



Meeting Agenda of the Hudson Area Joint Library Board of Trustees
January 16, 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-no minutes*
 - 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*
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.10)
 - b. **ACTION ITEM:** Request for approval of Library Director's 2018 Action Plan (p.21)
 - c. **ACTION ITEM:** Request for approvals to publish Request for Proposals (RFP) for Architect / Space Planning Consultant (p.23)
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.28)

- 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.

9. Other business

10. Board comments and items for future agendas

11. **ACTION ITEM:** Adjournment

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

Emailed to Joint Municipalities and Board Members January 9, 2018: and Emailed to Media: January 9, 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

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

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					
Act 420: Other Counties	5,169.00	5,272.00	6,435.56		Grant Expenditures	Actual 2015	Actual 2016	Projected 2017
Interest	2,659.00	2,652.00	4,304.39		Personnel			
Gain / Loss Market Investment	644.00	1,306.00	3,986.10		Contractual Services		2,457.00	13,673.91
Donations for general use	8,223.00				Supplies & Expenses			13,056.19
Total General Revenue	803,353.00	853,253.00	822,578.91		Collections			15,453.90
					Fixed Costs			
General Expenditures	2015	2016	2017		Total Grant Expenditures	-	2,457.00	42,184.00
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					

Hudson Area Joint Library
2017 Budget
Summary

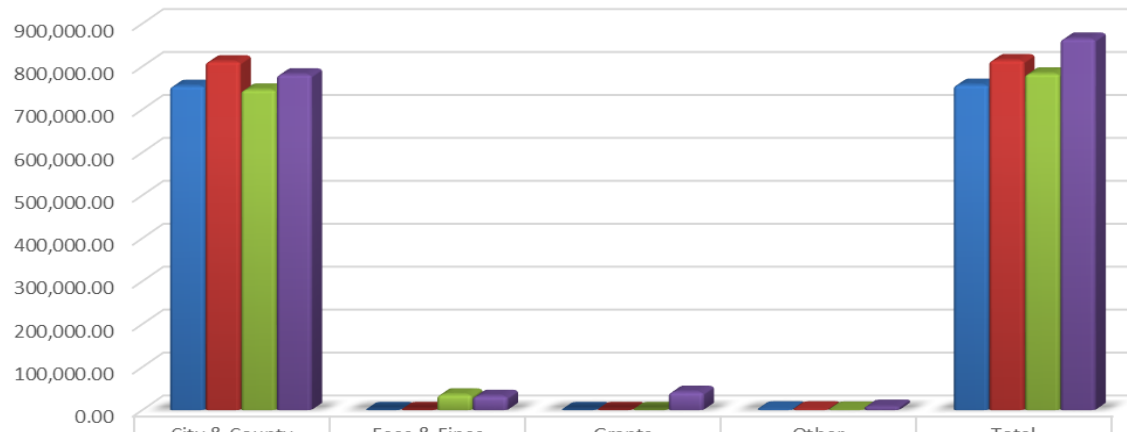
	2015 Actual	2016 Budget	2017 Budget Approved	2017 YTD
Revenue				
City & County	754,645.00	811,877.00	746,020.00	\$ 781,591
Fees & Fines	0.00	0.00	36,000.00	\$ 32,697
Grants	0.00	0.00	0.00	\$ 42,184
Other	2,659.00	2,652.00	1,500.00	\$ 8,290
Total	757,304.00	814,529.00	783,520.00	\$ 864,762

Expenditures	2015	2016	2017	2017 YTD
Personnel	418,841.00	468,793.00	498,590.00	\$ 471,819
Collections	83,260.00	84,395.00	76,632.00	\$ 92,388
Contractual Services	94,154.00	90,938.00	91,887.00	\$ 109,896
Supplies and Expenses	29,873.00	23,493.00	20,800.00	\$ 28,071
Fixed Costs	139,018.00	142,372.00	146,116.00	\$ 144,081
Capital	0.00	0.00	0.00	\$ -
Total	765,146.00	809,991.00	834,025.00	\$ 846,256

	2015	2016	2017	2017 YTD
Revenue vs Expenditures	-7,842.00	4,538.00	-50,505.00	\$ 18,506

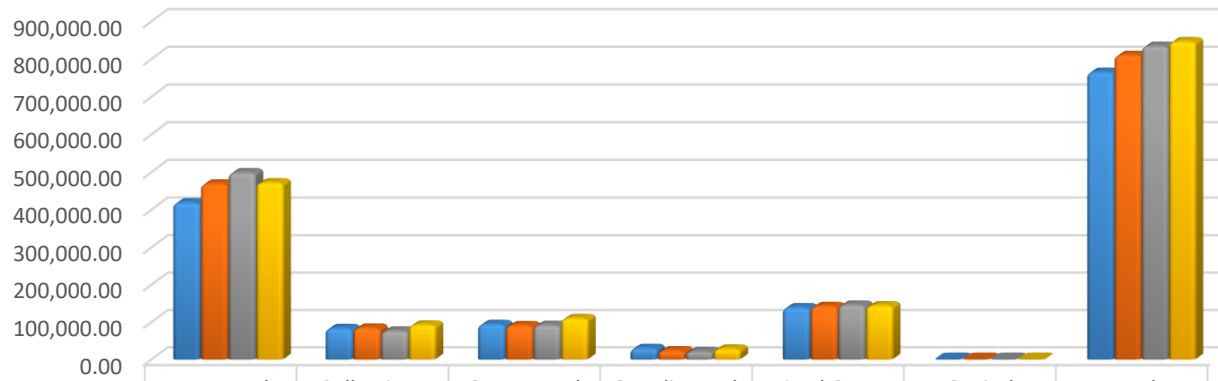
100% of year completed

Revenue Summary 2017



	City & County	Fees & Fines	Grants	Other	Total
2015 Actual	754,645.00	0.00	0.00	2,659.00	757,304.00
2016 Budget	811,877.00	0.00	0.00	2,652.00	814,529.00
2017 Budget Approved	746,020.00	36,000.00	0.00	1,500.00	783,520.00
2017 YTD	\$781,591	\$32,697	\$42,184	\$8,290	\$864,762

Expenditure Summary 2017



	Personnel	Collections	Contractual Services	Supplies and Expenses	Fixed Costs	Capital	Total
2015	418,841.00	83,260.00	94,154.00	29,873.00	139,018.00	0.00	765,146.00
2016	468,793.00	84,395.00	90,938.00	23,493.00	142,372.00	0.00	809,991.00
2017	498,590.00	76,632.00	91,887.00	20,800.00	146,116.00	0.00	834,025.00
2017 YTD	\$471,819	\$92,388	\$109,896	\$28,071	\$144,081	\$-	\$846,256

