program is open to all adults and teen readers. In conjunction with the WRP, February is *Library Lover's Month* and we are asking for patrons to share their library stories, favorite library memories, and why the library is important to them. Patrons can share in the Library, or on social media using #ilovehudsonareapubliclibrary.

The 2018 SCORE Business program has begun and turnout has been excellent. With two sessions down, we have had an average of 40+ attendees. Genealogy and craft programs for adults continue to be popular.

Teens and 'tweens have had the opportunity to attend monthly STEAM programs, a writers' club, and book clubs for both age groups. In February, we have a *Summer Artwork Design Contest* running for teen artists. We are asking teens to design and submit their own original artwork that will be used for the 2018 SRP. The theme we have selected for this year is *Book Your Summer @ Hudson Area Public Library*. All artwork must be original and artists and their parents must read, agree to, and sign the release / waiver when submitting their artwork.

The Library's volunteer NASA educator, Christopher Mick, will be presenting some great NASA sponsored engineering programs for 'tweens during the month of February.

Children's Services

Story times began in mid-January. On January 31st the Library hosted an early literacy birthday party for Frosty the Snowman, with a special guest presenter. The Library is now offering a once-a-month "Construction Club", with Legos, K'nex, and building materials. Our 4th Friday Films, a family oriented matinee showing is ongoing and very popular, as are game days. Youth service staff are working hard to develop programs for families and school-age children, in addition to our story-time attendees.

Upcoming Programs:



Laura Ingalls Wilder Week
FEBRUARY 3 - 7

Saturday Feb 3 1:00-2:30pm
LAURA COOK & THERON
BE ADVENTUROUS AND PREPARE AUTHENTIC PRIMER RECIPES. RABBIT TREN AND TOMPOCKLES. Ages 10+ REGISTRATION REQUIRED

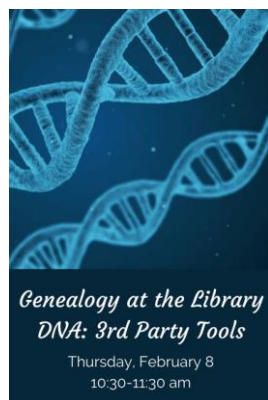
Monday Feb 5 6:30-7:30 pm
LAURA-INSPIRED CRAFTS
Grades 1-4 REGISTRATION REQUIRED

Tuesday Feb 6 10:15am
L.I.W. STORYTIME
STORYTIME FEATURING LAURA'S FAVORITE QUESTIONS!

Stay in the library any time during Laura's Week to compete in a trivia questionnaire. Top scores will be entered to win Laura's original journal "Pioneer Quest".

Tuesday Feb 6 6:30-7:30pm
LAURA BOOK CLUB
WE'LL BE DISCUSSING "THE LONG WINTER" AND HAVE A LAURA-INSPIRED TREAT. GRANDPARENTS, PARENTS AND KIDS ARE ALL WELCOME! REGISTRATION REQUIRED

Wed. Feb 7 10:30-11:30am
L.I.W. PRESENTATION
Join author Shelley Fogels for a presentation "EVERYTHING LAURA SHOULD WILDER LEFT OUT OF HER NOVELS". It's LAURA'S BIRTHDAY! BIRTHDAY CAKE WILL BE AVAILABLE ALL DAY FROM MIA'S ORIGINAL RECIPES.



Genealogy at the Library
DNA: 3rd Party Tools

Thursday, February 8
10:30-11:30 am

Science
Technology
Engineering
Art
Math

STEAM for Tweens
Home School Edition

Thursday, February 8
11:00 am-12:00 noon



Engineering Design
Challenge

Saturday, February 17
10:30 am-1:00 pm



SCORE Small Business
Mentoring

Thursday, February 15
6:00-8:00 pm

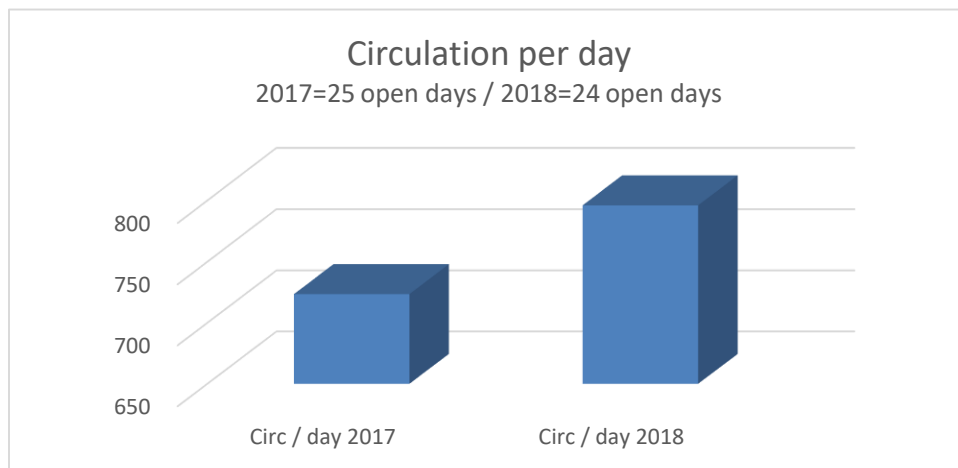
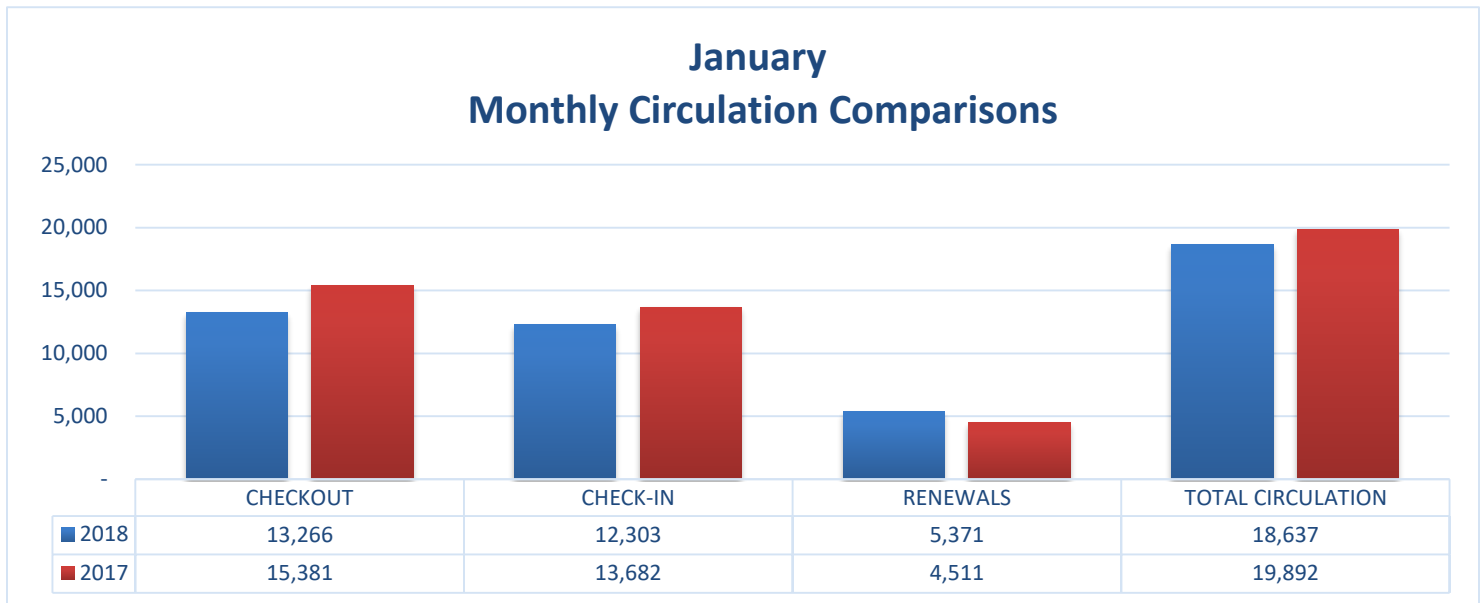
January 2018 Statistics

Statistical Summary

January	2017	2018	Year-to-date 2018
Check-outs	15,381	13,266	13,266
Check-ins	13,671	12,303	12,303
Renewals	4,511	5,371	5,371
Total Circulation	19,892	18,637	18,637
Items Borrowed	4,354	3,881	3,881
Items Loaned	4,677	4,471	4,471
New Patrons	85	83	83
Items Added	302	555	555
Pharos	843	696	696
Wireless	5,951	4,877	4,877
Digital Circulation	3,252	3,623	3,623
Website Visits	7,838	5,319	5,319
Facebook Posts	34	28	28
Facebook Likes	1,068	1250	1,250
Children's Programs	5	18	18
Children's Program Attendance	124	459	459
Teen Programs	3	7	7
Teen Program Attendance	14	31	31
Adult Programs	116	11	11
Adult Program Attendance	125	163	163
Meeting Room Usage	662	614	614
Visitors	8,896	8,678	8,678
Cardholders	15,898	15,975	15,975

Circulation Summary

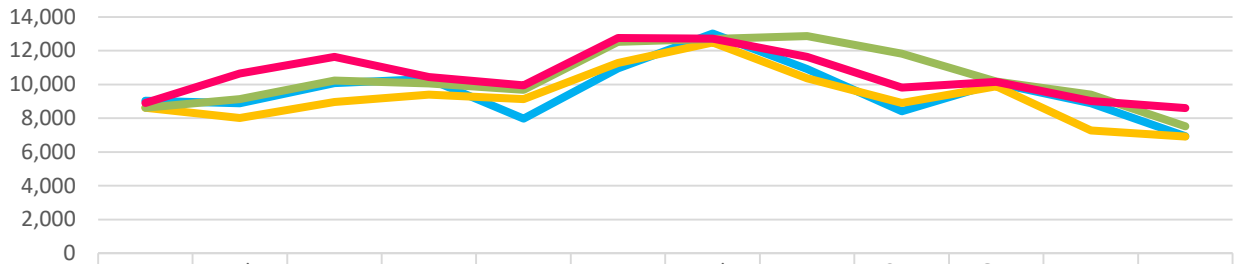
Yearly Circulation Activity



Library Visitors

	MONTHLY VISITOR	AVERAGE PER	NUMBER OF DAYS OPEN
January	8,678	362	24
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Comparison of Visitors 2013-2018



