

LIBRARY BOARD MEETING
 TUESDAY July 27, 2021, 6:30 pm
MEETING LOCATION – 2nd Floor Library Program Room



Board of Trustees	Attended
<i>Name, Position Title, Year Board Term Expires</i>	
Jennifer Livingston, President, 2024	
Sarah Leinweber, Vice President, 2023	
Will Demet, Village Board Representative, n/a	
Ellie Gettinger, Member, 2022	
Claire Flannery, Member, 2023	
Sandy Saltzstein, School District Representative, 2023	
Erin Jelenchick, Member, 2024	
Staff	
Nyama Reed, Library Director	

Time	Item	Action Desired	1st	2nd	Pass
	CALL TO ORDER				
6:30	1. Statement of Public Notice	n/a			
6:30-6:31 (1)	2. Public Comment – limit to five minutes; the Board cannot discuss or act on any issue that is not duly noticed on the agenda.	n/a			
	TOPICS REQUIRING DISCUSSION & APPROVAL				
6:31-7:00	3. Strategic Plan Goals with NSD Consulting	Motion			
7:00-7:02	4. Minutes of June 22, 2021 meeting (JL)	Motion			
7:02-7:10	5. Finance Report Through June 30, 2021 (NYR)	Motion			
7:10-8:15	6. 2022 WFBPL Budget	Motion			
	TOPICS REQUIRING DISCUSSION ONLY				
8:15-8:30	7. Informational Items (NYR)	Discuss			
	ADJOURNMENT	Motion			

IMPORTANT DATES

August 2, Monday, 6:00 pm - Village of Whitefish Bay Board of Trustees – Village Hall
 None, Wednesday, 6:30 pm - Friends of the Library Board of Directors
 August 24, Tuesday, 6:30 pm - Library Board of Trustees - Library



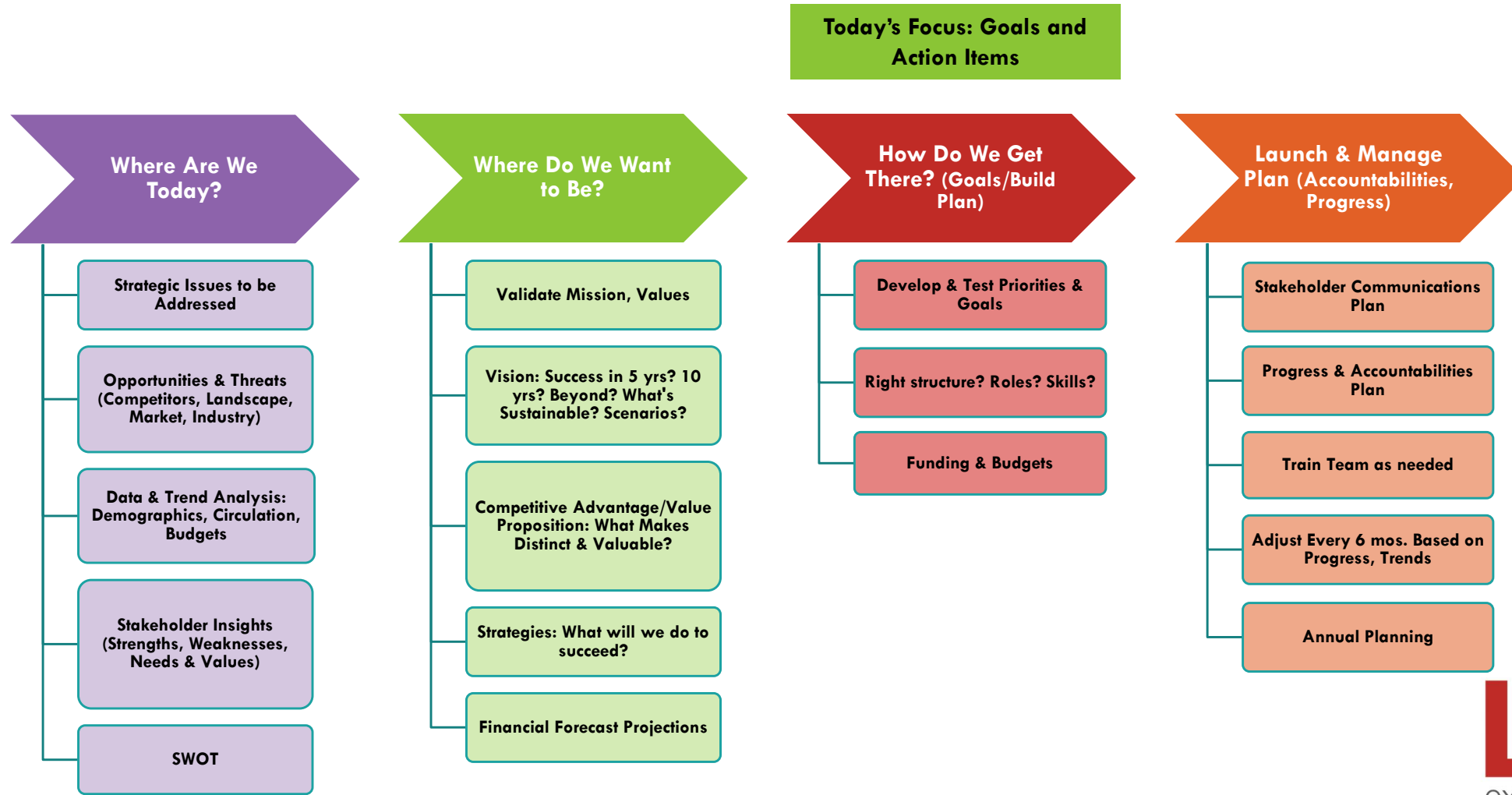
Whitefish Bay Public Library Strategic Plan

July 27, 2021

Presented by Nyama Reed, Director,
and Nikki Sohm DeGuire, Consultant



Planning Process



Key Themes That Led to Goals

- 🌈 Broad Satisfaction with (and Often Love For) what the Library Does
- 🌈 Patrons Want More
- 🌈 Staff are Critical to Success
- 🌈 Community Continues to Diversify
 - ▼ opinions, backgrounds, race/ethnicity, politics, access, culture, languages, sexual orientation, ages, abilities, gender identity, values, priorities
- 🌈 Most Patrons Have Home Tech Access and Proficient Skills
- 🌈 High Number Have Cards; Opportunities to Promote, Raise Awareness (with Fewer Tools, and Attention Harder to Come By)
- 🌈 Uncertainty re What Post-COVID Library (and Budget Issues) Will Be

Goals Overview

- ✿ More intentional work on inclusion, equity, accessibility across library
 - ▼ Staff and board training on unconscious bias and other EDI topics as needed
 - ▼ Review of collections, programming, technology, space, communications, policies, partnerships to see where work is needed to ensure support for range of community needs
- ✿ Ensure updated policies
 - ▼ Last done early in Director's tenure
 - ▼ Align with Village
 - ▼ Provides support for staff, and clarity for community
- ✿ “More Bang for the Buck” by leveraging partnerships
- ✿ Scope to be defined annually once budget defined (and Foundation philanthropic support evolves); “More” when the budget allows
- ✿ Continue tech approach: due to high community home access, solid (but not cutting edge) options
- ✿ Space: More significant changes explored in 2024 planning