2016-2017 Year-to-Date Comparison

	Code	Budget	Year to Date		Variance from Prior Yr.		% of 2017 Budget
			December		\$	%	
			2017	2016			
Revenue							
Library Revenues: Fees & Fines	46111	36,000	\$ 32,148	\$ 37,148	\$ (5,000)	-13%	89%
City of Hudson	47301	317,310	\$ 347,310	\$ 356,031	\$ (8,721)	-2%	109%
Village of N. Hudson	47302	84,084	\$ 84,084	\$ 84,475	\$ (391)		100%
Town of Hudson	47303	197,340	\$ 203,201	\$ 203,201	\$ -		103%
Town of St. Joseph	47304	86,374	\$ 86,374	\$ 85,546	\$ 828	1%	100%
General Govt. Revenue	47310	0	\$ -	\$ -	\$ -		
St. Croix County / Other Counties	47311	60,912	\$ 60,622	\$ 82,624	\$ (22,002)		100%
Other Counties	47311				\$ -		
Interest	48100	1,500	\$ 4,304	\$ 2,652	\$ 1,652	62%	287%
Net change in market value	48120		\$ 3,986	\$ 1,306	\$ 2,680		
Donations - Other	48500		\$ 42,184	\$ 2,401	\$ 39,783		
Donation-Literacy Program	48561	0	\$ -	\$ -	\$ -		
Donations - History Collection	48562	0	\$ -	\$ -	\$ -		
Donation - Grant FOL	48563		\$ -	\$ -	\$ -		
Miscellaneous Revenues	48600	0	\$ 549	\$ 672	\$ (123)		
Total Revenue		783,520	\$ 864,763	\$ 856,056	\$ 8,707	1%	110%
Staff Compensation							
Full Time Salaries	121	164,404	\$ 157,451	\$ 150,060	\$ 7,391	5%	96%
Overtime Salaries	122	0	\$ -	\$ -	\$ -		
Part Time Salaries	125	205,166	\$ 198,106	\$ 197,002	\$ 1,104	1%	97%
Longevity	133	0	\$ -	\$ -	\$ -		
FICA	151	28,500	\$ 26,094	\$ 25,666	\$ 428	2%	92%
Pension	152	21,020	\$ 19,901	\$ 19,168	\$ 733	4%	95%
Health Insurance	154	79,500	\$ 70,268	\$ 76,877	\$ (6,609)	-9%	88%
Life Insurance	155	0	\$ -	\$ -	\$ -		
Staff Compensation Subtotal		498,590	\$ 471,819	\$ 468,773	\$ 3,046	1%	95%
General Operating Expenses							
Legal Fees	212	0	\$ -	\$ -	\$ -		
Hudson Finance/Personnel Fee	213	14,027	\$ 13,752	\$ 13,752	\$ -	0%	98%
IFLS-operating/maintenance	216	34,822	\$ 34,822	\$ 32,825	\$ 1,997	6%	100%
IFLS-addl courier/self check	217	2,512	\$ 2,540	\$ 2,512	\$ 28	1%	101%
IFLS-catalogging	218	24,726	\$ 29,069	\$ 25,706	\$ 3,363	13%	118%
Telephone	225	1,200	\$ 3,555	\$ 743	\$ 2,812	378%	296%
Contracted Maint. & Repair	249	600	\$ 807	\$ -	\$ 807		135%
Programming - Adult	294	4,625	\$ 5,616	\$ 2,660	\$ 2,956	111%	121%
Programming - Children	295	4,545	\$ 9,587	\$ 2,792	\$ 6,795	243%	211%
Maintenance Agmt/Leases	298	9,000	\$ 10,149	\$ 8,744	\$ 1,405	16%	113%
Contract Services	299	1,500	\$ -	\$ 1,204	\$ (1,204)		0%
Postage	311	2,000	\$ 923	\$ 1,410	\$ (487)	-35%	46%
Office Supplies	312	7,100	\$ 6,220	\$ 5,796	\$ 424	7%	88%
Memberships	324	500	\$ 539	\$ 523	\$ 16	3%	108%
Advertising	326	350	\$ 127	\$ -	\$ 127		36%
Staff Development	338	1,600	\$ 2,205	\$ 1,106	\$ 1,099	99%	138%
Maint & Repair Supplies	357	750	\$ 183	\$ 417	\$ (234)	-56%	24%
Books	395	66,000	\$ 67,206	\$ 63,873	\$ 3,333	5%	102%
Technology	396	18,679	\$ 17,180	\$ 5,379	\$ 11,801	219%	92%
Periodicals	397	6,000	\$ 5,833	\$ 15,454	\$ (9,621)		97%
Audio-Visual	398	18,500	\$ 19,349	\$ 15,464	\$ 3,885	25%	105%
Activity Fund	399	1,000	\$ 695	\$ 842	\$ (147)		69%
Ins. Workers Comp.	510	1,100	\$ 784	\$ 850	\$ (66)	-8%	71%
Ins. Public Liab.	511	1,500	\$ 1,694	\$ 250	\$ 1,444	578%	113%
Ins. Public Officials	513	2,150	\$ 2,079	\$ 2,052	\$ 27	1%	97%
Ins. Property Ins.	517	1,600	\$ 1,850	\$ 1,520	\$ 330	22%	116%
Bld. Occupancy Exp.	532	139,766	\$ 137,674	\$ 126,225	\$ 11,449	9%	99%
General Operating Subtotal		366,152	\$ 374,437	\$ 332,099	\$ 42,338	13%	102%
Total Operating Expenses		864,742	\$ 846,256	\$ 800,872	\$ 45,384	6%	98%
NET OPERATING REVENUE (EXPENSE)		-81,222	\$ 18,507	\$ 55,184	\$ (36,677)	-66%	



DIRECTOR'S REPORT & MONTHLY STATISTICS

December 1 - 31, 2017

Respectfully Submitted
by: Tina Norris, Director
January 16, 2018

Director's Report December 2017

Hudson Area Public Library Director's Report

Director's News

December was an exciting month at the Library. The holiday season kicked-off with a special Holiday Decorating program for adults and continued with the annual life-size Candyland event, Gingerbread House decorating day, Santa's visit, and our Etiquette Dinner for young adults. All were very successful programs and well-received by the community with requests to repeat the programs again next year. Staff and volunteers worked hard to make these programs successful, and I appreciate all of the hard work they put into making this library great!

In preparation for 2018, I have been organizing and preparing year-end reports and working with key staff to prepare for a successful 2018. This includes year-end grant reports, closing out collection development and running fiscal close reports in Sierra, and conducting annual inventory of supplies and evaluating usage, finding better inventory methods for accurately tracking and maintaining records. Additionally, I have been working on a staffing restructure plan that will reallocate current staffing hours in a more effective manner that will better serve the community. The goal is to have an efficient and effective staffing model with the majority of staff time being dedicated to customer service and patron interaction rather than behind the scenes, in offices or workrooms. Of course there are duties, such as cataloging, delivery, and administrative tasks that must be done behind the scenes, but after careful observations and assessment, it is clear that some adjustments need to be made. A report on the restructure plan will be presented to the board for approval in February.