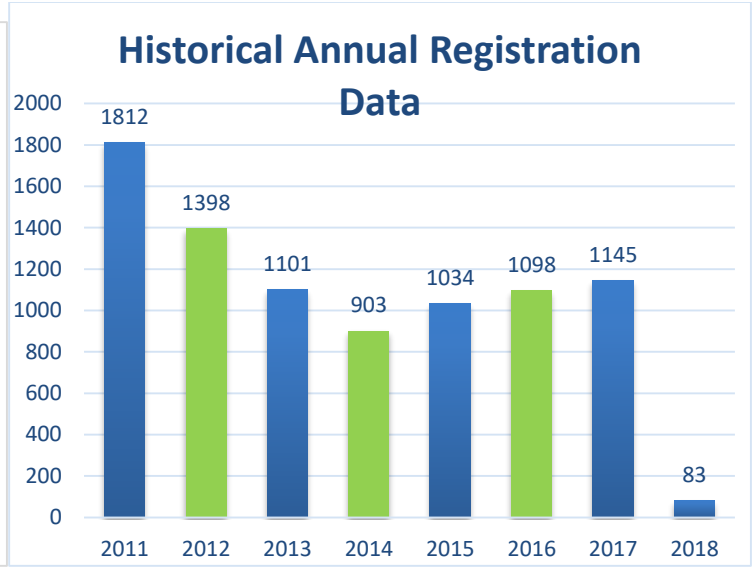
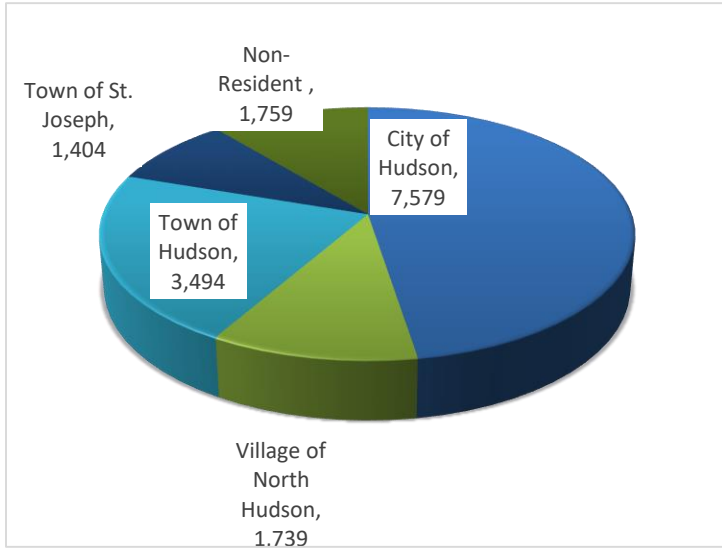
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Counts 2014	9,032	8,879	10,088	10,331	7,970	10,947	13,007	10,916	8,407	10,081	8,883	6,935
Visitor Counts 2015	8,621	8,016	8,955	9,404	9,135	11,276	12,494	10,371	8,906	9,898	7,266	6,908
Visitor Counts 2016	8,627	9,125	10,228	10,064	9,678	12,519	12,702	12,856	11,823	10,173	9,401	7,513
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	8,600
Visitor Counts 2018	8,678											

Visitor Counts & Library Card Holders by Municipality

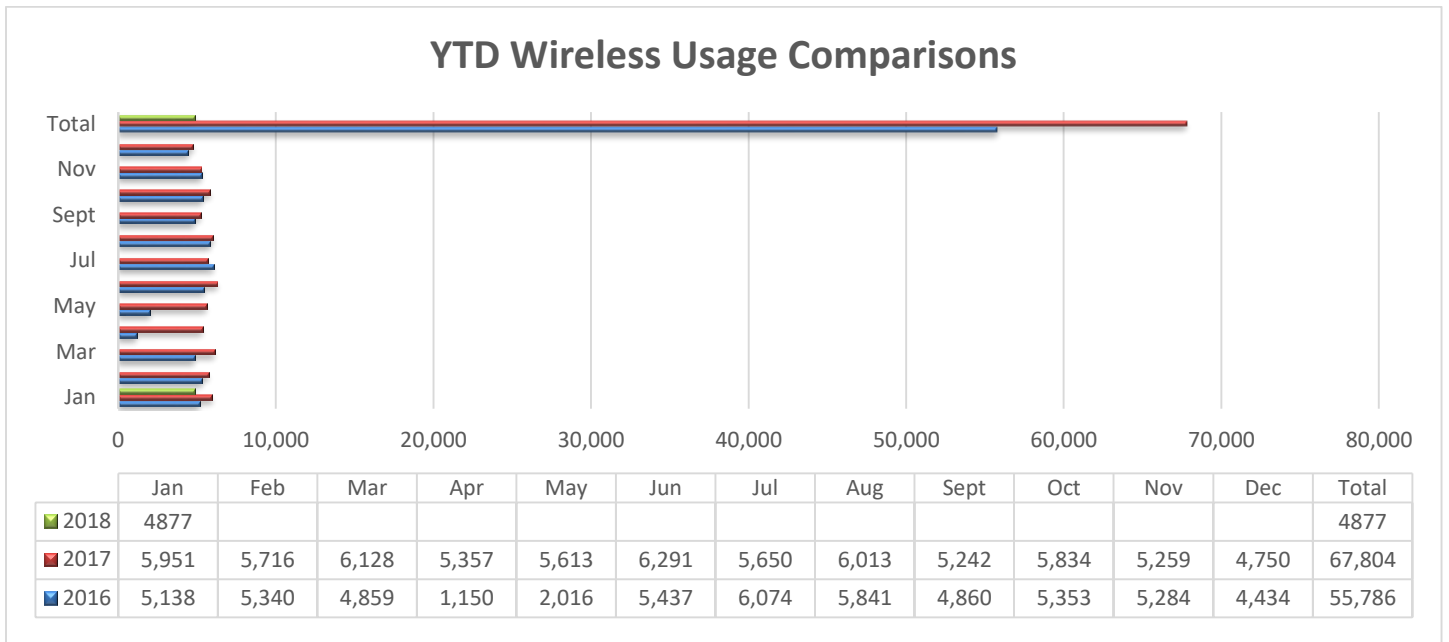
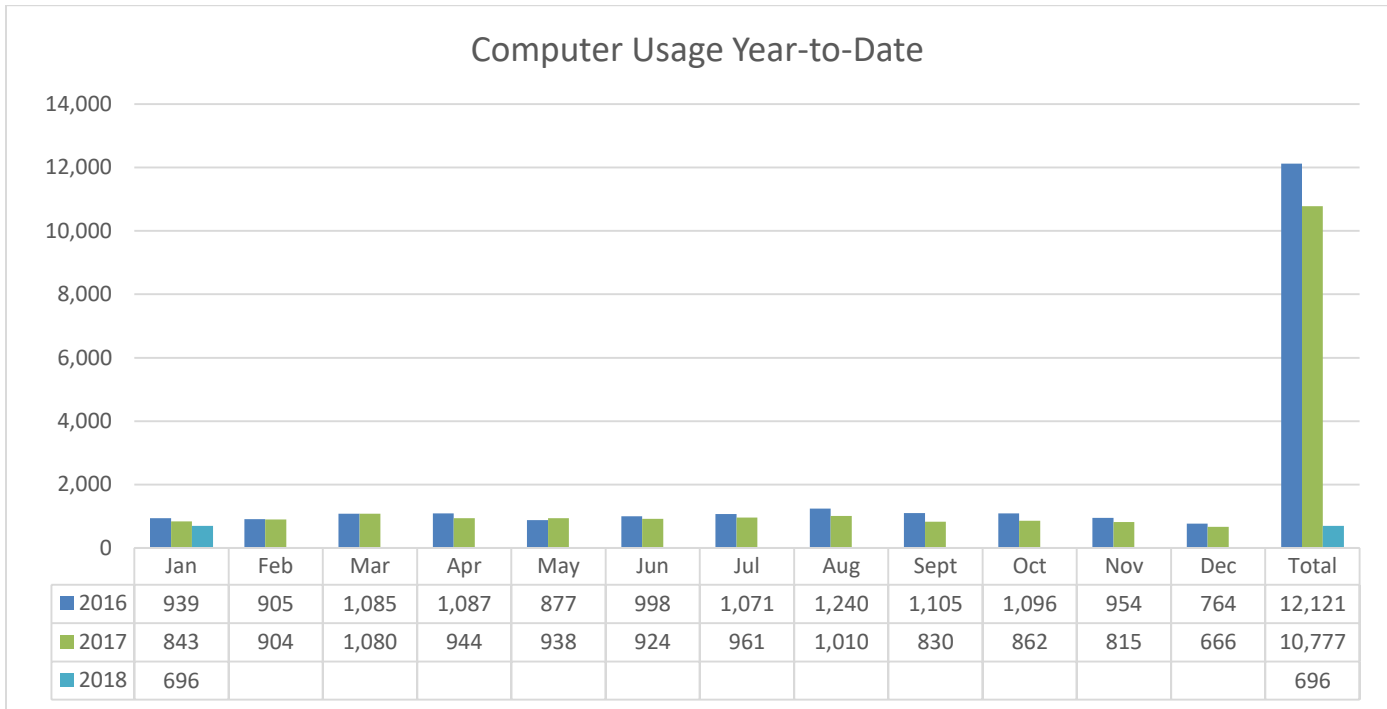
VISITORS	Monthly Average	Daily Average
2011 (April-December)	13,374	533
2012	11,902	502
2013	10,369	493
2014	10,206	493
2015	9,483	438
2016	10,392	415
2017	10,519	438
2018	8,678	362

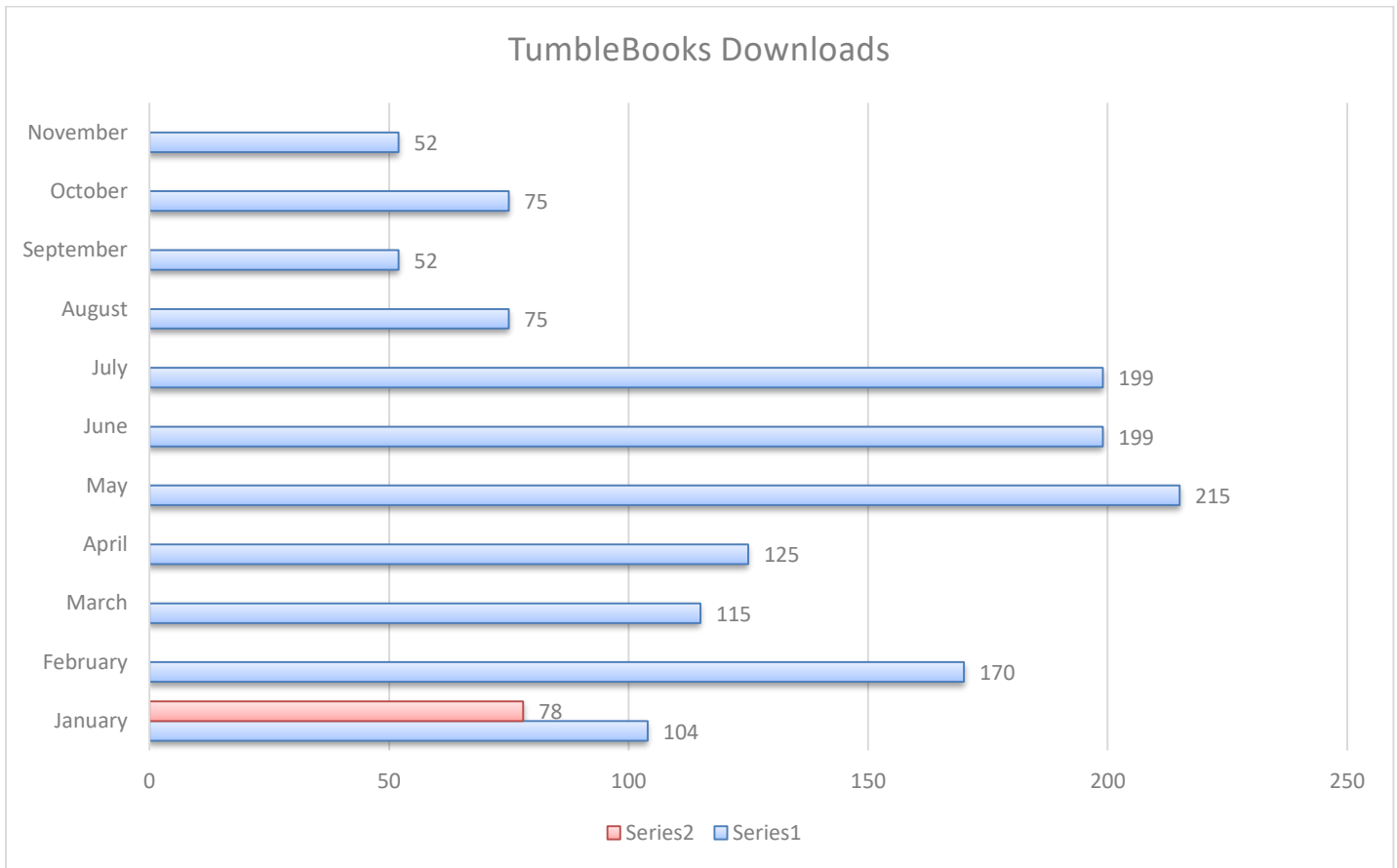
	City of Hudson	Village of North Hudson	Town of Hudson	Town of St. Joseph	Non-Resident Cardholders	Total	
2011	7,750	1,998	4,091	1,545		15,384	
2012	7,818	1,940	3,997	1,543		15,298	
2013	8,228	1,940	4,239	1,633		16,165	
2014	7,740	1,881	3,789	1,495		14,905	
2015	8,239	1,991	4,023	1,593		15,846	
2016	8,350	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						
	March						
	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.