Goals

EFFECTIVELY ENGAGE & COMMUNICATE	PROVIDE SUPERIOR LIBRARY SERVICES	OPTIMIZE SPACE	CULTIVATE STRONG COMMUNITY PARTNERSHIPS	ENSURE FINANCIAL FUTURE	EMPOWER & DEVELOP STAFF & LEADERSHIP
Communications Website Newsletter Social Media Community Feedback & Survey Archive	Patron Services Programming Collection Technology Staff Training	Space Planning Balance of Needs	Partnerships Relationship Management Outreach	Budgeting Foundation Campaign Sponsorships	Board Roles & Governance Staff Talent & Professional Development
Inclusion, Access, Equity & Welcoming Experience Policy Reviews					



TBD (What We'll Be Monitoring)

- 🌈 Staff: Ensure salaries, professional development, and work environment quality allow us to attract and retain
- 🌈 People Power: If budget doesn't support more staff time, explore how volunteers, partnerships, technology, or sponsorships can help maintain (or expand) programming and/or services
- 🌈 A Whole New World?: How space, materials, programming, habits, and technology use evolve Post-COVID; how social cooperation and impact of the crisis shake out
- 🌈 Philanthropy: How Foundation and fundraising will impact
- 🌈 North Shore/Glendale Library Changes

Next Steps

- ✦ Board review and approval
- ✦ Director to work with consultant to present to staff, Village
- ✦ Community communication will wait till fall to combine with Foundation launch
- ✦ Q4 2021: Director to define 2022 work plan based on budget



Appendix

Scope & Goals Reminder

🌈 Three-Year Time Frame (2021-2024)

- ▼ Post-pandemic uncertainty; allows for more clarity and time to stabilize
- ▼ Sets stage for Library Anniversary (2022), Launch of Library Foundation (2022), Northshore Library resolution (Glendale's departure scheduled end of 2023)
- ▼ Implementation: 6-month blocks to support needed post-pandemic shifts

🌈 Refresh, Not Redo

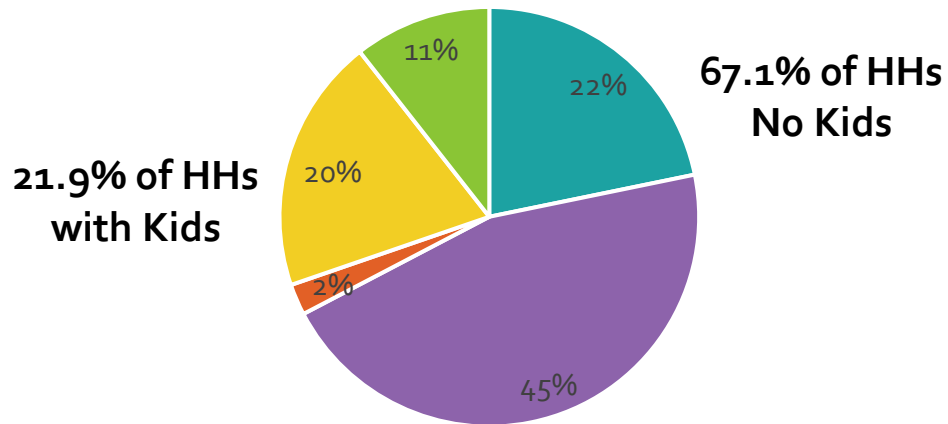
- ▼ Comprehensive 5-year strategic plan done in 2016; took 9 intense months; broad strategies mostly hold up
- ▼ Included update of mission, vision, values, branding (logo, tagline)

🌈 A Foundation for Fundraising

- ▼ Critical for foundation, capital campaign, and additional fundraising
- ▼ Comprehensive plan with bigger vision and related fundraising goals to be completed in 2024 to begin in 2025

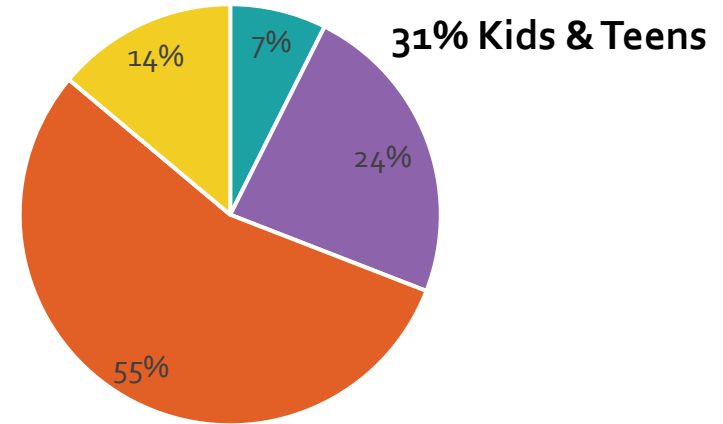
Whitefish Bay Demographics

2016 Households



- One Adult
- Two+ Adults
- One Adult + Child(ren)
- Two+ Adults + Child(ren)
- Unknown

2019 Overall Population



- Under 5
- Ages 6-17
- Ages 18-64
- Ages 65+

Programming for Kids/Youth is Important and Valued, but We Need to Continue Commitment to Adult Collection and Programming Too



Diverse Needs

- 2.5% not high school graduates, 24.6% no bachelors or higher degree
- 5.6% of households (HHs) have no computer, 8.6% no broadband Internet
- 30.3% of age 16+ not in labor force, and highest % of working women in Milwaukee County
- 14.4% are BIPOC/POC, not white
- 4% of those <65 have a disability
- 3.5% live in poverty (family of 4 HH income <\$26,500)
- 8.6% of HHs make <\$25K, 20.1% make <\$50k, 44.6% make <\$75k
- 9.8% speak a language other than English at home
- 8.5% foreign-born, 4.4% not US citizens
- 3.8% est. of WI population identifies as LGBTQ

A wide range of needs that library needs to understand in order to serve entire community. Current survey and interviews to help us learn more.