Finally, I have revised and adjusted the RFP for a space use consultant / architect, that was written and intended to be presented at the December 2017 board meeting. I have included the revised RFP in this packet for your approval. I have prepared a *State of the Library* report which encompasses a review of 2017 and a business plan for 2018. This has been included in the board packet, and I will present it to the full board.

Circulation and Technology Update

New printers have all been installed; however, we continue to wait on the installation of the new copiers, which require a bit of additional equipment due to the need for a coin op machine for patrons to pay for their prints.

Year-end tasks have been completed. These tasks include the annual database clean up, which purges expired patrons for the database. This year the parameters were a bit more stringent to allow the most accurate reflection of the actual patron numbers for Hudson. The new numbers will be reflected in January 2018 statistics. Other cleanup tasks included deleting bibliographic records for lost and damaged items - this does not remove charges associated with these items.

Collection Development

Year-end orders were completed and year-end fiscal reports have been done for 2017 acquisitions and 2018 budget allocations have been made.

Plans for reorganizing and revitalizing the Hudson Area Public Library collections are in the works. The focus is to make the collection more user-friendly, for example, biographies will be located all together in one area with a location code B (or Bio), which will make them much easier to find. Currently, biographies are shelved in a few different places - by Dewey number, by subject area (i.e., Julia Child bio in "Cooking"; Babe Ruth bio in "Sports"), and there are a few other exceptions. Biographies and graphic novels are the only items that will be changed. DVDs and audiobooks will be relocated to the second floor, "New Books", "Lucky Day", and special displays will be placed in the area where DVDs and audiobooks are located, currently. The Children's Collection revitalization project will begin in 2018, as well. At the moment we are assessing the best way to move forward and create a project plan and timeline. The board will be updated, as we proceed.

Technical Services and Cataloging

Onsite cataloging has begun. Madeline has made the transition to cataloger and is doing very well. On January 15, she will attend a cataloging certification course provided by IFLS. Isabel has taken on the duties of processing clerk and is doing very well.

Patron Services

December was a busy and successful month for programming

Children's Services

The annual game of life-size *Candyland* was well attended and enjoyed by many. Children and their grown ups enjoyed decorating their very own gingerbread houses on December 12th in the lobby area of the library. The library provided 50 pre-made gingerbread houses and all the trimmings, and the kids provided the creativity. There were many requests to repeat this event, and it is on the calendar for next year. And, of course, Santa made his yearly visit to the Library, and, as always, the kids loved him.

Adult & Young Adult Services

Adult programming in December included a special salvaged frames craft presented by a local business, as well as an amazing author visit. Local Hudson author Maria Emmerich visited the library on December 30th for a Keto talk and book signing. Over 50 people braved the -14 degree temperature that day and stopped by for this event. Maria is an international best-selling author, and she loves her local library.

In December kids were invited to write a letter to Santa and drop it off at the Library. All those letter writers received a special Christmas card and note from Santa. The Library's teen volunteers and T.A.B. members deserve credit for being Santa's elves and making this event a success.

Finally, on December 15th, the Library hosted an etiquette and culture dinner for young adults. The group learned about proper etiquette, good manners, and why these things are important, while enjoying a fine meal. The program had 10 attendees and a waiting list! This is another program that had many requests to repeat it....and, we will!

Upcoming Events

January 3 - March 3: 3rd Annual Winter Reading Program for Adults and Teens

January 11: Genealogy with Paula Stuart-Warren *The U.S. National Archives: The Nation's Attic* @ 10:30 a.m.

January 13: 2nd Annual Community Health Fair @ 10:30 a.m. - 1:30 p.m.

January 17: Intro to Meditation @ 6:30 p.m.

January 18: S.C.O.R.E. Workshop - Start-up Basics @ 6 p.m.

January 18: Construction Club - Legos, Kinnex, and more!

January 23: STEAM! for Tweens: Pantry Lab @ 6:30 p.m.

January 25: S.C.O.R.E. Workshop - Business Concept @ 6 p.m.

January 26: 4th Friday Films for Families: *Howl's Moring Castle* @ 2:45 - 6 p.m.

January 27: Game Day for all! @ 10:30 a.m. - 2:30 p.m.

January 31: Frosty's Magic Birthday Party (an early learner program) @ 10:30 a.m.

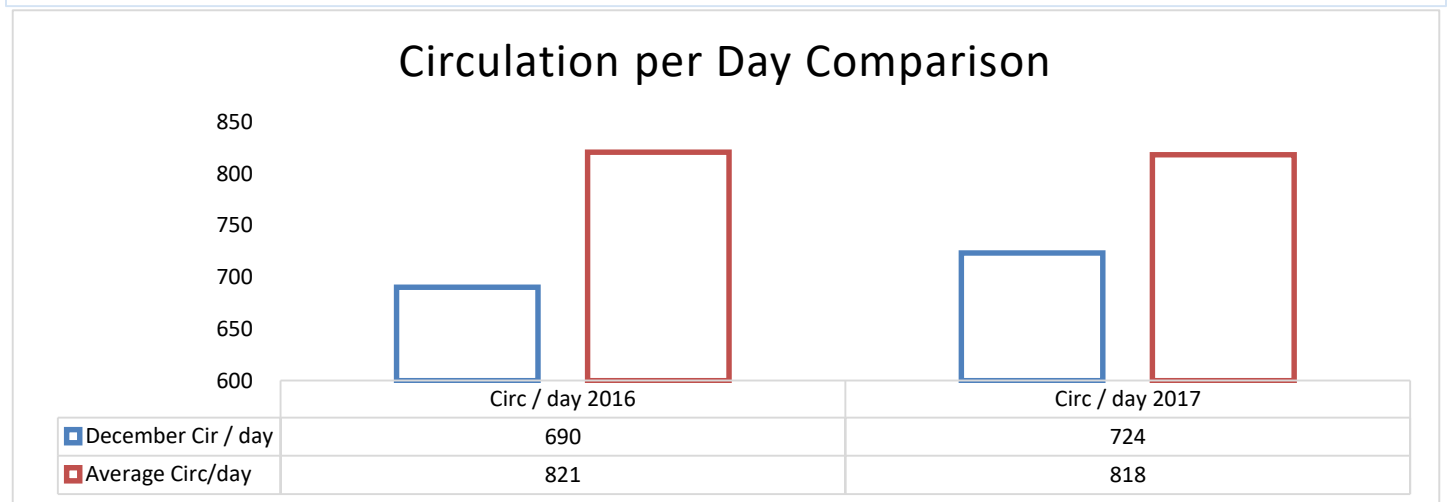
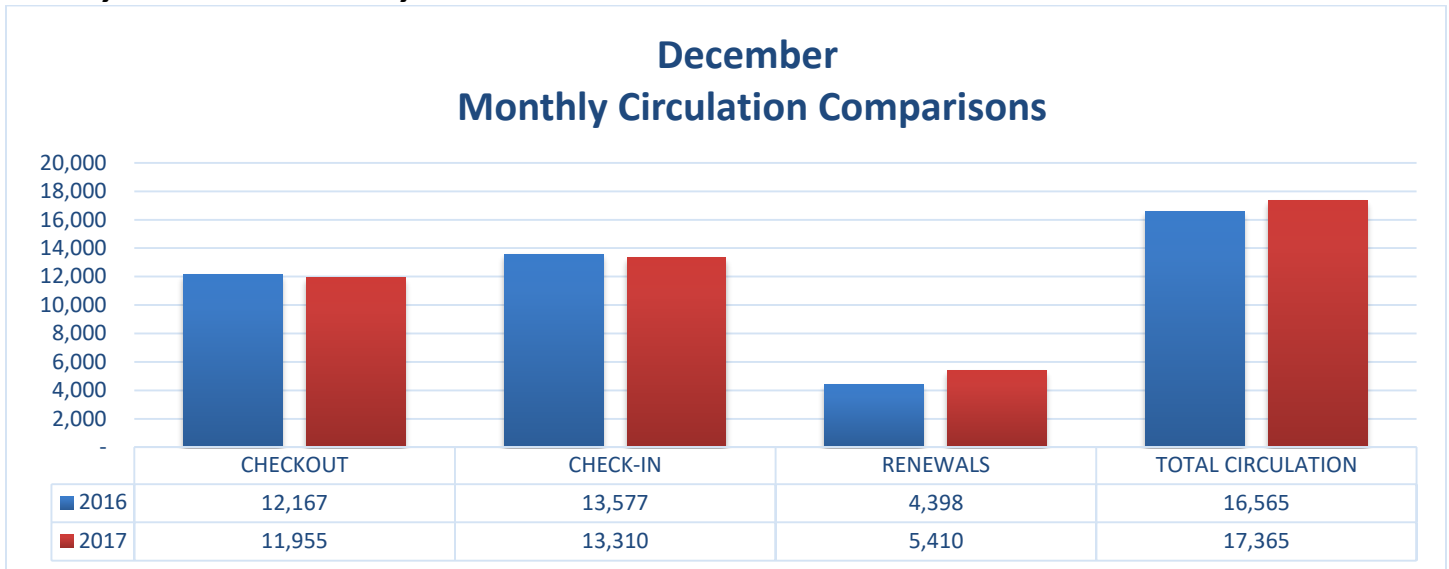
December 2017 Statistics