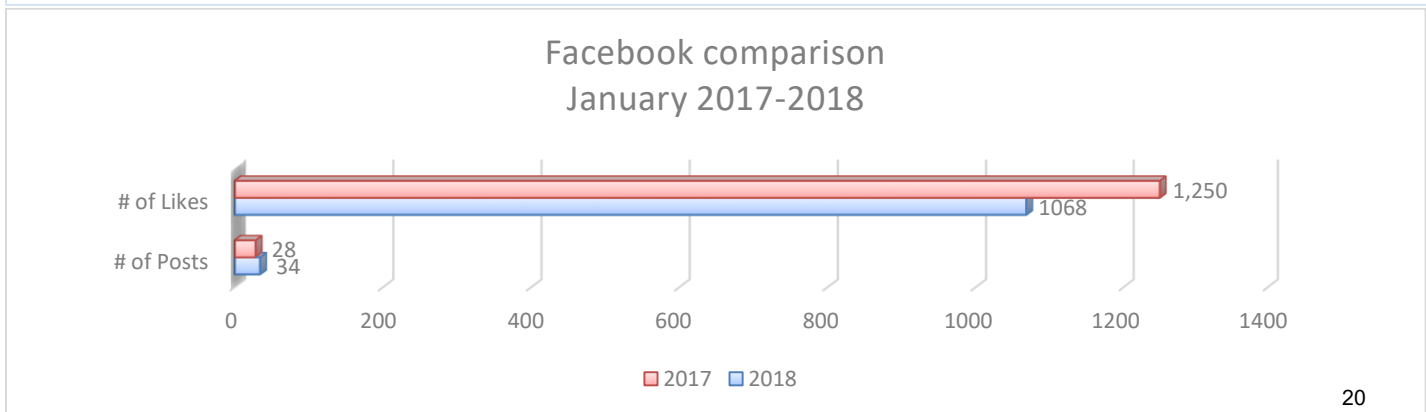
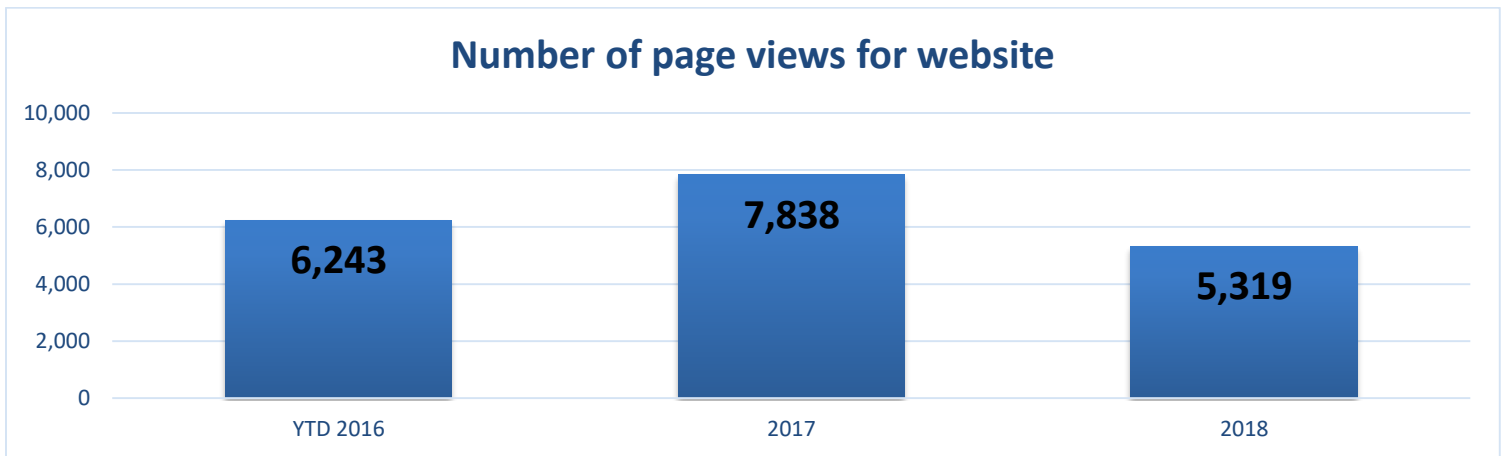


Technology Usage

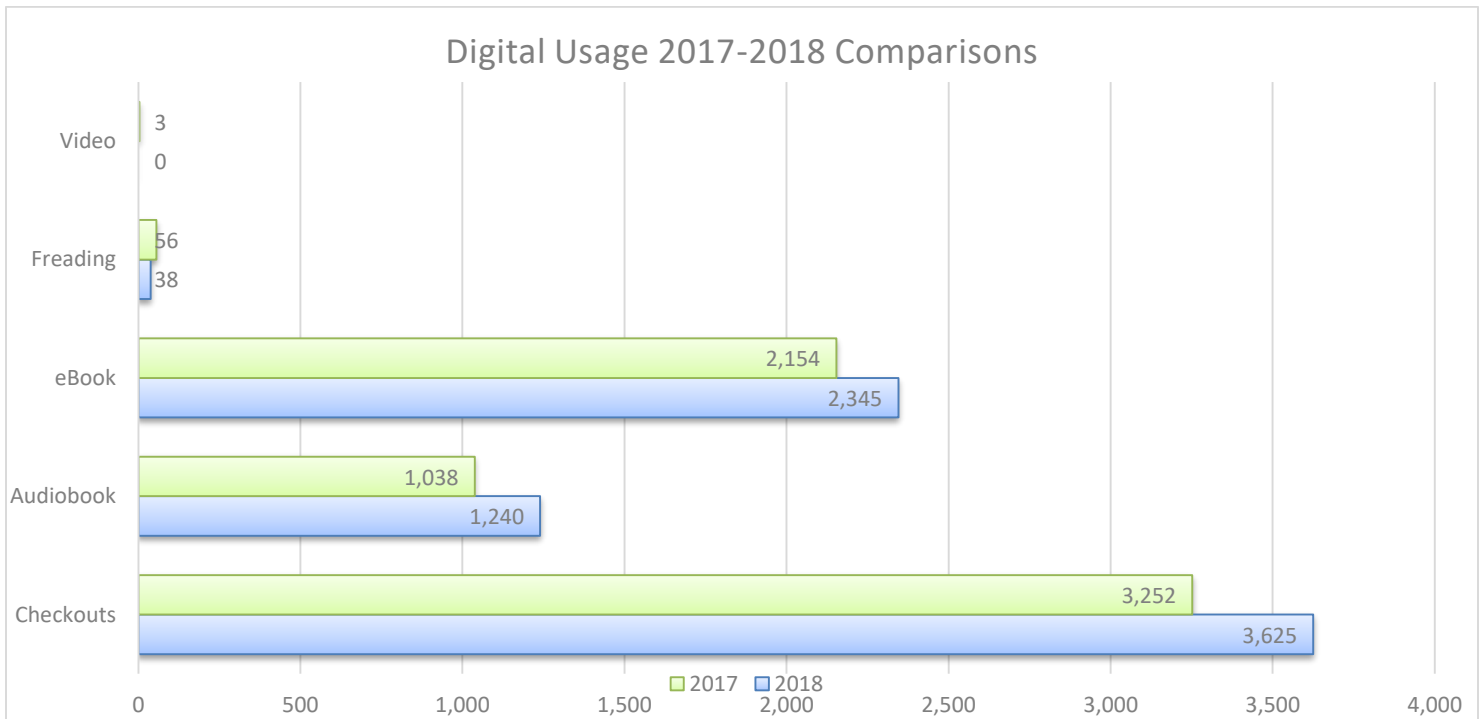




Website & Facebook Statistics



OverDrive Checkouts by Technology & Format



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

Meeting Room Usage

2016 -2017 Meeting Room Comps	2016 # of Users	2017 # of Users	2018 # of Users
January	210	662	614
February	556	823	
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	614

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												
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												313
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												146
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	0	0	0	0	0	0	0	0	0	0	0	459
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
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												31
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												15
# of hrs	85.5												85.5
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
Attendance	5												5
YA Book Clubs													
2016	1	1	1	1	2	3	3	3	1		0		16
2017					1	2	2	2	1	1	1	0	10
2018	2												2

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												163
# of programs 2017	15	16	12	12	9	12	5	6	8	8	10	7	120
# of Programs 2018	11												11
Book Clubs 2017	1	2	2	2	2	2	2	2	2	2	2	1	22
Book Clubs 2018	2												2
iLab Usage													
2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Programs	1												1
Attendance	4												4
Individual Usage	26												26

2018

Hudson Area Public Library Annual Report & 2018 Action Plan



Tina Norris

Hudson Area Joint Library

2/20/2018



Letter from the Director

Dear Hudson Area Public Library Stakeholder:

On behalf of the Hudson Area Public Library staff and the Hudson Area community, I would like to say, “thank you” for supporting the Library! Without the support of our joint municipal partners, the Hudson Area Library Foundation and its donors, as well as the Friends of the Library, we would not be able to meet the needs of our community. I would also like to thank you for providing me with the opportunity to serve the Hudson Area community! As the Library Director here in Hudson, it is a privilege to serve the community and to know that the Library makes a difference in so many lives. Libraries provide a warm and welcoming place, a place where people come to learn, create, and share ideas, a place of respite from a weary world, and a place to connect. We connect people with the information and tools they need to make informed decisions, and we connect people with their community. We are the community resource for information, ideas, and inspiration. We are a place where everyone is welcome. Libraries transform lives, we are not an amenity, but a necessity!

To some, those might sound like lofty words, but I assure you they are far from lofty. Those words are securely rooted in my experiences. Over the years, I have witnessed the transformative power of the library over and over again. In my small library in Minnesota, we had a Vietnam Veteran who moved into town, and he told us that the library was the best place in town. He would visit the library almost every day. He didn’t peruse the shelves, he would come straight to the desk and request audiobooks. He would request five or six titles at a time, but he never had a written list of titles. He never used the computer or the online catalog, if he struggled to remember a title, then he would tell us where he heard about it and ask if we could “look it up”. After using the library for about six months, he felt comfortable enough to ask if we could help him find a tutor—he wanted to learn to read. Five years later, when I left that small library, this gentleman was one of our most prolific readers. His story is not the only transformation story that I have experienced, but it is one of the most profound.

A similarly profound story is that of a young mother. She was one of our “regulars”. She would bring her little ones to story-time, her older ones to special programs, or to just check out books. One day, she came alone, and she had been crying, tears stained her cheeks. She needed to find books on resume writing, her husband, the sole-bread winner, had lost his job, and their lives had been turned upside down. One day, while her kids were picking out books, she noticed that the library was offering a knitting class. She signed up, and she discovered a hidden talent. Her husband found a job, but the salary was much less than before, and the family was struggling. One day, the young mother came in looking for books about starting an online business, and she did it. While her husband watched the kids at home, she came to the library and taught herself how to design a website, how to start a blog, and she would take home stacks of knitting books. Eventually, she started selling her knitted wares, she took them to the farmer’s market, and she sold them online. She was able to help her husband and her family, because the library was there to help her.