Detailed WFB Census Estimates (7.2019)

Population estimates, July 1, 2019, (V2019)	13,783
PEOPLE	
Population	
Population estimates, July 1, 2019, (V2019)	13,783
Population estimates base, April 1, 2010, (V2019)	14,125
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	-2.4%
Population, Census, April 1, 2010	14,110
Age and Sex	
Persons under 5 years, percent	7.4%
Persons under 18 years, percent	30.9%
Persons 65 years and over, percent	13.9%
Female persons, percent	51.3%
Race and Hispanic Origin	
White alone, percent	87.1%
Black or African American alone, percent (a)	4.6%
American Indian and Alaska Native alone, percent (a)	0.1%
Asian alone, percent (a)	5.3%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.1%
Two or More Races, percent	2.5%
Hispanic or Latino, percent (b)	3.6%
White alone, not Hispanic or Latino, percent	84.0%
Population Characteristics	
Veterans, 2015-2019	537
Foreign born persons, percent, 2015-2019	7.9%
Housing	
Housing units, July 1, 2019, (V2019)	X
Owner-occupied housing unit rate, 2015-2019	80.5%
Median value of owner-occupied housing units, 2015-2019	\$387,000
Median selected monthly owner costs -with a mortgage, 2015-2019	\$2,434
Median selected monthly owner costs -without a mortgage, 2015-2019	\$994
Median gross rent, 2015-2019	\$1,243
Building permits, 2019	X

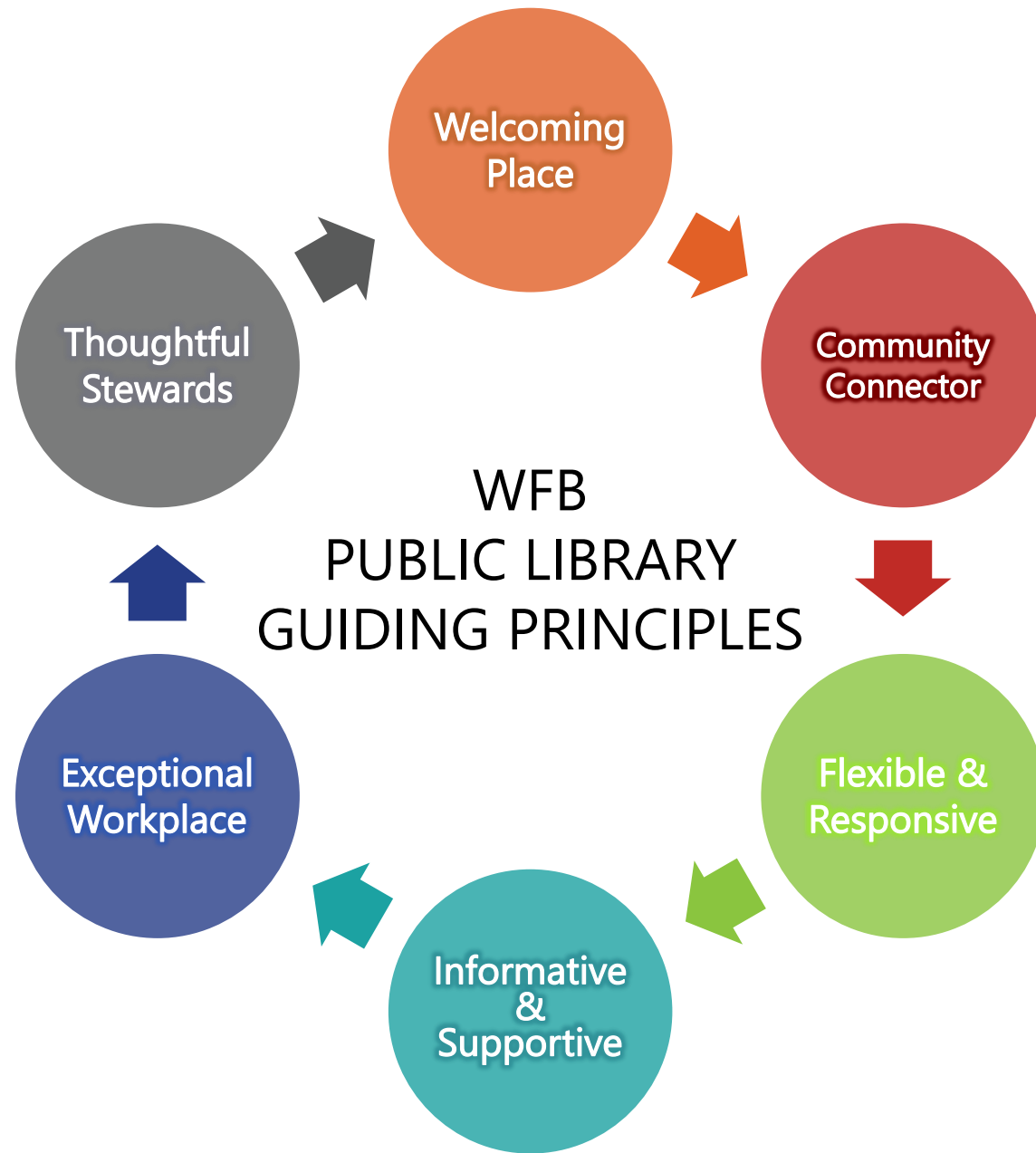
Families & Living Arrangements	
Households, 2015-2019	5,226
Persons per household, 2015-2019	2.67
Living in same house 1 year ago, percent of persons age 1 year+, 2015-2019	87.8%
Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	9.7%
Computer and Internet Use	
Households with a computer, percent, 2015-2019	94.5%
Households with a broadband Internet subscription, percent, 2015-2019	92.8%
Education	
High school graduate or higher, percent of persons age 25 years+, 2015-2019	97.4%
Bachelor's degree or higher, percent of persons age 25 years+, 2015-2019	75.8%
Health	
With a disability, under age 65 years, percent, 2015-2019	3.6%
Persons without health insurance, under age 65 years, percent	2.7%
Economy	
In civilian labor force, total, percent of population age 16 years+, 2015-2019	70.4%
In civilian labor force, female, percent of population age 16 years+, 2015-2019	65.9%
Total accommodation and food services sales, 2012 (\$1,000) (c)	D
Total health care and social assistance receipts/revenue, 2012 (\$1,000) (c)	D
Total manufacturers shipments, 2012 (\$1,000) (c)	D
Total merchant wholesaler sales, 2012 (\$1,000) (c)	D
Total retail sales, 2012 (\$1,000) (c)	59,542
Total retail sales per capita, 2012 (c)	\$4,212
Transportation	
Mean travel time to work (minutes), workers age 16 years+, 2015-2019	22.3
Income & Poverty	
Median household income (in 2019 dollars), 2015-2019	\$124,397
Per capita income in past 12 months (in 2019 dollars), 2015-2019	\$61,830
Persons in poverty, percent	4.2%

Revised Mission Statement

*The Whitefish Bay Public Library,
as a cornerstone of the community,
is dedicated to connecting all people,
inspiring a love of learning,
and providing access to ideas, information, and
resources.*

Approved by Board, October 27, 2020





Revised Guiding Principles

Provide a welcoming place for all who enter

- ▼ Offer a well-maintained, safe, accessible, hospitable space with a warm, inviting atmosphere
- ▼ Engage friendly, knowledgeable, and approachable staff to deliver superior service to all patrons
- ▼ Provide opportunities for patron input

Interconnect and engage our community

- ▼ Be a community hub that connects people for the exchange of ideas and information, social activities, and inspiration
- ▼ Enrich and enhance the lives of all community members
- ▼ Promote a lifelong love of learning through creative, cultural, entertaining, and informative programs and materials
- ▼ Establish partnerships with other organizations

Be flexible, creative, responsive, and adaptive

- ▼ Respectfully respond and adapt to the diverse needs and interests of the community
- ▼ Strive for innovative thinking and effective solutions

Revised Guiding Principles (Cont.)