Statistical Summary

December	2017	2016	Year-to-date 2017
Check-outs	11,955	12,167	184,167
Check-ins	13,310	13,577	183,369
Renewals	5,410	4,398	64,025
Total Circulation	17,365	16,565	248,192
Items Borrowed	3,548	3,356	47,386
Items Loaned	3,636	4,177	47,366
New Patrons	52	42	1,146
Items Added	1009	722	7,184
Pharos	666	764	10,777
Wireless	4,750	4,434	67,809
Digital Circulation	3,160	2,704	36,222
Website Visits	3,792	5,416	61,632
Facebook Posts	22	30	272
Facebook Likes	1,240	1074	12,577
Children's Programs	24		347
Children's Program Attendance	906	607	11,532
Teen Programs	9		62
Teen Program Attendance	79	52	474
Adult Programs	7		144
Adult Program Attendance	77	17	943
Meeting Room Usage	677	325	8,005
Visitors	8,600	9,401	126,225
Cardholders	16,820	15,814	16,820

Circulation Summary YTD 2017

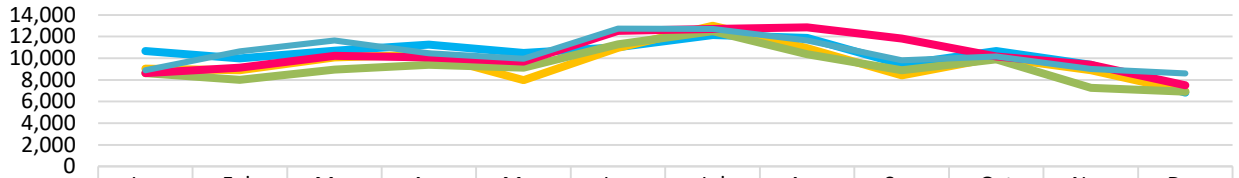
Yearly Circulation Activity



Library Visitors

	MONTHLY VISITOR	AVERAGE PER	NUMBER OF DAYS OPEN
January	8,896	356	25
February	10,641	443	24
March	11,629	410	27
April	10,447	433	24
May	9,942	382	26
June	12,743	400	26
July	12,708	440	25
August	11,639	410	27
September	9,805	392	25
October	10,151	390	26
November	9,024	376	24
December	8,600	35	24