And, finally, one more example, this one hails from my days in Tennessee. During the summer of 2015, I had a young boy, who would arrive at the library at 9:00 a.m. and would stay until his father would pick him up. During the day, he kept himself busy reading books, playing with the toys in the children's area, and helping me with story-times. One day after story-time, he asked if he could play with the story-time puppets. He told me that he had "always wanted to put on a puppet show". So, I let him. After story-time the next week, he asked me if he could put on a puppet show on Friday afternoon. So, I let him. His Friday afternoon puppet shows became quite a hit. The first week there were four or five neighborhood kids, and each week the crowd grew bigger. Then, one Friday, in late July, after his puppet show, he came and thanked me. He said he was really going to miss the library, but he wouldn't be coming back. When I asked him why, he replied, "Well, dad's been working really hard and finally saved up enough money that we got a new place to live in Murfreesboro....we don't have to sleep in the car no more." Yes, libraries are for everyone, we serve our communities in many different ways, and sometimes we don't even realize the impact until the moment has passed.

These stories are just a few of examples how libraries serve their community. The opportunity to transform lives happens each and every day here in Hudson. In 2017, the Hudson Area Public Library offered story times and special programs for our youngest patrons and their families, providing opportunities for building a solid foundation for learning. These programs promote early literacy and provide children and caregivers a place to interact with each other. For school-age kids, we provide opportunities for learning outside-the-box, learning just for the sake of learning, we provide resources that support academic achievement and books for recreational reading. Young adults spend time at the Library participating in programming that enhances their lives and provides them with unique learning experiences. The Library provides homeschool families with resources that augment their learning, opportunities to participate in programming, and a place to gather. For our local entrepreneurs and small business owners, the Library provides business resources, opportunities to attend workshops presented by experts in the field of business development, and monthly mentoring sessions with business leaders. We provide health and wellness resources and learning opportunities, financial literacy resources, and career development assistance. For those without a warm place to go, we provide warmth, for those struggling with mental illness, we provide resources, and for those looking for work, we provide the tools to search and apply for jobs. The Library really does have something for everyone!

Again, thank you for providing support for the Hudson Area Public Library—it makes a difference in so many lives!

Respectfully,

Tina L. Norris



Board of Trustees

Rich O'Connor, President

Marion Shaw, Vice President

Paul Berning, City of Hudson

Kathleen Coppenbarger, Hudson Schools

Dave Ostby, Town of Hudson

Barbara Peterson, Town of St. Joseph

Jim Schrock, City of Hudson

Curt Weese, Village of North Hudson



Mission Statement

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

Vision

The Hudson Area Public Library is recognized as a core community asset, providing an array of education, information, and communication resources and services to enrich the lives of residents.

Core Values

Accountability: *To our stakeholders, community partners, and library users.*

Collaboration & Teamwork: *As a staff, we collaborate and work together to provide excellent services and programming that inspires lifelong learning, promotes literacy, and builds a strong, vibrant community.*

Community: *We serve the Hudson Area community and provide a warm, welcome gathering place for all community members.*

Excellence: *We excel at providing excellent service to our community, at all times and in all circumstances.*

Freedom: *We provide open and free access to information and resources for all.*

Honesty, Trust, Integrity, and Respect: *We embrace these virtues in all aspects of service to the community, in stewardship of public and private funding, in customer service, and in our treatment of each other, our patrons, and our community stakeholders.*

Innovative and Future-Focused: *We strive to focus on the future, and we embrace change and emerging technologies, explore new ideas and initiate changes to enhance our services to the community.*

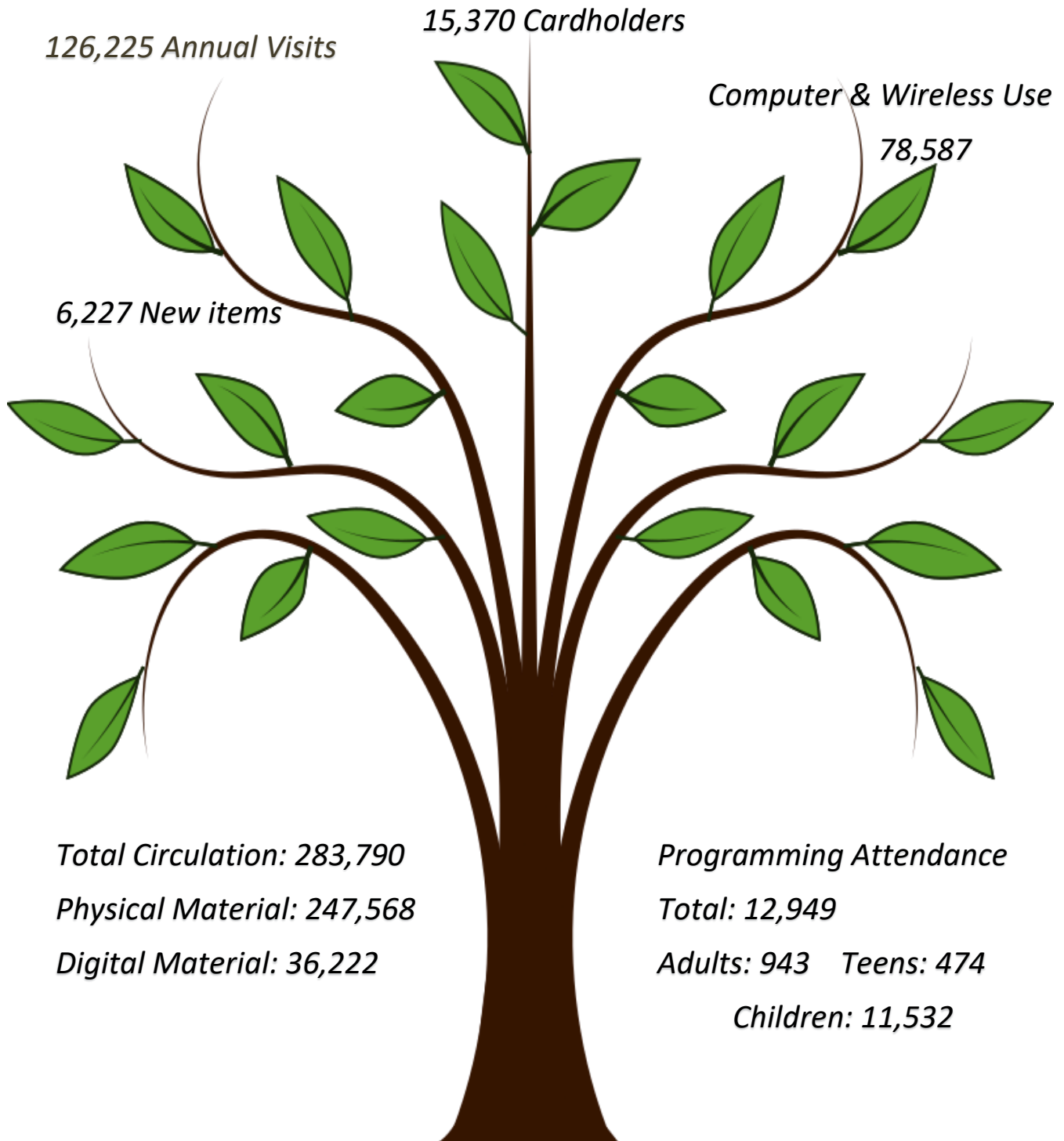
Lifelong Learning: *We promote lifelong learning and provide dynamic opportunities for all.*



2017: A Year-in-Review

From January through December, 2017 was a year of change, renewal, and success at the Hudson Area Public Library. The Library and its staff have strived to provide the community with access to vital resources, opportunities to learn, and a place to gather. The Library has worked to achieve strategic plan goals and objectives, has implemented a plethora of dynamic programming for all ages, has continued develop library staff, and has practiced sound financial stewardship.

At-a-Glance:



Key Statistics

Key Statistics	2017	2016	2015	3-year Average
Physical Materials Circulation	247,568	250,482	255,186	
Year-to-year change	-1%	-2%	-5%	-3%
Digital Materials Circulation	36,222	32,569	27,910	
Year-to-year change	11%	18%	20%	16%
Total Circulation	283,790	283,051	283,096	
Year-to-year change	0%	0.00%	-3%	-1%
Annual Visitors	126,255	124,709	111,250	
Year-to-year change	1.2%	12.1%	-3.7%	3.2%
New Borrowers	1,145	1,098	1,034	
Year-to-year change	5%	6.2%	15%	9%
Library Cardholders, as of December 31	16,820	17,269	17,178	
	Library Cards not purged			
Computer & Wireless Usage				
Computers	10,777	12,121	11,139	
Year-to-year change	-11%	9%	4%	1%
Wireless	67,804	55,786	38,174	
Year-to-year change	22%	46%	40%	36%
Total Usage	78,581	67,907	49,313	
Year-to-year change	22%	13%	30%	22%
Programming Attendance by Audience				
Children's Programs	11,532	10,115	6,680	
Young Adult (Teens & 'Tweens)	401	638	1,025	
Adults	943	1,320	449	
Total Programming Attendance	12,876	12,073	8,154	
Year-to-year change	7%	48%	-12%	14%

2017: A Year End Review

January /February 2017

- Winter Reading Program for Adults & Teens
- Adults: S.C.O.R.E. Workshops(5) for Small Business and Entrepreneurs, Author visit-Allen Eskens, Genealogy 101 with Lois Abromitis Mackin (January) and Genealogy Workshop: Getting Organized presented by Paula Stuart Warren (February), Urban Gardening Series: Container Gardening, and DIY Lotions and Body Butters Class (Adults)
- Young Adults (YA): S.T.E.A.M. Programs-Wind Power, Maker Magic, Pancake Art
- Cooking Class for Adults & Teens
- Families: Hayao Miyazaki Film Fest (Family Event), Abracadabra Magic Show w/ Magician Michael Madden, Fairy Tale Day (Family event)

- *Kids: Valentine Depot, Origami for kids, Science Fun Day, story-times for early learners,*
- *Technology Tuesdays focused on various tech topics*
- *Abacadabra Magic Show w/ Magician Michael Madden*

March 2017:

- *Genealogy: More than Names-Using the Census Records*
- *Author Panel: She's All That and a Detective to Boot! Twin Cities Sisters in Crime presentation*
- *Urban Gardening Series: Backyard Chickens*
- *S.T.E.A.M. Programs for Young Adults (YA): Lego Mindstorms, Back to Basics Tech*
- *Kids programs: Dr. Seuss Birthday Party, Einstein's Birthday, Lego Scavenger Hunt, Build a Reading Fort Day.*

April / May 2017:

- *Young Adult programs: Marvel Movie Marathon, Young Writers' Workshop, Shakespearean Insults, Great Poetry Reading Day, Maker Magic-Get Electrified and Cinco de May Celebration*
- *Kid's Programs: American Girl Extravaganza, Super Readers Challenge, May the Fourth Be with You –Star Wars & space crafts and Story-times*
- *Adults: Tech Tuesdays, Genealogy workshops- Exploring the Records-Church, Cemetery, and vital w/ Lois Mackin (May), String Art, Community Craft event, Urban Gardening Series: Small Spaces (April)*
- *Community Read events: The Maltese Falcon movie showing, book discussion group, and sculpture exhibit.*

Summer 2017:

- *Summer Reading Program: Reading Challenge and weekly events for all, including: Camping 101, The Magic of Isaiah, RAD Zoo, Sounds of Tom Pease, The Magic of Brodini, Water Bugs, Mad Science, MN, Carpenter Nature Center, Cultural Fair Finale*
- *3rd Annual Ice Cream Social featuring the Splatter Sisters*
- *Adults: Author visit with Nickolas Butler, Acupuncture and Traditional Chinese Medicine Discussion, Genealogy-Online Tools, Essential Oils 101, Duct Tape Wallet craft*
- *YA: Community Scavenger Hunt, Teen Chef challenge, Young Writers' Workshop, Christmas in July*
- *Kids & Families: Yellowstone Trail Days and story-times.*
- *Community Coffee Break: opportunity for community leaders to chat with the community and for the community to get their questions answered*



September / October / November 2017:

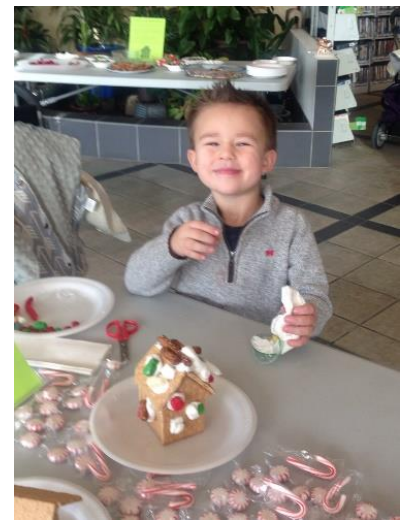
- *Adults: Digital Reader Workshop, Needle Felting Craft, Genealogy Are You Stuck? Have you tried? w/ Paula Stewart Warren, History presentations (October & November), S.C.O.R.E. Small Business*

Q & A, NaNoWriMo--Come Write In, and a craft workshop-Holiday Decorating with Hudson Flower Shop

- *Kids: Music with MacPhail, story-times, visit with Naturalist Mike Ritter, Holiday Legos, books clubs*
- *YA: Cupcake Wars, Maker Magic-Robotics, Young Writers' Workshop, Candy Turkey craft, K'nex Challenge*
- *Community: 2nd Annual LibraryCon and iLabs open house*

December 2017:

- *Adults: Framed chalkboard craft, S.C.O.R.E. Small Business mentoring sessions, Local author Linda James, The Space in Between, and local author, Maria Emmerich, keto talk and author signing event.*
- *YA: Young Writers' group, Christmas ornament craft, Maker Magic-Food Engineering, Cookie Exchange, and 1st annual Etiquette Dinner.*
- *Kids: Letters to Santa, Paperbag Princess Story-time, and Holiday Legos*
- *Community / Family: Life-size Candyland, family film matinee-Cars 3, and Gingerbread House decorating day.*



Strategic Plan Update

In 2015 the Hudson Area Public Library, the Hudson Area Library Foundation, and the Hudson Area Friends of the Library, in consultation with Library Strategies, created and implemented a dynamic strategic plan. The Hudson Area Library Strategic Plan: 2015-2018 provides the Library with a roadmap for a successful and sustainable future of service to the community. In 2017, the Library and its support organizations continued implementing the strategic plan. The following sections provide a summary of the strategic plan goals and accomplishments to date, as well as a brief assessment.

Goal 1: Increase Private Support (Completed)

Strategy 1

Create clear roles and responsibilities for the library's private support organizations to focus on annual fundraising for library enhancements.

- *The three partners have determined that the Library Foundation will lead the fundraising efforts for the library, although the efforts will be in partnership. Resources have been designated to conduct annual campaigns.*

Strategy 2

Create a comprehensive development plan to increase all aspects of private support for the library.

- *The Hudson Area Library Foundation has been determined as the lead organization for this strategy. The organization has made fundraising its primary mission.*
- *The Hudson Area Library Foundation worked with Library Strategies to create a comprehensive three-year*

Strategy 3

Create an effective case for giving and a fundraising message, as well as accompanying public relations effort.

- *As part of the creation of the Foundation's three-year fund development plan, the Foundation members developed a case for giving and created a strategic message.*
- *The Foundation's fund development plan includes strategies for communicating the message to potential donors and the community.*
- *The message has been communicated effectively through the development of the Foundation's annual report, a new brochure, and consistent messaging throughout the year.*

Goal 1 Assessment

With resources appropriated and partner collaboration, this strategy has been implemented successfully. The Hudson Area Library Foundation has completed two annual campaigns and the third campaign is ongoing. With continued appropriation of the necessary resources, both financial and human, this vital element of the strategic plan will continue to be success.

With the assistance of Library Strategies, the Hudson Area Library Foundation has created a comprehensive and strategic fund development plan. To date, the plan, which was implemented in 2016, has been successful. The Foundation attained a 25% increase in contributions during the 2016 annual campaign. The Foundation hosted a special 4th of July fireworks viewing for donors who contributed a specific amount or greater in 2016; the event was well received.

Overall, the success of this goal can be seen in the increased giving in 2016 over 2015. The Foundation's fund development plan determined success as a 10% increase from year one to year two; the increase of 25% in 2016 should be considered an overwhelming success.

Goal 2: expand advocacy efforts to increase public support (Completed)

Strategy 1

Create an annual, ongoing advocacy campaign led by concerned private citizens.

- **The Foundation has been determined to be the lead advocacy group. In 2017, an advocacy committee was created and plans for effectively communicating with community leaders are being developed.**
- *Advocacy messaging has been developed as part of the fund development plan, and the advocacy committee will work to strengthen and unify this messaging.*
- *The members of the Friends of the Library, as well as the Foundation, have advocated for increased public support by reaching out and speaking with a variety of municipal leaders.*
- *The library director has addressed the issue of public / private funding in weekly news articles.*
- *A select number of board members have advocated of increased public support.*

Strategy 2

Develop and disseminate a targeted advocacy message to inform citizens of the vital role the library plays in the community.

- *Foundation and Friends of the Library advocated for the Library and communicate the vital role of the Library in a variety of ways.*
- *Consistent messaging has been determined and implemented among advocacy and support groups.*
- *Support groups communicate the advocacy message through annual membership drives, book sales, annual campaign letter, and Foundation's annual report, etc.*

Strategy 3

Connect private fundraising efforts to advocacy efforts for increased public funding.

- *A united message advocates the need for both public and private support for the Library.*

Strategy 4

Explore local and state legislative solutions to limited public funding in comparison to peer libraries.

- *Meetings with key political leaders to frame the long-term funding problems and develop long-term answers have been conducted with the Library Board Chair and other members taking the lead.*

Goal 2 Assessment

This goal calls for expanded advocacy efforts to increase public support, development and dissemination of a targeted advocacy message regarding the vital role of the library in the community, connection of private funding to advocacy efforts for increased public funding, and the exploration of

local and state solutions to the limited public funding of the Hudson Area Public Library in comparison to peer libraries. This goal has had mixed results.

Concerned citizens, including members of the Library Foundation and Friends of the Library, as well as select board members, strongly advocate for increased public funding through a united message that demonstrates the valuable role of the Library to the community. However, not all members of the Library Board have advocated for increased public support of the Library, nor do they support the goal.

Finally, public funding issues and challenges continue to threaten the Hudson Area Public Library's sustainability, growth, and ability to meet the needs of the community. The funding for Hudson Area Public Library continues to lag behind peer libraries. Communication and conversations between municipal partners, as well as local and state legislative bodies, needs to be ongoing and these issues need to be effectively addressed.

Goal 3: increase public awareness of services to build support for the library

Strategy 1

Finalize the identity of the library and set brand standards and guidelines for all communications, both internal and external.

- *Review all Library print and social media material has been completed and review and recommendations were presented to the Library Board at the January 2016 board meeting.*
- *Communications and Marketing Plan developed and adopted in 2016, including brand standards and guidelines.*
- *Library's common name determined to be: Hudson Area Public Library.*
- *Consistent use of common name implemented.*

Strategy 2

Build partnerships with other organization in the community to advance the library's message and support.

- *In 2016 a list of potential PR partners was created. This list includes local businesses, daycares, community groups, and news organizations.*
- *In 2016, a partnership was formed with the St. Croix magazine to promote Hudson Area Public Library events. This partnership continues to provide effective promotion of Hudson Area Library events to the St. Croix community.*
- ***In 2017, a partnership developed between the Hudson Area Schools and the Library. This partnership provides the library with an effective means of disseminating library publicity to local families.***

Strategy 3 (Ongoing)

Increase and enhance positive promotion of the library through media, public relations efforts, and other publicity activities.

- *Communication and Marketing Plan presented to board and adopted.*
- *Minimal marketing resources included in 2017 budget due to funding issues.*
- **Communication and Marketing Plan fully implemented in 2017 and reviewed in Q4.**
- *Minimal marketing resources included in 2018 budget due to funding issues.*

Strategy 4 (Ongoing)

Identify, recruit, and train one or more library ambassadors / champions who will promote the library throughout the community.

- *Create 1 page “job description” for the champion role. This was completed by the Chair of the Foundation and approved by the Foundation board.*
- *Brainstorm list of 5-8 community leaders that would make good Library ambassadors. Completed in 2015.*
- *New library champions secured.*
- *Foundation board members have attended an orientation / training.*
- *Library champions have begun outreach to the community to communicate the value and role of the Library.*

Goal 3 Assessment

Many of the strategies for attaining the goal of increasing public awareness to build support for the Library have been successful. The Library Director and staff have implemented a Communication and Marketing Plan, developed key partnerships for promoting the Library, and continue to build community relationships. The Library has utilized media and other publicity to promote the Library’s activities. The one challenge in fully attaining this aspect of the goal is minimal funding due to budget constraints.

The Library Foundation has identified, recruited, and trained new Library champions who promote the Library throughout the community. This strategy has been attained and has been very successful.

Goal 4: Enhance and improve library services and resources

Strategy 1 (Ongoing)

Explore reuse of existing space to serve the public more effectively.

- **Review and space audit completed in 2017.**
- **Space audit and review presented to Library Board in April 2017.**
- *Recommendation to hire an outside consultant presented, but no action taken.*

- *Recommendation to hire an outside consultant with request for action will be presented at the September board meeting.*
- *A request for proposal (RFP) and will be presented to the Library Board at the January 2018 meeting.*

Strategy 2 (Ongoing)

Enhance programming opportunities for one target population based on a demonstrated community need.

- *Target population determined (2016).*
- *Enhanced programming developed. Programming plan created with strategies, outcomes, and measurements (2016).*
- ***Funding for new adult programming secured through Library Foundation grant (2017)***
- ***Enhance programming implemented in 2017.***
- *Participant surveys collected for program assessment.*
- ***Enhanced programming assessment with recommendations for future programming completed in Q4 2017. Lead staff collaborating to develop new programming and continue successful programs.***

Strategy 3 (Ongoing)

Assess and improve the Library's website and other virtual spaces.

- *The Library's website has been reviewed and a plan for updates developed (2016).*
- ***Website changes implemented and improvements are ongoing (2017).***
- ***Additional improvements and larger scale plans will be presented to Library Board in Q4 2017.***
- ***Partners for implementation, as well as resources needed for implementation of improvements will be secured in Q4 2017. A grant for the design and development of a new library website has been secured.***

Strategy 4 (2018 goals)

Maximize awareness and use of the History Room in partnership with the St. Croix County Historical Society.

- *Review the current state and use of the History Room to be completed Q1 2018.*
- *Meet with St. Croix County Historical Society to determine potential partnership opportunities and develop a plan (Q1 2018).*
- *Develop plan for enhancing awareness and increasing use of History Room (2018 Q1).*

Goal 4 Assessment

There have been many successful outcomes for this goal. The Library has implemented enhance programming for its target population, adults. This programming has included author visits, a winter program, monthly craft classes, gardening workshops, cooking classes, and a collaboration with SCORE to

provide workshops and mentoring to entrepreneurs and small business owners. Enhanced funding for this programming has been provided by the Hudson Area Library Foundation.