Support an informed public

- ▼ Assemble a collection that comprises multiple sources, classical and contemporary materials, and represents a variety of viewpoints
- ▼ Ensure equitable access to materials
- ▼ Create spaces and opportunities for reading, reflection, and exploration

Offer an exceptional workplace

- ▼ Employ well-qualified, professional staff
- ▼ Define clear and reasonable expectations for staff performance
- ▼ Foster a collaborative work environment that encourages initiative
- ▼ Welcome and support creativity and professional development

Pursue sustainable funding and ensure thoughtful stewardship

- ▼ Seek sustainable funding to ensure a valuable community resource for future generations
- ▼ Provide opportunities for community support to execute our vision for the future
- ▼ Be a responsible steward
- ▼ Focus on attainable goals that yield positive results

Approved by Board, June 22, 2021

	WFBPL STRATEGIC GOALS 2021-2024	Sep-Dec 2021	Jan-Apr 2022	May-Aug 2022	Sep-Dec 2022	Jan-Apr 2023	May-Aug 2023	Sep-Dec 2023
	GOAL 1: EFFECTIVELY ENGAGE and COMMUNICATE with the COMMUNITY							
	1.1 Communications and Outreach that Conveys Value and a Welcoming Environment for All							
Plan	Revise and implement annual communications plan	SL			SL			SL
	Ensure plan and tactics: incorporates community feedback; reaches wide range of patrons, community groups, partners, schools, houses of worship; addresses any technology implications; and maximizes accessibility.	SL			SL			SL
	Revise annual editorial calendar (incorporating messaging, addressing key patron info gaps, milestone events, and fundraising push)	SL			SL			SL
	Produce and distribute Annual Report (incl. community survey highlights during survey years)		SL/NR			SL/NR		
	Assess video need (event/programming archive, storytimes, "how to" videos), determine best platform, implement		SL/NR					
	Update website (user experience, integrate messaging, support opportunities, video links, programming archive, accessibility, need to publicize any policies) with annual review				SL		SL	
Policies	Review and update communications policies, including Village updates (e.g., Village Social Media Policy (2021) as needed	SL, NR				SL, NR		SL, NR
Training	Develop and implement plan to address any training implications for communications	NR				NR		NR
EDI	Assess EDI implications for communications and incorporate into plans and updates	NR				NR		NR
	1.2 Solicit Patron Input							
Survey	Develop and implement plan for patron input. Ensure plan and tactics: incorporates community feedback; reaches wide range of patrons, community groups, partners, schools, houses of worship; addresses any technology implications; and maximizes accessibility.					NR		
	Develop and implement 2022 Community Survey: promote and engage community esp those less likely to respond; develop plan to share results							
	Establish set of standard questions for ongoing Community Surveys to track over time, add demographics and special interest groups to track variances							
	Develop and implement additional opportunities for patron ideas and feedback re Patron Services, Collections, Programming, Space.							
Training	Develop and implement plan to address any training implications for patron input					NR		
EDI	Assess EDI implications for patron input and incorporate into plans					NR		

WFBPL STRATEGIC GOALS 2021-2024		Sep-Dec 2021	Jan-Apr 2022	May-Aug 2022	Sep-Dec 2022	Jan-Apr 2023	May-Aug 2023	Sep-Dec 2023
GOAL 2: PROVIDE SUPERIOR LIBRARY SERVICES TO ALL								
2.1 Patron Services								
Plan	Develop and implement library/customer services plan, incorporating community feedback, and addressing technology and accessibility implications				SL, KK, VM, TH, NR			
EDI	Assess EDI implications for library/customer service and incorporate into plans	NR			SL, KK, VM, TH, NR			
Policies	Review and update policies related to library/customer service as needed				SL, KK, VM, TH, NR			
Training	Develop plan to address any training implications for library/customer service and implement	NR			SL, KK, VM, TH, NR			
	Implement staff training re unconscious bias, and other needs to related to EDI to help ensure a welcoming, safe, and accessible environment for all		NR					
2.2 Collection								
Plan	Review and update collection plan and related documents. Ensure plan and tactics: incorporates community feedback and meets a wide range of needs and interests; addresses any technology implications; and maximizes accessibility.					SL, KK, VM, NR		
	Identify donor opportunities, including cost and impact		NR					
	Include process for review of usage trends in physical and digital collections					NR		
	Include process for offering variety of topics and diversity of viewpoints in collections					SL, KK, VM, NR		
	Include process to track which topics/collections get featured/promoted to ensure wide range					SL, KK, VM, NR		
Policies	Review and update policies related to collections as needed					SL, KK, VM, NR		
Training	Develop plan to address any training implications for collections					SL, KK, VM, NR		
EDI	Assess EDI implications for collections and incorporate into plans					SL, KK, VM, NR		
2.3 Programming								
Plan	Review and implement programming plan for AS, YS, and All. Ensure plan incorporates community feedback and meets a wide range of needs and interests; addresses any technology implications; and maximizes accessibility.				SL, KK, VM, NR			
	Identify donor opportunities, including cost and impact		NR					
	Include process for review of usage trends in various program types/topics; virtual vs in-person vs hybrid				SL, KK, VM, NR			
	Include process for offering variety of topics and diversity of viewpoints in programming				SL, KK, VM, NR			

WFBPL STRATEGIC GOALS 2021-2024		Sep-Dec 2021	Jan-Apr 2022	May-Aug 2022	Sep-Dec 2022	Jan-Apr 2023	May-Aug 2023	Sep-Dec 2023
	Include process to track which programs get featured/promoted to ensure wide range				SL, KK, VM, NR			
	Establish archive of resources for patrons (see above Communications video)				SL, KK, VM, NR			
Policies	Review and update policies related to programming as needed				SL, KK, VM, NR			
Training	Develop plan to address any training implications for programming				SL, KK, VM, NR			
EDI	Assess EDI implications for programming and incorporate into plans				SL, KK, VM, NR			
2.4 Technology								
Plan	Review and update technology plan. Ensure plan incorporates community feedback, and maximizes accessibility.	TH, NR			TH, NR			TH, NR
	Identify donor opportunities, including cost and impact		NR					
	Include process for review of usage trends of various technology offerings	TH, NR						
Tech	Summarize technology implications for all areas	TH, NR						
Policies	Review and update policies related to technology as needed	TH, NR						
Training	Develop plan to address any training implications for technology	SL, KK, VM, TH, NR						
EDI	Assess EDI implications for technology and incorporate into plans	TH, NR						
	Review implementation of hearing loops at service desks	SL, KK, VM, TH, NR						
GOAL 3: OPTIMIZE LIBRARY SPACE UTILIZATION								
Plan	Evaluate space usage post-COVID and develop small scale Library Space Plan. Ensure plan includes community feedback and tries to balance the range of needs.	SL, KK, VM, TH, NR	SL, KK, VM, TH, NR	SL, KK, VM, TH, NR	SL, KK, VM, TH, NR	SL, KK, VM, TH, NR		
	Identify donor opportunities, including cost and impact		NR					
	Develop process for review of space use		NR					
	Full scale Library Space/Building Plan will be addressed 2024 Strategic Plan		tbd					
Tech	Assess technology implications for library space and building		NR, TH					
Policies	Review and update policies related to library space and building (reservations, program room, signage, etc.) as needed					SL, KK, VM, TH, NR		
Training	Develop plan to address any training implications for library space and building					SL, KK, VM, TH, NR		
	Determine need for updated accessibility review for space and implement as needed. Implement recommendations as appropriate now and for 2024 strategic plan.							NR
EDI	Assess EDI implications for library space and building and incorporate into plans		SL, KK, VM, TH, NR					SL, KK, VM, TH, NR