Comparison of Visitors 2013-2017

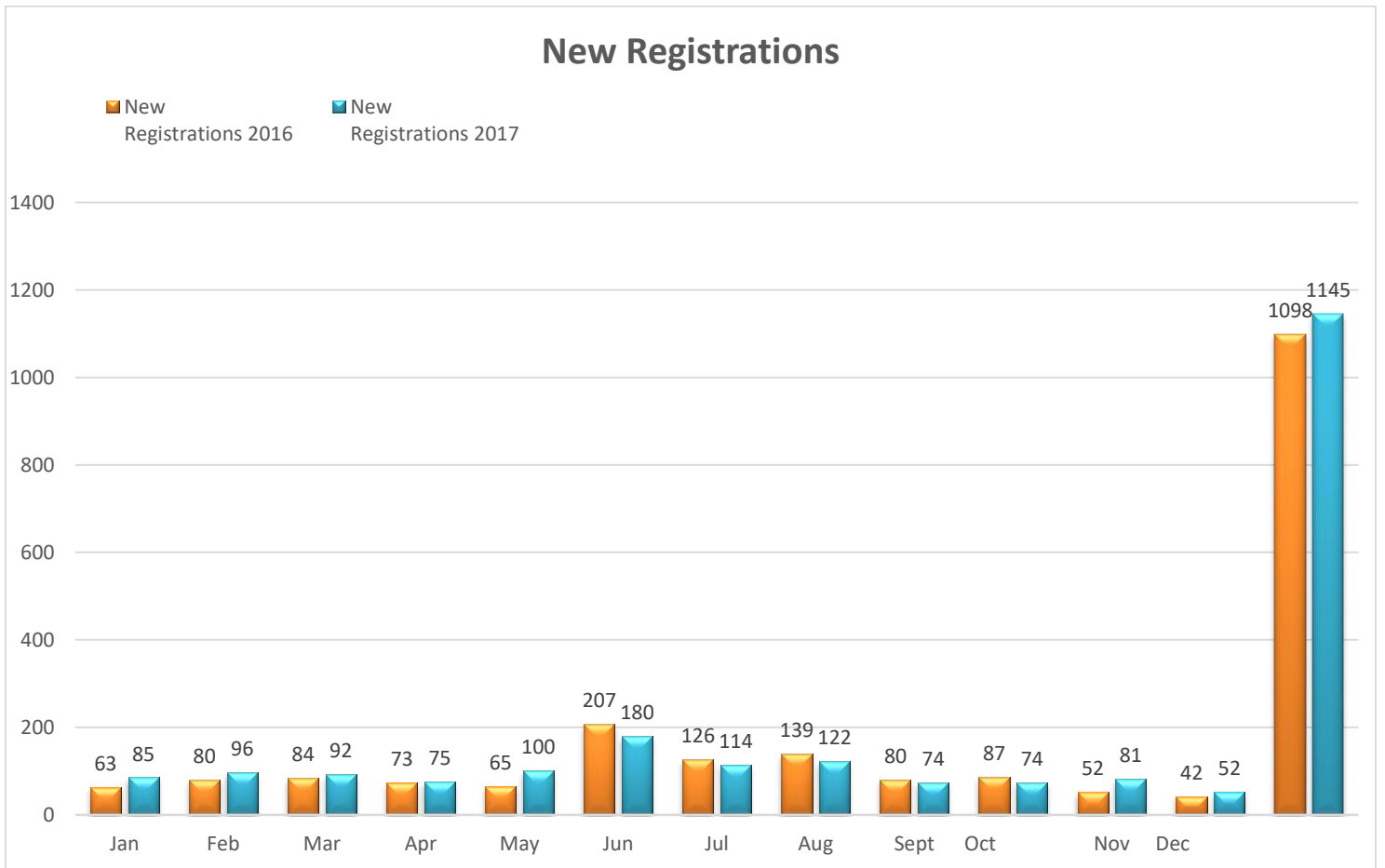
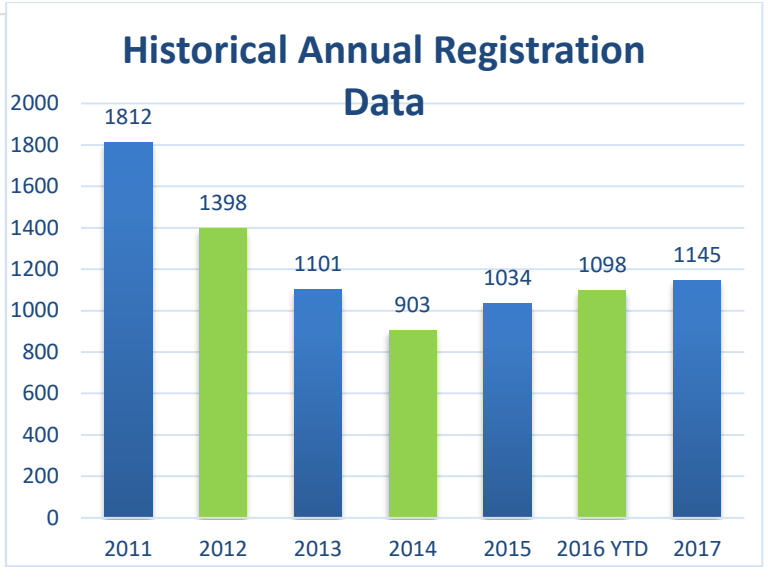
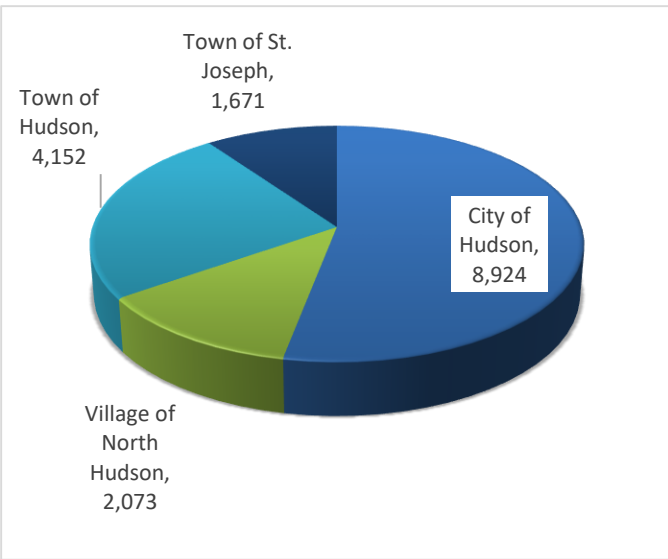


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor Counts 2013	10,658	9,999	10,693	11,251	10,477	11,014	12,150	11,871	9,415	10671	9399	6826
Visitor Counts 2014	9,032	8,879	10,088	10,331	7,970	10,947	13,007	10,916	8,407	10081	8883	6935
Visitor Counts 2015	8,621	8,016	8,955	9,404	9,135	11,276	12,494	10,371	8,906	9898	7266	6908
Visitor Counts 2016	8,627	9,125	10,228	10,064	9,678	12,519	12,702	12,856	11,823	10,173	9401	7513
Visitor Counts 2017	8,896	10,641	11,629	10,447	9,942	12,743	12,708	11,639	9,805	10,151	9,024	8600