The Library Director has completed a space audit and options for moving forward have been presented to the Board and an RFP is forthcoming.

Goal 5: Plan for future staffing needs to better serve the community

Strategy 1 (Ongoing)

With new Library leadership, identify the skill set required for the next generation of library staff.

- *Develop a list of projected, ideal staffing and 5 -year plan for future staffing. (Q1 2018).*
- *Create a future staffing plan, including basic job descriptions, functions, types of skills needed, and projected FTE (2018 Q1).*

Strategy 2 (completed)

Review current staffing structure to enhance services while ensuring cost effectiveness.

- *Review of personnel and job descriptions completed (2016).*
- *State of current staffing reported to board (2016).*
- *Job descriptions updated and revisions approved by Library Board (June 2016).*

Strategy 3 (Ongoing)

Expand the staff's professional development opportunities.

- *Review of current staff development opportunities completed (2016).*
- *Staff development recommendations made to board, including the development and implementation of annual staff development day (August 2016).*
- ***Staff Development opportunities presented to staff and participation encouraged; planning for second annual staff development day is underway (August 2017)***
- *Minimal resources for staff development were included in the 2017 budget due to lack of sufficient funding (August 2016)*
- ***Minimal resources for staff development are included in the 2018 budget due to a lack of sufficient resources; additional funding sought and a grant has been secured from support organizations (December 2017).***
- ***Professional development recommendations will be presented to Library Board in 2017 Q3.***
- ***Professional development opportunities pursued by staff (2017).***
- ***All Youth Services (YS) staff have completed training specific to YS.***
- ***Acquisitions training and cataloging training has been completed by appropriate staff.***
- ***Library Director completed Leadership Development Institute training, as well as Library Director Boot Camp.***

- **Associate Librarian has participated in a variety of IT webinars and other training.**
- **Staff Development Day will be held on October 9 with all staff required to attend. This will include customer service training, circulation procedures review, and other valuable training opportunities.**

Financial Summary for 2017

General Revenues				Actual 2015	Actual 2016	Projected 2017	Grant Revenues				Actual 2015	Actual 2016	Projected 2017
Library Revenues				37,182.00	37,418.00	32,148.48	Hudson Area Library Foundation				-		27,034.00
Misc: Revenue						549.38	Hudson Area Friends				-		10,150.00
City of Hudson				300,900.00	356,031.00	347,310.00	Hudson Hospital Foundation				-		5,000.00
Town of Hudson				197,283.00	203,201.00	203,201.00	St. Croix Community Foundation				-	2,457.00	-
Town of St. Joseph				86,788.00	85,546.00	86,374.00	Total Grant Expenditures				-	2,457.00	42,184.00
Village of North Hudson				82,815.00	84,475.00	84,084.00							
Act 150: St. Croix County				81,690.00	77,352.00	54,186.00	Grant Expenditures				Actual 2015	Actual 2016	Projected 2017
Act 420: Other Counties				5,169.00	5,272.00	6,435.00	Personnel						
Interest				2,659.00	2,652.00	4,304.39	Contractual Services					2,457.00	13,673.91
Gain / Loss Market Investment				644.00	1,306.00	3,986.10	Supplies & Expenses						13,056.19
Donations for general use				8,223.00			Collections						15,453.90
Total General Revenue				803,353.00	853,253.00	822,578.35	Fixed Costs						
							Total Grant Expenditures				-	2,457.00	42,184.00
General Expenditures				2015	2016	2017							
Personnel				418,841.00	468,793.00	471,819.07							
Contractual Services				94,154.00	88,526.00	96,222.12							
Supplies & Expenses				29,873.00	15,493.00	15,014.99							
Collections				83,260.00	84,395.00	76,934.26							
Fixed Costs				139,018.00	142,372.00	144,081.33							
Total General Expenditures				765,146.00	799,579.00	804,071.77							
Summary				2015	2016	2017							
General Revenues				803,353.00	853,253.00	822,578.35							
General Expenditures				765,146.00	799,579.00	804,071.77							
Surplus / (Deficit)				38,207.00	53,674.00	18,506.58							
Grant & Donation Revenues				0	2457	42184							
Grant & Donation Expenditures					2457	42184							
Surplus / (Deficit)				0	0	0							

Looking Ahead: 2018 Director's Action Plan

The 2018 Director's Action Plan is an ambition plan focused on the future success of the Hudson Area Public Library. The action plan provides specific goals and outlines the actions needed to succeed. The year ahead is one filled with opportunity and excitement as the Library continues to provide core services to the Hudson Area community.



2018 Director's Action Plan

1. *Provide Annual Review of Library, Strategic Plan Update, and Funding Report to Joint Municipal partners. Initiate discussions with individual municipal council / board members to discuss these reports and advocate for and promote the value of the Library to the communities served.*

Action to be taken:

- a.) *Report completed and disseminated by March 15, 2018.*
 - b.) *Schedule and hold meetings with board / council members throughout 2018.*
2. *Final Implementation and Assessment of the 2015 – 2018 Strategic Plan Complete*

Action Items:

- a.) *Goal 3: Strategy 2—Build partnerships with other community organizations*
 - *Action: Establish 1 new PR partner by June 30, 2018.*
- b.) *Goal 3: Strategy 3—Evaluate 2017 Marketing and Communications Plan and present report / assessment to board by March 31, 2018.*
 - *Action: Complete comprehensive assessment of marketing and communication plan.*
 - *Action: Present report / assessment to Library Board by March 31, 2018.*
- c.) *Goal 4: Strategy 3: Assess and Improve the Library's website and virtual spaces*
 - *Action: Presentation of Website redesign project and request for funding to Hudson Area Library Foundation (December 2017);*
 - *With board approval and funding secured, begin implementation of website redesign project by February 1, 2018.*

- *Project complete by June 30, 2018.*
 - d.) *Goal 4: Strategy 4: Maximize awareness and use of the History Room in partnership with the St. Croix Historical Society.*
 - *Action: Complete assessment of current use and state of History Room;*
 - *Action: Meet with Historical Society leadership to develop potential partnership opportunities.*
 - *Action: Present report to Library Board by June 30, 2018.*
 - e.) *Goal 5: Strategy 1—with new leadership, identify the skills needed for the next generation of Library staff.*
 - *Action: Create a future staffing plan, including basic job descriptions, functions, skills need, and projected FTE. Complete by June 30, 2018*
3. *Strategic Plan for 2018 – 2021 developed in collaboration with Hudson Area Joint Library staff, Library Board, Library Foundation, Friends of the Library, and input from Joint Municipal partners, and the community at-large. Completed by November 30, 2018.*

Action Items:

- *Building on the 2015 – 2018 Strategic Plan accomplishments create a dynamic strategic plan that will provide a roadmap focused on the future.*
 - *Collect, review, and analyze comparative data—usage statistics, funding, annual report data.*
 - *Create a narrative telling the Library’s story—where we are now.*
 - *With internal staff conduct a community mapping survey to determine potential candidates for a strategic planning committee.*
 - *Establish a strategic planning committee comprised of Library Board members (1-2), Foundation and Friends of the Library representatives, library staff members, representatives from key community partners, representatives from joint municipal partners, and representatives from the community-at-large.*
 - *Conduct internal and external library services assessments (SWOT analysis, surveys)*
 - *Conduct a community needs survey.*
 - *Compile all data collected and report to Strategic Planning Committee*
 - *Strategic Planning Committee reviews data report and determines strategic initiatives, action plans, desired outcomes, and measures of success*

Closing

This report provides a snapshot of the Library’s contributions to the Hudson Area community. The Library is a dynamic partner in the community and the success of 2017 demonstrates the important role of the Library. As 2018 unfolds, the Library will continue to play a vital role in the community. The Library is dedicated to providing the community with a place for life-long learning, for connecting with others, for sharing ideas, inspiration, and information. The Hudson Area Public Library is a place where knowledge flows freely.

Request for Proposal

Library Space and Architectural Study

Hudson Area Joint Library

Introduction & Background

The Hudson Area Joint Library is seeking proposals from qualified library interior design and space planning consultants with knowledge of best practices in space utilization and architectural studies to develop conceptual designs and provide cost estimates for interior remodeling of the Hudson Area Joint Library, commonly referred to as the Hudson Area Public Library (HAPL or Library). The Library is seeking to evaluate the Library's spaces in order to more effectively serve the Hudson Area community in a dynamic and engaging library environment.

The Library, which is located in the City of Hudson, Wisconsin, is a joint municipal library serving the 32,000 residents of the four municipal partners—City of Hudson, Town of Hudson, Town of Saint Joseph, and the Village of North Hudson—located in Saint Croix County. The Library, which relocated to its current location in 2010, is housed in a building that formerly served as a corporate headquarters. The building is over 33,000 square feet; however, the Library shares the building with the Hudson Police Department. The Library occupies 19,032 square feet of the building. Optimization of space usage is imperative to effectively serving the Hudson Area community.

The remodel will focus on better, more effective and efficient space utilization, will serve to support current and future use, provide an environment for reading, research, enrichment, and community engagement. The remodel will allow the library to provide expanded opportunities for individuals and groups, offer 21st century technology, and inspire a quest for knowledge and life-long learning.

Description of the Library

The Library is located in downtown Hudson on a hill that overlooks the scenic Saint Croix River. The location is picturesque and visitors often comment on the beauty of the location. The building, which was built in the 1980s and reflects the modern style of that era, is a two-story building plus a basement. The Library occupies the entire second floor and two-thirds of the main-level. No basement space is available to the Library for use.

The Entrances

The main entrance, which shares a vestibule with the Hudson Police Department, is located behind the building and away from the street. The second entrance, which is more frequently used by visitors, is street-side and more visible. Inside the main entrance vestibule, there is a bulletin board for posting legal notices, meeting and public hearing notices, and other governmental postings. The second entrance vestibule offers a coat rack and Friends of the Library book carts with "free" books are located in this area.

The Main Level

The main level of the Library features an atrium, circulation desk, public computers, a small MakerSpace (iLab), administrative offices, storage room, staff workroom, book return closets (indoor and outdoor), bathrooms, and an area for patron holds. The main level is spacious but the space is not well utilized.

The Second Floor

The second floor of the Library is home to the Children's Area, Young Adult room, the magazine reading area, the Adult collection, and the History Room. The Children's Area includes a story time room, a family bathroom, a storage room, two staff offices, and three small rooms—Children's Mystery Room (contains the mystery collection), the Parent-Teacher Resource Room, and the Tree House room (reading area).

Additionally, the second floor has a large "Board" room located at the very top of the stairs. This room is a focal point, but the room no longer offers current technology and needs updating. Several smaller rooms are used for small group meetings or individual studying.

Next, the second floor houses the Friends of the Library Book Store and workroom. The area surrounding the bookstore and work room, often, is filled with Friends of the Library book carts, as well as storage of tables and chairs. This can create congestion in this area. Also, the public bathrooms are located in this area, as well as the Community Bulletin Board.

Finally, located on the second floor is a very large staff room with a kitchen and a small balcony with views of the river. Currently, the room is used in a variety of manners. The room is used for staff breaks, by the Friends of the Library for overflow and storage, and Library staff do use the room for some Library programming.

Project Characteristics

The selected consultant will evaluate existing spaces at the Hudson Area Public Library and provide recommendations for improved space utilization including, but not limited to, reconfiguration of the Library's spaces to include the Children and Young Adult areas and collection, public computers, seating, quiet study areas, Adult collection spaces, public meeting spaces, programming and community use space, and staff workspaces and offices. The design should be cost-effective, make use of existing features, shelving, and furniture, as feasible and desirable. Elements of design should include multi-use spaces, centrally located and visible information / circulation desk, improved workspaces conducive to efficient workflows, updated technology and media, meeting rooms that function as collaborative spaces with updated media and technology, storage space, and consolidation of the Friends of the Library spaces.