WFBPL STRATEGIC GOALS 2021-2024		Sep-Dec 2021	Jan-Apr 2022	May-Aug 2022	Sep-Dec 2022	Jan-Apr 2023	May-Aug 2023	Sep-Dec 2023
GOAL 4: CULTIVATE STRONG PARTNERSHIPS								
Plan	Develop and implement partnership plan, evaluating wide range of partners, benefits, timing, resources (technology, space, budget, and staffing needs), alignment with Library principles, and community impact, value, and reach		NR					
	Identify donor opportunities, including cost and impact		NR					
	Develop evaluation criteria and process to review partnership impact and effectiveness, guiding principles alignment		NR					
Tech	Identify technology implications for partnerships, and develop plans to address					NR, TH		
Policies	Review and update policies for partnerships; develop new policies if needed	NR						
Training	Develop plan to address any training implications for partnerships					NR		
EDI	Assess EDI implications for partnerships and incorporate into plans		NR					
GOAL 5: ENSURE FINANCIAL FUTURE								
Plan	Develop and implement finance plan, taking into account community and staff feedback.	NR			NR			NR
	Review and update budget projections		NR					
	Identify and prioritize specific discretionary needs and costs		NR					
	Coordinate with Foundation and partners to plan Anniversary Celebration, related fundraising, programming, and communications.		NR, Foundation	NR, Foundation	NR, Foundation			
	Clarify and communicate differences in giving (for donors) and roles among WFBPL, Foundation, and Friends		NR	NR	NR			
Tech	Identify technology implications for financial workflows, and develop plans to address	NR			NR			NR
Policies	Review and update policies as needed for financial impacts	NR			NR			NR
EDI	Assess EDI implications for finances and incorporate into plans	NR			NR			NR
GOAL 6: CULTIVATE EMPOWERED LEADERSHIP & PROFESSIONAL DEVELOPMENT								
6.1 Board and Governance								
Plan	Assess need for Board leadership/governance plan		NR, Board					
	Review and update Board Bylaws and related policies as needed		NR, Board					
	Update Board composition as needed		NR, Board			NR, Board		
	Update talent strategy as needed		NR, Board			NR, Board		
	Revise Board member selection process as needed		NR, Board					
	Identify, research & cultivate Board prospects		NR, Board			NR, Board		
	Document Board Member roles, responsibilities & time commitments		NR, Board					
	Revise Board committee structure as needed			NR, Board			NR, Board	
	Evaluate needs for outside expertise		NR, Board			NR, Board		
	Update Board annual work plan		NR, Board			NR, Board		
Tech	Identify technology implications for Board leadership and governance, with plan to address		NR, Board					
Training	Determine training needs, and implement plan for Board members		NR, Board					
EDI	Assess EDI implications for Board composition and training		NR, Board					

WFBPL STRATEGIC GOALS 2021-2024		Sep-Dec 2021	Jan-Apr 2022	May-Aug 2022	Sep-Dec 2022	Jan-Apr 2023	May-Aug 2023	Sep-Dec 2023
6.2 Director and Staff								
Plan	Develop staffing and professional development plans for director and staff, incorporating community feedback	SL, KK, VM, TH, NR			SL, KK, VM, TH, NR			SL, KK, VM, TH, NR
Training	Identify skills gaps related to strategic plan and develop plan to address any training, hiring, or development implications for director and staff across all areas	SL, KK, VM, TH, NR			SL, KK, VM, TH, NR			SL, KK, VM, TH, NR
	Support presence on county and state-level committees	SL, KK, VM, TH, NR			SL, KK, VM, TH, NR			SL, KK, VM, TH, NR
	Support attendance at local, state, and national conferences and professional development opportunities		SL, KK, VM, TH, NR			SL, KK, VM, TH, NR		
Tech	Identify technology implications for director and staff leadership and governance, with plan to address		SL, KK, VM, TH, NR			SL, KK, VM, TH, NR		
Policies	Review and update staff policies as needed		SL, KK, VM, TH, NR					
EDI	Assess EDI implications for director and staff composition and training		SL, KK, VM, TH, NR			SL, KK, VM, TH, NR		

LIBRARY BOARD MEETING
 Minutes of June 22, 2021 Meeting
 Pending at July 27, 2021 Meeting
 Location: Library Program Room



Board of Trustees	Attended
Name, Position Title, Year Board Term Expires	
Jennifer Livingston, President, 2024	X
Sarah Leinweber, Vice President, 2023	X
Will Demet, Village Board Rep, n/a	Absent
TBD, School District Rep, n/a	n/a
Ellie Gettinger, Member, 2022	X
Claire Flannery, Member, 2023	Absent
Erin Jelenchick, Member, 2024	X
Staff	
Nyama Reed, Library Director	X
Theresa Hoge, Head of Circulation Services	X

Other Attendees: Nikki DeGuire, Anne O'Connor

Time	Item	Action Desired	1st	2nd	Pass
	CALL TO ORDER: 6:37pm				
1.	Statement of Public Notice	n/a			
2.	Public Comment – limit to five minutes; the Board cannot discuss or act on any issue that is not duly noticed on the agenda.	n/a			
Anne O'Connor, WFB resident spoke and expressed thanks for the Library partnering with local groups and being an active part of the community.					
	TOPICS REQUIRING DISCUSSION & APPROVAL				
3.	Strategic Plan Update with NSD Consulting	Motion	Gettinger	Livingston	Unanimous
Motion to approve revised Guiding Principles as part of Strategic Plan					
4.	Minutes of June 1, 2021 meeting (JL)	Motion	Gettinger	Leinweber	Unanimous
Motion to approve minutes, with revision to correct Leinweber's term expiration year.					
5.	Finance Report Through May 31, 2021 (NYR)	Motion	Leinweber	Jelenchick	Unanimous
Motion to approve finance report as presented. Highlights: Fines are on track to meet budget. Room rent and other use-based fees are not on track. Wages are under-budget but will return to full hours after Labor Day. Savings in wages line can be used to balance low revenues at year-end.					
6.	Correct Wording on Library Addendum to Village Employee Handbook	Motion	Gettinger	Jelenchick	Unanimous
Motion to approve corrected wording in Library Addendum to Village Employee Handbook.					
	TOPICS REQUIRING DISCUSSION ONLY				
7.	Reciprocal Borrowing History and Projections	Discuss			
Discussed Reciprocal Borrowing history and projections. Down \$27,569 in 2022 due to COVID impact. Director Reed will present various 2022 budget options to adjust for drop.					
8.	Informational Items (NYR)	Discuss			
Director Reed presented statistics and department reports. Highlights: Bay Bridge sign issue; public record requests; summer reading programs going well; staff starting Take & Tinker collection;					
	ADJOURNMENT: 8:39pm	Motion	Gettinger	Jelenchick	Unanimous