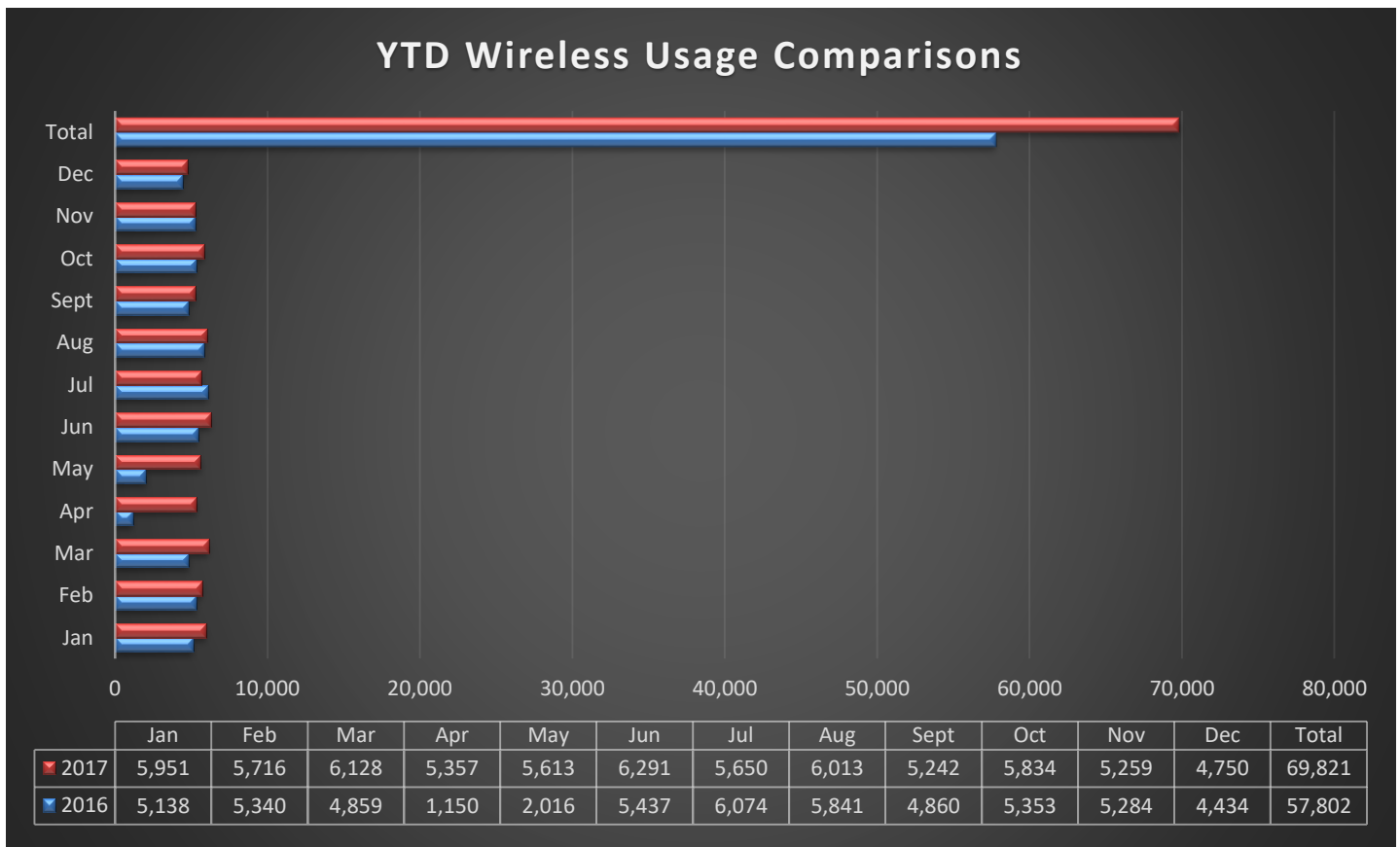
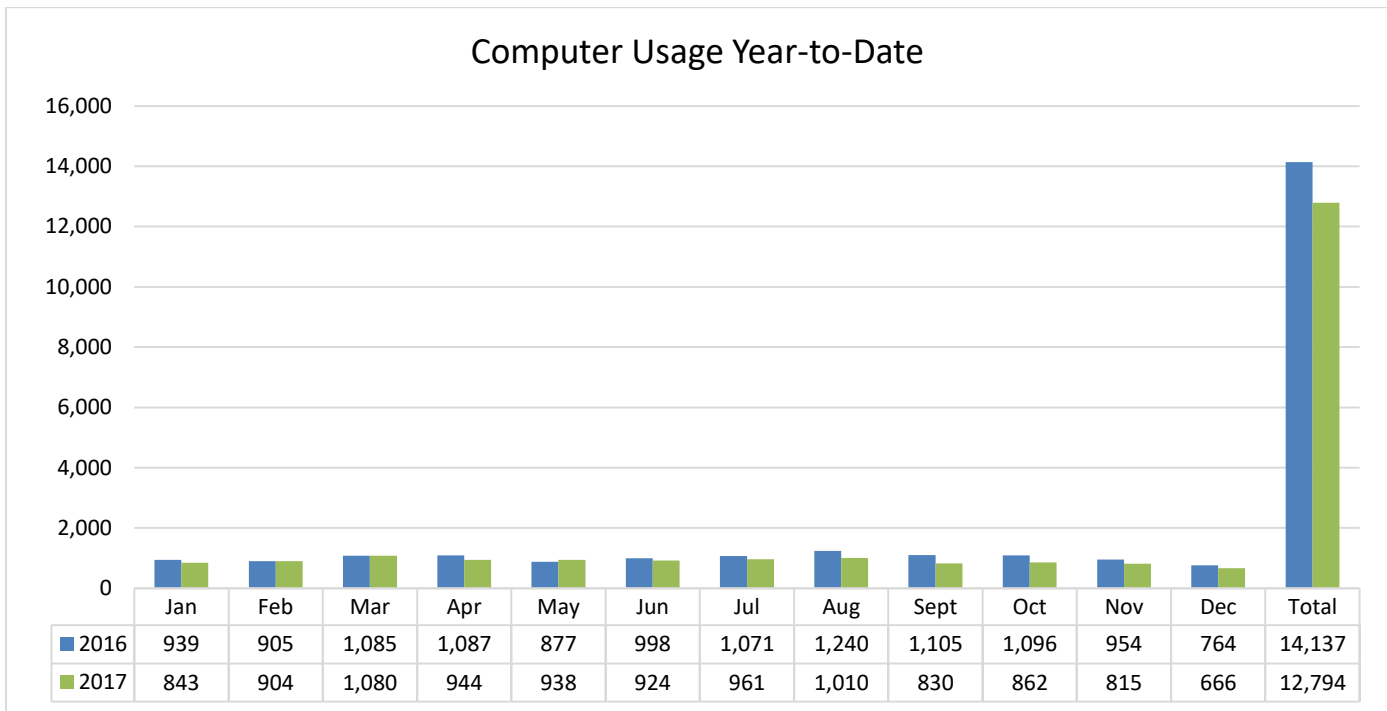
Visitor Counts & Library Card Holders by Municipality

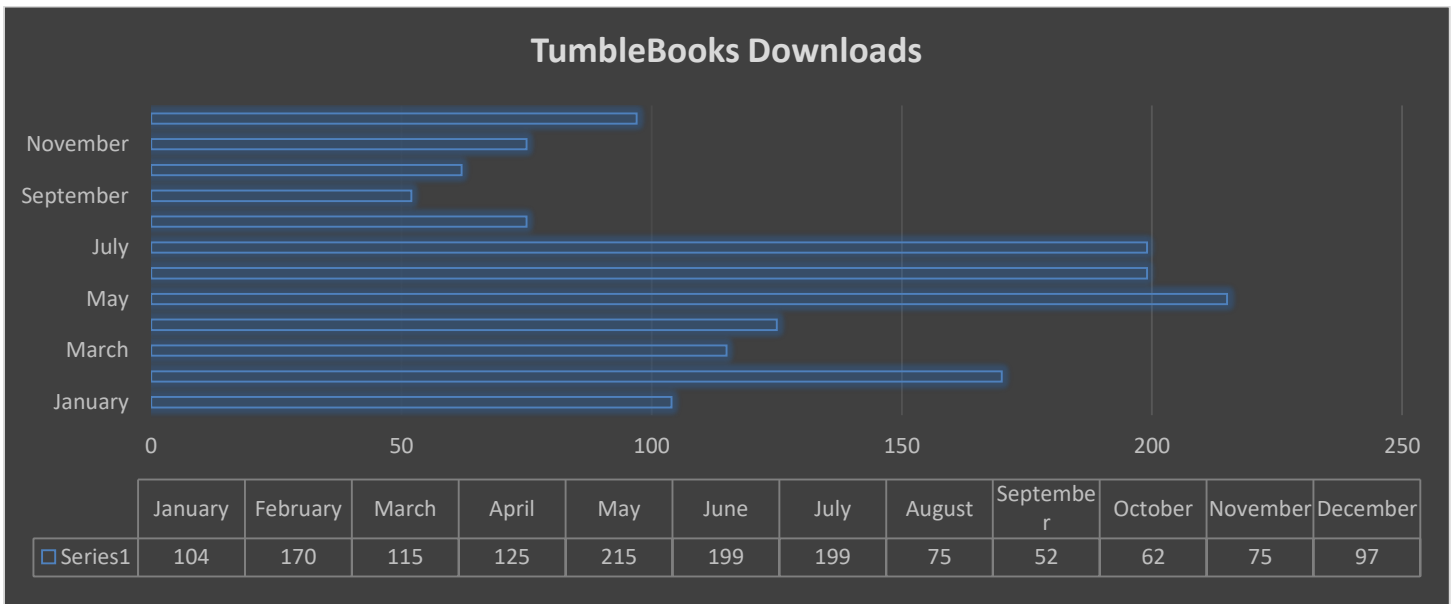
VISITORS	Monthly Average	Daily Average
2011 (April-December)	13,374	533
2012	11,902	502
2013	10,369	493
2014	10,206	493
2015	9,483	438
2016	10,392	415
2017	10,519	438