The consultant will provide recommendations for improvements and an implementation plan to alter, remodel, redesign, redecorate, and refurnish the Library space within a two-year period. The process will include seeking input from the communities served.

Proposal Requirements

Please include the following information:

- Name and address of firm
- Principals of the firm
- A statement of the firm's experience and qualifications to meet the requirements of the Hudson Area Joint Library as outlined herein.
 - General overview and history of your company
 - Number of years in business
 - Location of business headquarters
 - Type of business
- Resumes and / or background descriptions including relevant experience of the proposed project staff
- Description of previous experience with library interior design and space planning and architectural studies related to libraries:
 - Provide a list of 3 projects with similar scope and size, preferably public libraries, include the following information:
 - Project name and location
 - Project dates of performance and / or completion
 - Customer name, contact person, and contact email or phone number. (By providing such references you agree that neither the Hudson Area Joint Library, nor the clients referenced shall have any liability regarding the provision of such references or the Hudson Area Joint Library's use of such references in making selections under this request for proposals.)
 - Project type (remodel, expansion) and description of concepts used
 - Square footage involved
 - Estimated and completed costs.
- Description of Methodology—Detail the firm's proposed approach to work, as outlined herein.
 - Include a description of how the firm will approach the project and gather information, conduct research and observe existing workflows and practices;
 - How the firm will measure efficiencies;
 - Approach to working with staff and soliciting community input.
- Proposed Project Plan—Detail the firm's proposed project plan, as aligned with the firm's approach to the required work.
 - Describe how the firm will approach the project and gather information to develop the designs. Include onsite visits, research, staff interviews, community input, and observation periods.
 - Provide a commitment to complete design and space planning, including detailed cost estimates and initial plans by December 1, 2018
- Fees: The fee structure shall be written in the proposal and stated in figures. The Hudson Area Joint Library is exempt from sales tax and this shall be taken into consideration.

- Total Consultant Cost: Cost quotes and payment terms should be included for all services; HAPL will not reimburse proposers for any costs involved in the preparation and submission to this RFP or in the preparation for or participation in any subsequent demonstrations and meeting prior to selection.

Terms and Conditions

1. This RFP does not obligate HAPL to accept or obligate HAPL to contract for any expressed or implied services.
2. HAPL reserves the right to reject any and all proposals.
3. HAPL shall not be responsible for any costs incurred by the firm in preparing, submitting, or presenting its response to this RFP.
4. HAPL reserves the right to request any proposer to provide clarification of its proposal or to supply additional materials deemed necessary to assist in assessment of proposals.
5. All proposals and submissions shall become the property of HAPL upon receipt and may be used by HAPL in the selection of a proposer and may be incorporated into any final agreement between HAPL and the proposer submitting the proposal.
6. Hudson Area Joint Library is an "Equal Opportunity Employer".
7. If a firm is selected, but does not execute a signed written agreement within 60 days, the Library reserves the right to award any contract to the next most qualified firm.

Selection Criteria

The Hudson Area Joint Library will evaluate proposals and select a firm based on the following criteria:

- Appropriate expertise for this type of project;
- Demonstrated experience, including reference responses;
- Knowledge of regulations and best practices related to this project;
- Compliance with proposal request;
- The approach and ability of the firm to perform the required service;
- Fee proposal.

Award of Contract

HAPL reserves the right to reject all proposals in the best interest of the Library.

HAPL shall have a period of 120 calendar days after opening of the proposals to award a contract or reject all proposals.

Proposed Timetable

March 1, 2018	RFP Released
April 16, 2018	RFP Responses due by 5:00 p.m. Central Time (CT)
April 24-26, 2018	Review of Proposals
April 30 - May 3, 2018	Notify short list of firms selected
May 21-24, 2018	Site visits to Library and interviews
June 2018	Selection of final firm; Library Board, staff, and public input
September 1, 2018	Initial design plans and cost estimates
October – November 2018	Public meetings / input
December 15, 2018	Final design plans and cost estimates due



INSTRUCTIONS: Complete and return two (2) original signed copies of the form and attachments to your system headquarters.

Board-approved, signed annual reports for 2017 are due to the DPI Division for Libraries and Technology no later than March 1, 2018.

I. GENERAL INFORMATION					
1. Name of Library			2. Public Library System		
3a. Head Librarian First Name	3b. Head Librarian Last Name	4a. Certification Grade	4b. Certification Type	5. Certification Expiration Date	
6a. Street Address	6b. Mailing Address or PO Box	7. City / Village / Town	8a. ZIP	8b. ZIP4	9. County
10. Library Phone Number	11. Fax Number	12. Library E-mail Address of Director			
13. Library Website URL		14. No. of Branches	15. No. of Bookmobiles Owned	16. No. of Other Public Service Outlets	
17. Does your library operate a books-by-mail program?	18. Some public libraries are legally organized as joint libraries, with neighboring municipalities or a county and municipality joining to operate a library. Is your library such a joint library legally established under Wis. Stat. s. 43.53?				
19a. Winter Hours Open per Week	19b. Number of Winter Weeks	19c. Summer Hours Open per Week	19d. Number of Summer Weeks		
20. Square Footage of Public Library	21. Did your library or a branch move to a new facility or expand an existing facility during the fiscal year?		22. DUNS Number <i>Nine digits</i>		

II. LIBRARY COLLECTION		
	a. Number Owned / Leased	b. Number Added
1. Books in Print <i>Non-periodical printed publications</i>		
2. Electronic Books <i>E-books</i>		
3. Audio Materials		
4. Electronic Audio Materials <i>Downloadable</i>		
5. Video Materials		
6. Electronic Video Materials <i>Downloadable</i>		
7. Other Materials Owned <i>Describe</i>		
8. Electronic Collections <i>Locally Owned or Leased</i>		
9. Total Electronic Collections <i>Local, regional, and state</i>		
10. Subscriptions <i>Include periodicals and newspapers, exclude those in electronic format</i>		

III. LIBRARY SERVICES

1. Circulation Transactions a. Total Circulation			b. Children's Materials		2. Interlibrary Loans a. Items Loaned <i>Provided to</i>		b. Items Received <i>Received from</i>	
3. Number of Registered Users a. Resident			b. Nonresident		c. TOTAL		4. Reference Transactions a. Method	
							b. Annual Count	
							5. Library Visits a. Method	
							b. Annual Count	
6. Uses of Public Internet Computers a. Method		b. Annual Count		7. Uses of Public Wireless Internet a. Method		b. Annual Count		8a. Local Electronic Collection Retrievals
								8b. Total Electronic Collection Retrievals
9. Uses of Electronic Materials by Users of Your Library a. E-Books								
			b. E-Audio		c. E-Video		d. Total Uses of Electronic Materials	
							e. Uses of Children's Electronic Materials	
10. Programs and Program Attendance Annual Count							11. Number of Public Use Computers	
	a. Children (0-11)		b. Young Adult (12-18)		c. Other (all ages)		d. TOTAL	
Number of Programs								
Total Attendance								

IV. LIBRARY GOVERNANCE

Library Board Members. List all members of the library board as of the date of this report. List the president first. Indicate vacancies. Report changes to the Division for Libraries and Technology as they occur. When reporting such changes, indicate the departing board members.

First Name	Last Name	Street Address	City	ZIP+4	Email Address
PRESIDENT					
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					

No. of Library Board Members
Include vacancies in this count

V. LIBRARY OPERATING REVENUE

Report operating revenue only. Do not report capital receipts here.

1. Local Municipal Appropriations for Library Service **Only Joint libraries report more than one municipality here**

Municipality Type	Name	Amount

Subtotal 1

2. County

a. Home County Appropriation for Library Service

Subtotal 2a

b. Other County Payments for Library Services

County Name	Amount	County Name	Amount

Subtotal 2b

3. State Funds

a. Public Library System State Funds

Description	Amount	Description	Amount

b. Funds Carried Forward from Previous Year

c. Other State Funded Program

Subtotal 3

4. Federal Funds *Name of program—for LSTA grant awards, grant number and project title*

Program or Project	Amount

Subtotal 4

5. Contract Income *From other governmental units, libraries, agencies, library systems, etc.*

Name	Amount	Name	Amount

Subtotal 5

- | | | | | |
|---|-------------------------------|--|--|--|
| 6. Funds Carried Forward <i>Do not include state aid. Report state funds in 3b above.</i> | 7. All Other Operating Income | 8. Total Operating Income <i>Add 1 through 7</i> | 9. What is the 2018 annual appropriation provided by your governing body/bodies for your public library? | 10. Was your library's municipality exempt from the county library tax for 2017? <i>Wis. Stat. s. 43.64(2)</i> |
|---|-------------------------------|--|--|--|

VI. LIBRARY OPERATING EXPENDITURES

Report operating expenditures from all sources. Do not report capital expenditures here.

- | | |
|--|---|
| 1. Salaries and Wages <i>Include maintenance, security, plant operations</i> | 2. Employee Benefits <i>Include maintenance, security, plant operations</i> |
|--|---|

3. Library Collection Expenditures

- | | | | | |
|--------------------|-------------------------|--------------------------|--------------------------------|---------------|
| a. Print Materials | b. Electronic Materials | c. Audiovisual Materials | d. All Other Library Materials | e. Subtotal 3 |
|--------------------|-------------------------|--------------------------|--------------------------------|---------------|

4. Contracts for Services *Include contracts with other libraries, municipalities, and library systems here. Include service provider.*

Provider	Amount	Provider	Amount
Subtotal 4			

5. Other Operating Expenditures

6. Total Operating Expenditures *Add 1 through 5*

7. Of the expenditures reported in item 6, what were operating expenditures from federal program sources?

VII. LIBRARY CAPITAL REVENUE, EXPENDITURES, DEBT RETIREMENT, AND RENT

1. Capital Income and Expenditures by Source of Income.

Do not report any expenditures reported above. Provide a brief description of any expenditures.

Source	Brief Description of Expenditure	Revenue	Expenditure
a. Federal			
b. State			
c. Municipal			
d. County			
e. Other			
2. Debt Retirement	3. Rent Paid to Municipality/County	Total Revenue	Total Expenditure

VIII. OTHER FUNDS HELD BY THE LIBRARY BOARD

IX. TRUST FUNDS

All funds under the library board's control must be reported. Report in this section any funds in the library board's control (except Trust Funds) that have not been reported in a previous section. *Wis. Stat. s. 43.58(6)(a)*

1. Total Amount of Other Funds at End of Year

1. Total Amount of Trust Funds Held by the Library Board at End of Year

X. STAFF

1. Personnel Listing. *Libraries with 15 or fewer employees may report all staff under 1a. Libraries with more than 15 employees, list head librarian, chief assistants, branch librarians, division heads, and other supervisory personnel in 1a. and all other positions in 1b.*

a. Employees Holding the Title of Librarian. Indicate advanced degrees in Type of Staff.