REVENUE AND EXPENDITURE REPORT FOR WHITEFISH BAY PUBLIC LIBRARY

Through June 30, 2021

Fund 13 - Library Special Revenue Fund:		END BALANCE	2021	YTD BALANCE	AVAILABLE	% BDGT	NOTES
	DESCRIPTION	12/31/2020	BUDGET	6/30/2021	BALANCE	USED	
				% YTD: 50%	Over: 61	On Target: 40-60	Under: 39
Taxes							
13-00000-41100	PROPERTY TAXES	710,581	700,833	0	700,833	-	Audit approved
Taxes		710,581	700,833	0	700,833	-	taxes should load soon
Intergovernmental Revenue							
13-00000-43793	Library MCFLS RB Payment	64,421	58,518	58,722	(204)	100	
Intergovernmental Revenue		64,421	58,518	58,722	(204)	100	
	Set Revenue	775,002	759,351	759,555	(204)	100	Once taxes load
Intergovernmental Revenue							
13-00000-43792	CARES Grant	14,479	0	0	0	N/A	N/A for 2021
Intergovernmental Revenue		14,479	0	0	0		
Fines, Fees, Penalties							
13-00000-45209	LIBRARY FINES	11,761	20,000	9,141	10,859	46	
13-00000-45210	Library Replacement Cards	326	800	45	755	6	
13-00000-45224	LIBRARY DAMAGE RECOVERY	494	2,500	660	1,841	26	
Fines, Fees, Penalties		12,581	23,300	9,845	13,455	42	
Public Charges for Services							
13-00000-46712	LIBRARY ROOM RENT	(1,184)	4,000	0	4,000	-	Looking to start
13-00000-46713	LIBRARY COPY AND FAX FEES	1,673	4,000	962	3,038	24	making program room
13-00000-46714	LIBRARY DVD RENTALS	426	2,500	0	2,500	-	reservations for fall.
13-00000-46715	MISCELLANEOUS REVENUE	35	0	0	0	-	No parties yet.
Public Charges for Services		950	10,500	962	9,538	9	
Miscellaneous Revenue							
13-00000-48501	LIBRARY DONATIONS	5,951	2,000	1,207	793	60	
Miscellaneous Revenue		5,951	2,000	1,207	793	60	
13-00000-48504	Restricted Donation - Library Website	3,000	0	(1,153)	1,153	-	Use of 2020 OB Award
				(1,153)	1,153	-	for NSD Consulting
	Variable Revenue	36,960	35,800	10,862	24,938	30	
TOTAL REVENUES	All Revenue	811,962	795,151	69,584	725,567	9	Current
		811,962	795,151	770,417	24,734	97	Once taxes load

REVENUE AND EXPENDITURE REPORT FOR WHITEFISH BAY PUBLIC LIBRARY

Through June 30, 2021

Fund 13 - Library Special Revenue Fund:		END BALANCE	2021	YTD BALANCE	AVAILABLE	% BDGT	NOTES
DESCRIPTION		12/31/2020	BUDGET	6/30/2021	BALANCE	USED	
				% YTD: 50%	Over: 61	On Target: 40-60	Under: 39
Dept 93000 - LIBRARY SALARIES							
13-93000-50100	Salaries	451,564	469,895	208,426	261,469	44	12 of 26 pays = 46% of year. \$8,400 under.
13-93000-50150	FICA Tax	34,014	35,947	15,868	20,079	44	
13-93000-50160	Health/Dental Insurance Premium	39,633	41,140	20,766	20,374	50	
13-93000-50161	Health Insurance Deductible (Direct P	600	1,075	150	925	14	Ok. Based on staff submissions
13-93000-50170	Retirement Contribution - ER portion	28,471	21,920	10,519	11,401	48	
13-93000-50180	Group Life Insurance Premium	845	612	361	251	59	
13-93000-50181	Disability Insurance Premium	0	612	0	612	0	
Total Dept 93000 - LIBRARY SALARIES		555,128	571,201	256,091	315,110	45	\$10,000 under
Dept 93200 - LIBRARY ADM EXP							
13-93200-50190	Training/Meetings/Travel	2,327	2,450	280	2,170	11	Will be expended
13-93200-50191	Membership Dues	129	980	809	171	83	OK
13-93200-50194	Personnel Related Expenses	106	735	256	479	35	
13-93200-50200	Professional/consulting serv	4,600	0	-	-	-	2020 NSD Conulting
13-93200-50220	Attorney Contract	4,653	0	5,636	(5,636)	100	OK
13-93200-50250	Utilities	35,761	42,140	16,897	25,243	40	Trending low
13-93200-50251	Telephone/Internet	10,264	9,800	2,926	6,874	30	Trending low
13-93200-50300	Office Supplies	16,614	2,548	925	1,623	36	Need recode
13-93200-50301	Printing/Publishing/Copies	54	1,470	425	1,045	29	
13-93200-50302	Postage	97	196	-	196	-	
13-93200-50303	Covid Supplies	0	0	742	(742)	100	Not budgeted
13-93200-50360	Building Maintenance	9,234	9,800	3,099	6,701	32	
13-93200-50428	Library Director Designated	80	0	-	-	-	Not longer used
13-93200-50760	Sales Tax	150	490	48	442	10	
Total Dept 93200 - LIBRARY ADM EXP		84,068	70,609	32,042	38,567	45	
Dept 93300 - LIBRARY EQUIPMENT							
13-93300-50240	IT Support Contract Services	12,285	13,471	9,259	4,212	69	New people counter
13-93300-50311	Copier Maintenance/Repair	2,664	2,940	1,075	1,865	37	Trending low
13-93300-50312	Material Processing/Repairs	3,582	3,920	468	3,452	12	OK
13-93300-50350	Maintenance Service & Supplies	24,779	24,500	13,811	10,689	56	OK
13-93300-50351	Custodial Supplies	2,138	2,940	202	2,738	7	Need recode
13-93300-50400	MCFLS Supplies	1,742	1,470	756	714	51	
Total Dept 93300 - LIBRARY EQUIPMENT		47,192	49,241	25,572	23,669	52	OK