	City of Hudson	Village of North Hudson	Town of Hudson	Town of St. Joseph	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	8239	1,991	4,023	1,593	15,846	
2016	8,350	1,966	3,932	1,566	15,814	
2017	January	8,397	1,980	3,949	1,572	15,898
	February	8,443	1,992	3,958	1,579	15,972
	March	8,485	1,995	3,985	1,588	16,053
	April	8,519	2,007	3,997	1,595	16,118
	May	8,567	2,020	4,028	1,599	16,214
	June	8,651	2,031	4,064	1,624	16,370
	July	8,700	2,044	4,089	1,640	16,473
	August	8,756	2,061	4,115	1,640	16,572
	September	8,805	2,063	4,127	1,647	16,642
	October	8,844	2,068	4,138	1,657	16,707
	November	8,882	2,066	4,147	1,663	16,758
	December	8,924	2,073	4,152	1,671	16,820

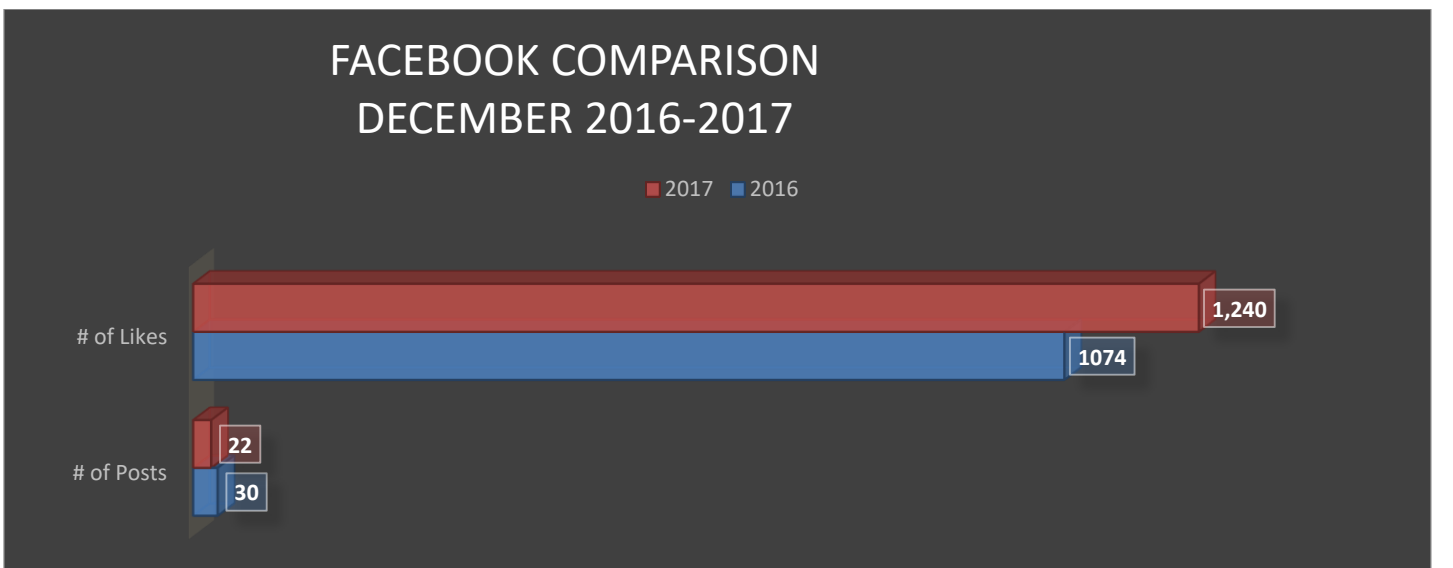
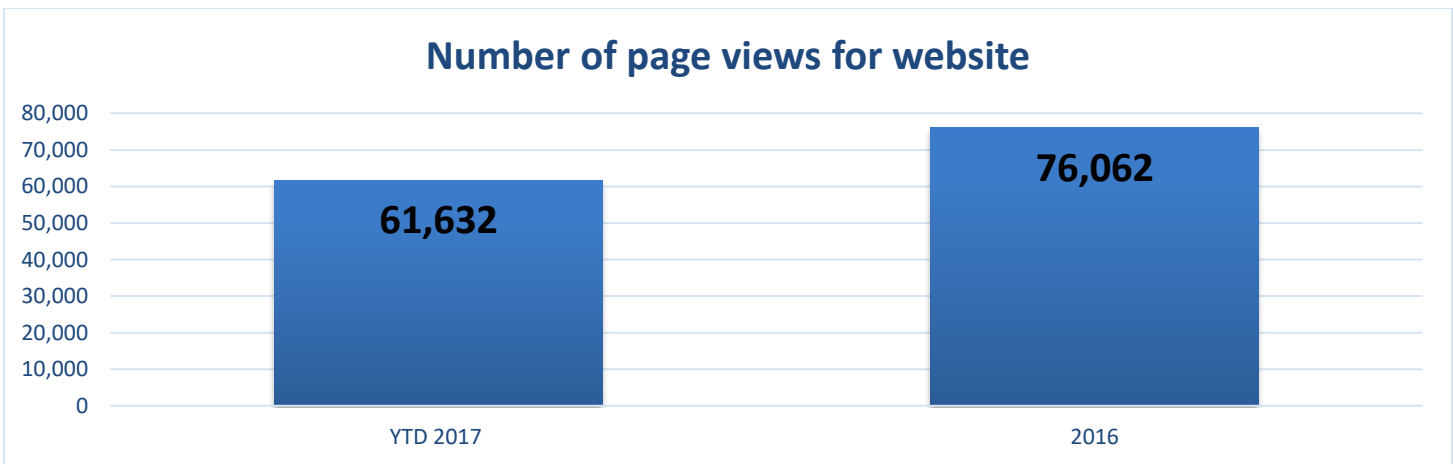