Position	Type of Staff	Annual Salary	Hours Worked per Week	Position	Type of Staff	Annual Salary	Hours Worked per Week
Director / Head Librarian							

b. Other Paid Staff *See instructions*

Position	Type of Staff	Total Annual Wages	Hours Worked per Week	Position	Type of Staff	Total Annual Wages	Hours Worked per Week

2. Library Staff Full-Time Equivalents (FTEs). Divide the total hours worked per week for each category by 40 to determine full-time equivalents.

a. Persons Holding the Title of Librarian

Master's Degree from an ALA Accredited Program (FTE)

Other Persons Holding the Title of Librarian (FTE)

Subtotal 2a

b. All Other Paid Staff (FTE) *Include maintenance, plant operations, and security*

c. Total Library Staff (FTE)

XI. PUBLIC LIBRARY LOANS OF MATERIAL TO NONRESIDENTS

1. Of the total circulation reported for your library from Section III, item 1, what was the total circulation to nonresidents *See instructions for definition of nonresident*

Divide nonresident circulation among the following categories. The total of 2 through 6 below should not be greater than the number reported in item 1 above.		a. Those with a Library	b. Those without a Library	c. Subtotal
2. Circulation to Nonresidents Living in Your County				
3. Circulation to Nonresidents Living in Another County in Your System				
4. Circulation to Nonresidents Living in an Adjacent County Not in Your System				
5. Circulation to All Other Wisconsin Residents		6. Circulation to Persons from Out of the State		
7. Are the answers to items 1 through 6 based on actual count or survey/sample?	8a. Does your library deny access to any residents of adjacent public library systems on the basis of Wis. Stat. s. 43.17(11)(b)?	8b. If yes, do you allow residents in adjacent systems to purchase library cards?		

9. Circulation to Nonresidents Living in an Adjacent County Who Do Not Have a Local Public Library

Name of County	Circulation	Name of County	Circulation
a.		f.	
b.		g.	
c.		h.	
d.		i.	
e.		j.	

XII. TECHNOLOGY

1. Does your library provide wireless Internet access for patrons' mobile devices?	2. What type of Internet connection do you have? <i>Mark all that apply</i> <input type="checkbox"/> a. State TEACH line <input type="checkbox"/> b. Other broadband connection <i>Local cable, telco, community network, etc.</i>	3. Does your library use any type of Internet filtering software or service? <input type="checkbox"/> a. Yes, on all Internet workstations <input type="checkbox"/> b. Yes, on some Internet workstations <input type="checkbox"/> c. No filtering on any Internet workstation	4. Does your library use door counters?
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XIII. LITERACY OFFERINGS AND DROP-IN ACTIVITIES

1. Literacy Offerings <i>Umbrella events that include programs and/or drop-in activities planned for a limited duration which specifically encourage individuals involved to read or build literacy skills in a focused way.</i>		a. Children (0-11)	b. Young Adult (12-18)	c. Other (all ages)	d. TOTAL
	Number of Summer Literacy Offerings				
	Total Unduplicated Individuals Involved				
	Number of Other Literacy Offerings				
	Total Unduplicated Individuals Involved				
2. Drop-in Activities <i>Planned, independent activities available for a definite time period which introduce participants to any of the broad range of library services or activities that directly provide information to participants.</i>		a. Children (0-11)	b. Young Adult (12-18)	c. Other (all ages)	d. TOTAL
	Number of Drop-in Activities				
	Total Drop-in Activity Participation				

3. Name and email address of primary staff person who serves as the children, youth, or teen librarian. *Only the primary person is displayed here.*

a. First Name b. Last Name c. Email Address

XIV. PUBLIC LIBRARY ASSURANCE OF COMPLIANCE WITH SYSTEM MEMBERSHIP REQUIREMENTS

We assure the Public Library System of which this library is a member and the Division for Libraries and Technology, Department of Public Instruction that this public library is in compliance with the following requirements for public library system membership as listed in *Wis. Stats.* A check (X) or a mark in the checkbox indicates compliance with the requirement.

- The library is established under s. 43.52 (municipalities), s. 43.53 (joint libraries), or s. 43.57 (consolidated county libraries and county library services) of the Wisconsin Statutes [s. 43.15(4)(c)1].
- The library is free for the use of the inhabitants of the municipality by which it is established and maintained [s. 43.52(2), 73 Op. Atty. Gen. 86(1984), and OAG 30-89].
- The library's board membership complies with statutory requirements regarding appointment, length of term, number of members and composition. [s. 43.54 (municipal and joint libraries), s. 43.57(4) & (5) (consolidated and county library services), and s. 43.60(3) (library extension and interchange)].
- The library board has exclusive control of the expenditure of all moneys collected, donated, or appropriated for the library fund [s. 43.58(1)].
- The library director is present in the library at least 10 hours a week while library is open to the public, less leave time [s. 43.15(4)(c)6]
- The library board supervises the administration of the library, appoints the librarian, who appoints such other assistants and employees as the library board deems necessary, and prescribes their duties and compensation [s. 43.58(4)].
- The library is authorized by the municipal governing board to participate in your public library system [s. 43.15(4)(c)3].
- The library has entered into a written agreement with the public library system board to participate in the system and its activities, to participate in interlibrary loan of materials with other system libraries, and to provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library. This shall not prohibit a municipal, county, or joint public library from giving preference to its residents in library group programs held for children or adults if the library limits the number of persons who may participate in the group program, or from providing remote access to a library's online resources only to its residents. [s. 43.15(4)(c)4].
- The library's head librarian holds the appropriate grade level of public librarian certification from the Department of Public Instruction [s. 43.15(4)(c)6 and Administrative Code Rules PI 6.03].
- The library annually is open to the public an average of at least 20 hours each week except that for a library in existence on June 3, 2006, annually is open to the public an average of at least 20 hours or the number of hours each week that the library was open to the public in 2005, whichever is fewer [s. 43.15(4)(c)7].
- The library annually spends at least \$2,500 on library materials. [s. 43.15(4)(c)8].

XV. CERTIFICATION

I CERTIFY THAT, to the best of my knowledge, the information provided in this annual report and any attachments are true and accurate and the library board has reviewed and approved this report.

President, Library Board of Trustees Signature ➤	Name of President <i>Print or type</i>	Date Signed
Library Director / Head Librarian Signature ➤	Name of Director / Head Librarian <i>Print or type</i>	Date Signed

STATEMENT CONCERNING PUBLIC LIBRARY SYSTEM EFFECTIVENESS

As required by Wis. Stat. s. 43.58(6)(c), the following statement with the appropriate wording indicated (that the library system either did or did not provide effective leadership and adequately meet the needs of the library) must be approved by the library board. The decision about whether the library system did or did not provide effective leadership and adequately meet the needs of the library should be made in the context of the public library system's statutory responsibilities and the funding which it has available to meet those responsibilities.*

County

The _____ Board of Trustees hereby states that in 2017, the
Name of Public Library

Name of Public Library System / Service

Indicate with an X one of the following two statements.

- Did provide effective leadership and adequately meet the needs of the library.
- Did not provide effective leadership and adequately meet the needs of the library.

Explanation of library board's response. *Attach additional sheets if necessary.*

* The statement **may** be sent directly to Wisconsin Department of Public Instruction, ATTN: Maria Ingraham, Division for Libraries and Technology, P.O. Box 7841, Madison, WI 53707-7841. This page need not be forwarded to your library system.

CERTIFICATION

The preceding statement was approved by the Public Library Board of Trustees.

Division staff will compile the statements received for each library system and, as required by *Wis. Stat. s. 43.05(14)*, conduct a review of a public library system if at least 30 percent of the libraries in participating municipalities that include at least 30 percent of the population of all participating municipalities report that the public library system did not adequately meet the needs of the library. This statement may be provided to your public library system.

President, Library Board of Trustees Signature	Name of President <i>Print or type</i>	Date Signed
➤		

	COMMENTS	
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The Hudson Area Public Library Grant Request

Name of Grant: Children's Collection Revitalization Project

Funding Year: 2018

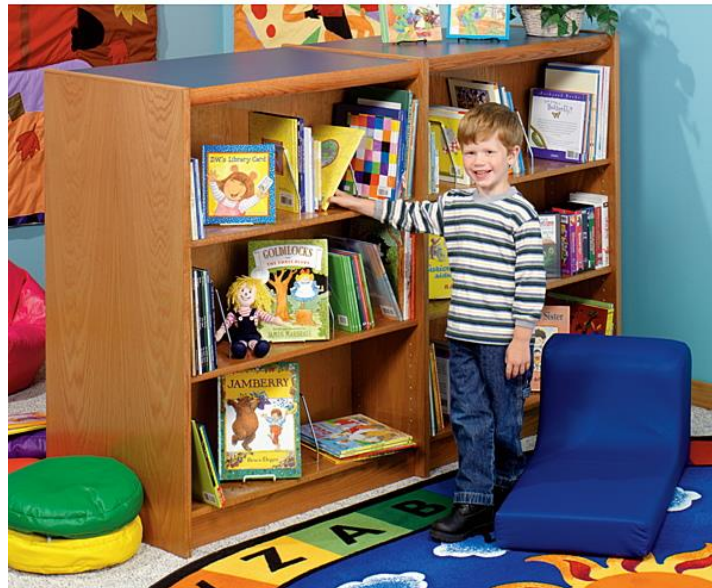
Requested Grant Amount:

Date of Request: July 13, 2017

Purpose

The Hudson Area Public Library's current Children's collection needs to be updated and revitalized. Much of the material on the shelves was published over 10 years ago. The books have been well-used and much loved; however, that use and love is showing. There are many wonderful books that need to be replaced. The Library budget provides funding for the Library's collection, but this is a unique need, above and beyond what normal Library funding provides.

Additionally, the shelving in the Children's area does not meet the needs of the collection. The current bins only hold a portion of the easy book collection, which requires the collection to be divided into "easy" and "easy older picture" books. This separation of the collection results in some items being under-utilized. By purchasing and installing shelving that is designed for children, the Library would be able to relocate all picture books to a single location. These shelves would meet the weight restrictions of the building, as well.



Request:

This requested amount for this project is \$20,000, which would be spent as reflected in the proposed budget below. The anticipated timeline for completion of this project is

Proposed Budget:

Proposed Budget	
Age appropriate shelving for Easy book collection	\$4,000.00
Children’s Collection Materials	
Juvenile Non-Fiction	\$7500.00
Juvenile Fiction	\$5000.00
Easy Books	\$ 3250.00
Board Books	\$ 250.00
Total Request	\$ 20,000.00

Thank you for considering this grant request.

2018 Grant Funding Proposal

Grant Request Number	Name of Grant	Target Audience	Purpose	Amount Requested
2018-1	Winter Reading Program for Adults & Teens	Adults & Teens	To provide support for the Annual Winter Reading Program	\$ 350.00
2018-2	SCORE Grant	Adults	To provide funding for SCORE workshops for the Hudson Area's small business and entrepreneur	\$ 1,500.00
2018-3	Summer Reading Program	All ages / whole community	To provide a vibrant, interactive, community focused Summer Reading Program that promotes the literacy, lifelong learning, and a love of	\$ 6,000.00
2018-4	Community Programming	Intergenerational Programming	To provide a variety of community programming to enhance life-long learning opportunities.	\$ 1,000.00
2018-5	Family & Early Learner Grant	0-5 years and their Families	To provide early learners with literacy and learning opportunities.	\$ 1,200.00
2018-6	Teen Program Enhancement	Teens / Pre-teens	To provide enhanced programming opportunities for Hudson Area Teens and pre-Teens	\$ 2,000.00
2018-7	Adult Programming Enhancement	Adults	To provide a variety of lifelong learning, literacy, craft, and other programs to the Hudson Area Public Library community.	\$ 2,800.00
2018-8	Author Events	All ages / whole community	To provide funding for authors and presenters for adults, young adults, and children.	\$ 1,550.00
2018-9	Website Design & Development	Whole community	To increase visibility in the community, to increase functionality and user engagement, better SEO, and potential for increased donations.	\$ 11,250.00
2018-10	Professional Development Grant	Staff	To provide enhanced opportunities for professional development.	\$ 1,000.00
2018-11	Children's Program Enhancement	Ages 5 - 11 years	To provide enhanced programming opportunities for Hudson Area children and their families	\$ 2,200.00
				\$ 30,850.00
			Community Programming	\$ 18,600.00
			Staff Development	\$ 1,000.00
			Website Design & Development	\$ 11,250.00