REVENUE AND EXPENDITURE REPORT FOR WHITEFISH BAY PUBLIC LIBRARY

Through June 30, 2021

Fund 13 - Library Special Revenue Fund:		END BALANCE	2021	YTD BALANCE	AVAILABLE	% BDGT	NOTES
DESCRIPTION		12/31/2020	BUDGET	6/30/2021	BALANCE	USED	
				% YTD: 50%	Over: 61	On Target: 40-60	Under: 39
Dept 93400 - LIBR PROG/SERVICES							
13-93400-50401	MCFLS Membership	21,203	22,000	21,716	284	99	OK
13-93400-50402	Programs - Adult	904	700	119	581	17	
13-93400-50403	Programs - Children	313	700	31	669	4	
13-93400-50415	Programs - Young Adults	0	700	-	700	-	
Total Dept 93400 - LIBR PROG/SERVICES		22,420	24,100	21,866	2,234	91	OK
Dept 93500 - LIBRARY COLLECTIONS							
13-93500-50410	Library Collection Materials	80,403	80,000	56,408	23,592	71	
	Fund 22	21,172	31,000	181	30,820		
	Total	101,576	111,000	56,588	54,412	46	OK
Total Dept 93500 - LIBRARY COLLECTIONS		80,403	80,000				
TOTAL EXPENDITURES		789,211	795,151	391,979	403,172	49	OK
Fund 13 - Library Special Revenue Fund:							
TOTAL REVENUES		811,962	795,151	69,584	725,567	9	OK
TOTAL EXPENDITURES		789,211	795,151	391,979	403,172	49	OK
NET OF REVENUES & EXPENDITURES		22,752					
BEG. FUND BALANCE		42,664					
END FUND BALANCE		65,416					
Fund 22 - Library Expansion Fund							
END BALANCE		2021	YTD BALANCE	AVAILABLE	% BDGT	NOTES	
12/31/2020		BUDGET	6/30/2021	BALANCE	USED		
TOTAL REVENUES		1,271		78			
TOTAL EXPENDITURES		21,172	31,000	181			
NET OF REVENUES & EXPENDITURES		(19,901)		(103)			
BEG. FUND BALANCE		179,064					
END FUND BALANCE		159,163					
Fund 01 - General Fund							
END BALANCE		2021	YTD BALANCE	AVAILABLE	% BDGT	NOTES	
12/31/2020		BUDGET	6/30/2021	BALANCE	USED		
01-55500-50350-1001	Maintenance Services (Contracts)	16,121		10,120			
01-55500-50360-1001	Building Maintenance (Repairs)	50,202		13,710			

To: Whitefish Bay Public Library Board of Trustees
From: Nyama Y. Reed, Library Director
Date: July 27, 2022 Meeting
Re: 2022 WFBPL Budget



Mission

The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting all people, inspiring a love of learning and providing access to ideas, information and resources.

Approach

The WFBPL budget continues to be impacted by COVID-19 in both revenue and expenditure areas for 2022. With the experience of 2021 supporting our cautious approach, we should continue in that manner. The draft budget options are a starting point, with the understanding that we may need to adjust things in 2022 as budget variables play out.

Revenues

Village Taxes are not set until Salaries and Health Insurance Premiums are set which does not occur until after Labor Day. In the meantime, the same amount of taxes, salaries, and health insurance monies were put into the draft budget as “placeholders” so we can plan the rest of the budget.

WFBPL’s *MCFLS Reciprocal Borrowing* monies were significantly impacted by COVID, with a nearly 50% reduction. This is the main, large, impact for 2022.

Fines appear to be on track to meet our \$20,000 budget for 2021, so that is maintained for 2022.

Charges for Services such as program room rent, copier fees, and dvd rentals were drastically impacted. We plan to start taking room reservations as of 8/1 for Fall 2021, but we will not include party reservations yet. As a result, this budget line will remain very low. Further, due to changes in DVD usage, we have not resumed the DVD rental fee. Once COVID alleviates, we will be able to resume full reservations and DVD rentals. Since we don’t yet know when that ill occur, the budget is based on these areas remaining very low.

Donations are variable so the budget is based on this year’s level.

Expenditures

Salaries and Benefits

Totals are based on approved wage and benefits rates. 2022 totals TBD; last year's totals entered to develop a balanced draft budget.

Library Administration

Friends of WFBPL no longer include travel/training monies in their allocation, so Fund 13 line increased as professional development is a stated priority in Strategic Plan. Utilities and telephone lines are adjusted lower based on efficiencies. Other areas stable.

Library Equipment and Maintenance

Reduced technology expenditures in 2020 and 2021. Need to increase due to aging computers starting to fail. Copier maintenance, material processing supplies, and custodial supplies slightly reduced based on reduced usage. Custodial contract increased due to need for 7-day service.

MCFLS Membership and Library Programs

MCFLS Membership costs stable. Programming costs reduced to zero; covered by Friends of WFBPL.

Conclusion

Two options are presented for balanced the budget. Option A maintains balances the budget via use of Fund 13 Fund Balance. Option B reduces the Collection expenditure slightly and then utilizes less Fund Balance.

Recommendation

It is recommended the WFBPL BoT approve Option (tbd) for the 2022 Budget as presented.

Alternate

It is recommended the WFBPL BoT approve the 2022 Budget as amended.

or

Table this item and resume discussion and action at August Library Board meeting.

	2016	2017	2018	2019	2020	2021	2022	Budget		
Summary of Revenues	Actual	Actual	Actual	Actual	Actual	Budget	Budget	% Change		
Property Tax (Levy) Revenue:	685,188	680,011	680,022	677,299	710,581	700,833	700,833	0.0%		
Total Property Tax Revenue	685,188	680,011	680,022	677,299	710,581	700,833	700,833	0.0%		
Property tax revenue is adjusted to cover approved wage and benefits rates. 2022 totals TBD; last year's totals entered to develop a balanced draft budget.										
Intergovernmental Revenue	43,290	49,557	55,109	60,646	78,876	58,518	30,949	-47.1%		
Fines, Fees, and Penalties	40,916	39,033	34,021	33,499	12,581	23,300	21,050	-9.7%		
Public Charges for Services	14,653	15,851	15,127	12,907	916	10,500	3,000	-71.4%		
Miscellaneous Revenue (Donations)	6,831	1,001	902	2,206	8,951	2,000	2,000	0.0%		
Total Non-Property Tax Revenue:	105,690	105,442	105,159	109,258	101,323	94,318	56,999	-39.6%		
All revenue lines in this area were impacted by COVID as many are based on patron use of the library.										
Total Library Revenue	790,878	785,453	785,181	786,557	811,904	795,151	757,832	-4.7%		
	2016	2017	2018	2019	2020	2021	2022	Budget	2022	Budget
Summary of Expenditures	Actual	Actual	Actual	Actual	Actual	Budget	Budget A	% Change A	Budget B	% Change B
Library Salaries & Benefits	547,604	530,665	528,714	556,263	555,128	571,201	571,201	0.0%	571,201	0.0%
Salaries and benefits are based on approved wage and benefits rates. 2022 totals TBD; last year's totals entered to develop a balanced draft budget.										
Library Administration	80,323	85,017	75,144	73,800	84,068	70,609	70,025	-0.8%	70,025	-0.8%
Friends of WFBPL no longer include travel/training monies in their allocation, so Fund 13 line increased as professional development is a stated priority in Strategic Plan. Utilities and telephone lines are adjusted lower based on efficiencies. Other areas stable.										
Library Equipment & Maintenance	56,634	49,881	53,393	55,358	47,192	49,241	52,970	7.6%	52,970	7.6%
Reduced technology expenditures in 2020 and 2021. Need to increase due to aging computers starting to fail. Copier maintenance, material processing supplies, and custodial supplies slightly reduced based on reduced usage. Custodial contract increased due to need for 7 day service.										
Library Programs & Services	23,102	27,542	22,167	23,823	22,420	24,100	22,235	-7.7%	22,235	-7.7%
MCFLS Membership costs stable. Programming costs reduced to zero; covered by Friends of WFBPL.										
Library Collection	79,332	87,125	105,173	79,473	80,403	80,000	80,000	0.0%	70,000	-12.5%
Option A maintains collection expenditures. Option B reduces slightly to help balance overall budget and utilize less Fund Balance.										
Total Library Expenditures	786,995	780,230	784,591	788,717	789,211	795,151	796,431	0.2%	786,431	-1.1%
Total Library Revenue	790,878	785,453	785,181	786,557	811,904	795,151	757,832	-4.7%	757,832	0.0%
Total Library Expenditures	786,995	780,230	784,591	788,717	789,211	795,151	796,431	0.2%	786,431	-1.1%
Balance of Revenues and Expenditures	3,883	5,223	590	(2,160)	22,694	-	(38,599)		(28,599)	
Beginning Fund Balance	65,254	44,137	49,360	44,825	42,664	65,416	65,416		65,416	
Annual Income / (Loss)	3,883	5,223	590	(2,160)	22,752	TBD				
Applied Budget Surplus	(25,000)	-	(5,125)	-	-	TBD	(38,599)		(28,599)	
Ending Fund Balance	44,137	49,360	44,825	42,665	65,416	65,416	26,817		36,817	