Technology Usage

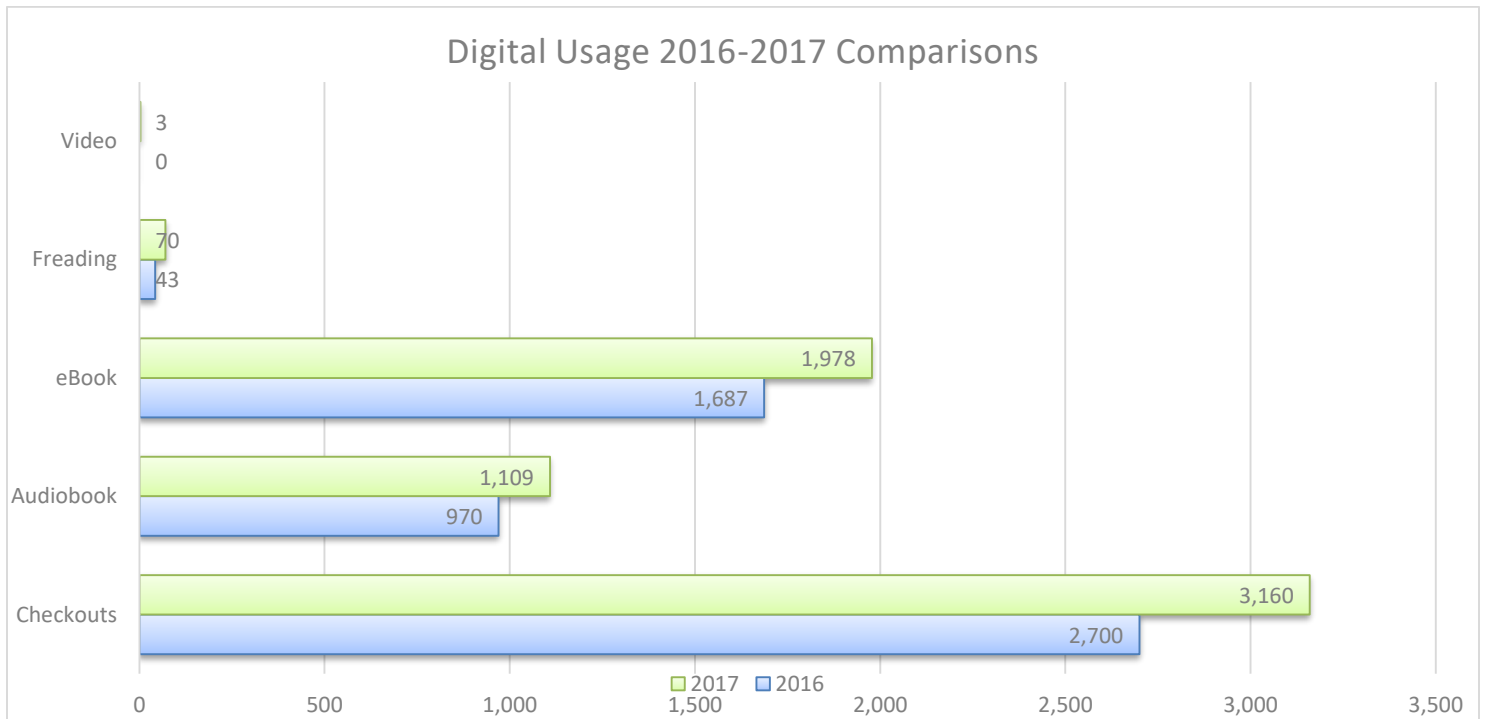




Website & Facebook Statistics



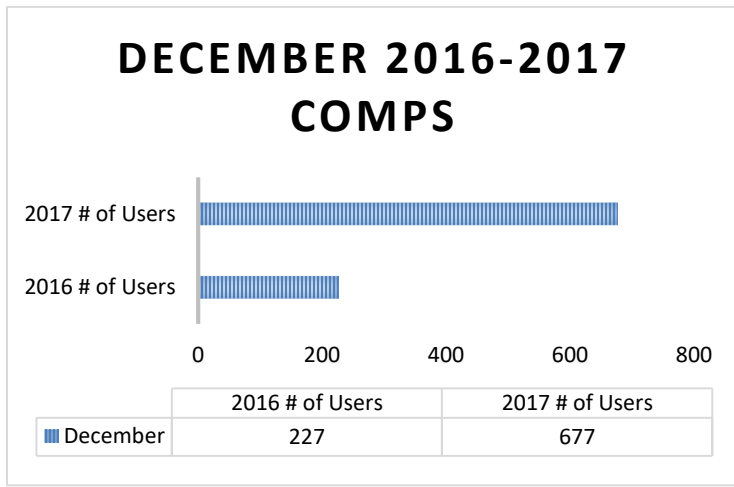
OverDrive Checkouts by Technology & Format



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

Meeting Room Usage



2016 -2017 Meeting Room Comps	2016 # of Users	2017 # of Users
January	210	662
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

Programming Statistics

Adult Programming													
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
# of programs	15	16	12	12	9	12	5	6	8	8	10	7	120
Book Clubs	1	2	2	2	2	2	2	2	2	2	2	1	22

Children's Programming														
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	
# of Programs	5	31	41	39	32	37	39	40	2	41	40	24	371	
Children Attending														
2016	0	532	591	482	1790	1232	806	696	29	813	607	429	8007	
2017	85	624	633	526	1615	952	1119	675	142	517	459	552	7899	
Adults Attending														
2016	0	278	317	232	112	370	372	185	18	381	299	175	2739	
2017	39	179	366	273	118	351	649	314	91	313	247	302	3242	
Total Attendance														
2016	0	810	908	714	1902	1602	1178	854	47	1194	906	604	10719	
2017	124	803	999	799	1733	1303	1768	989	233	830	706	854	11,141	
Passive Programs	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	
# of Programs		1		5	5	0	2	5	2	0	0	0	3	23
# of Participants		9		108	24	0	56	110	32	0	0	0	52	391

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	46	684
2017	14	31	22	31	17	17	56	14	66	22	32	79	401
#Programs 2017	3	7	7	6	5	5	5	5	5	6	7	9	70
YA Volunteers & Hours													
2017	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	0
# 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	74.5	905
YA TAB Meetings & Attendance													
2017	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	0
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
YA Book Clubs													
2017					1	2	2	2	1	1	1	20	10

Director's 2018 Action Planning

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 February 28, 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.

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 firms 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

January 30, 2018	RFP Released
March 30, 2018	RFP Responses due by 5:00 p.m. Central Time (CT)
April 2-5, 2018	Review of Proposals
April 9-12, 2018	Notify short list of firms selected
May 1-4, 2018	Site visits to Library and interviews
May 2018	Selection of final firm; Library Board, staff, and public input
August 15, 2018	Initial design plans and cost estimates
September – October 2018	Public meetings / input
December 15, 2018	Final design plans and cost estimates due

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