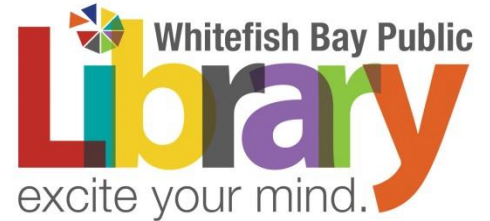
Fund 13 - Library Fund Expenditures		2016	2017	2018	2019	2020	2021	2022	2022	2021
Account	Account Name	Actual	Actual	Actual	Actual	Actual	Budget	Budget A	Budget B	Projected
Library Salaries & Benefits										
93000-100	Library Salaries & Wages	434,993	427,847	440,667	449,465	451,564	469,895	469,895	469,895	460,000
93000-150	FICA	31,784	31,510	32,889	33,344	34,014	35,947	35,947	35,947	35,190
93000-160	Health/Dental Insurance Pr	56,033	45,979	32,417	49,446	39,633	41,140	41,140	41,140	41,140
93000-161	Health Insurance Co-Pay	2,956	2,924	350	975	600	1,075	1,075	1,075	1,075
93000-170	Retirement Contribution	20,996	21,423	21,507	22,147	28,471	21,920	21,920	21,920	21,920
93000-180	Group Life Insurance Prem	842	982	884	886	845	612	612	612	612
93000-181	Disability Insurance Premiu	-	-	-	-	-	612	612	612	912
Total Library Salaries & Benefits		547,604	530,665	528,714	556,263	555,128	571,201	571,201	571,201	560,849
								0.0%	0.0%	
Library Administration										
93200-190	Travel/Training/Meetings	4,095	6,068	6,054	3,778	2,327	2,450	4,500	4,500	4,550
93200-191	Membership Dues	692	598	518	705	129	980	980	980	980
93200-194	Personnel related expenses	910	400	399	195	106	735	735	735	600
93200-200	Consulting Services					4,600	-	-	-	3,000
93200-220	Attorney			-	1,957	4,653	-	-	-	5,500
93200-250	Utilities	42,839	40,617	42,250	41,988	35,761	42,140	42,140	42,140	40,000
93200-251	Telephone/Internet	7,036	6,807	8,461	9,217	10,264	9,800	8,000	8,000	8,000
93200-300	Supplies	5,016	3,237	3,091	2,560	16,614	2,548	2,000	2,000	1,500
93200-301	Advertising/Printing	1,010	1,341	1,755	829	54	1,470	1,470	1,470	800
93200-302	Postage	196	199	198	187	97	196	200	200	150
93200-303	Covid Supplies						-	-	-	750
93200-360	Building Maintenance	8,658	24,077	11,345	11,196	9,234	9,800	9,800	9,800	7,000
93200-750	Contingency	811	-				-	-	-	-
93200-428	Library Director Designated	8,811	1,498	578	764	80	-	-	-	-
93200-760	Sales tax	249	175	495	424	150	490	200	200	100
Total Library Administration		80,323	85,017	75,144	73,800	84,068	70,609	70,025	70,025	72,930
								-0.8%	-0.8%	
Library Equipment & Maintenance										
93300-201	Contracted Service	-	-	-	-	-	-	-	-	-
93300-240	Technology - Operating	19,960	17,594	18,817	16,698	12,285	13,471	17,000	17,000	14,000
93300-246	Technology - Capital	-	-				-	-	-	-
93300-240	Software Support	-	-				-	-	-	-
93300-246	Hardware/Software	-	-				-	-	-	-
93300-304	Technology Supplies	-	-				-	-	-	-
93300-310	Computer/Equipment Maint	-	-				-	-	-	-
93300-311	Copier Maintenance	2,068	3,368	3,189	3,429	2,664	2,940	2,500	2,500	2,000
93300-312	Material Processing/Repair	5,210	2,678	3,097	3,462	3,582	3,920	3,000	3,000	2,500
93300-350	Custodial Services	23,933	24,255	23,565	25,851	24,779	24,500	27,000	27,000	27,000
93300-351	Custodial Supplies	3,614	1,986	2,590	3,757	2,138	2,940	2,000	2,000	1,500
93300-360	Facility Maintenance	-	-	-	-	-	-	-	-	-
93300-400	MCFLS Supplies	1,849	2,000	2,135	2,161	1,742	1,470	1,470	1,470	1,470

Fund 13 - Library Fund Expenditures		2016	2017	2018	2019	2020	2021	2022	2022	2021
Account	Account Name	Actual	Actual	Actual	Actual	Actual	Budget	Budget A	Budget B	Projected
Total Library Equipment & Maintenance		56,634	51,881	53,393	55,358	47,192	49,241	52,970	52,970	48,470
								7.6%	7.6%	
Library Programs & Services										
93400-401	MCFLS Membership	15,931	20,822	19,334	21,450	21,203	22,000	22,235	22,235	21,716
93400-402	Programs - Adult	2,887	1,955	964	1,083	904	700	Friends cover all programming		-
93400-403	Programs - Children	2,301	1,496	1,302	662	313	700			-
93400-415	Programs - Young Adults	1,983	1,269	567	628	-	700			-
Total Library Programs & Services		23,102	25,542	22,167	23,823	22,420	24,100	22,235	22,235	21,716
								-7.7%	-7.7%	
Library Collection										
93500-410	Library Collection Materials	79,332	87,125	105,173	79,473	80,403	80,000	80,000	70,000	80,000
Total Library Collection		79,332	87,125	105,173	79,473	80,403	80,000	80,000	70,000	80,000
								0.0%	-12.5%	
	Collections Fund 22	23,960	18,456	4,693	31,487	21,172	31,000	31,000	31,000	26,000
	Collections - Fund 13 + 22	103,292	105,581	109,866	110,960	101,575	111,000	111,000	101,000	106,000
								0.0%	-9.0%	
Library Capital		RFID		Website						
98000-430	Capital Projects	25,000	-	5,125	-	-				
Total Library Capital		25,000	-	5,125	-	-				
Total Library Department		811,995	780,230	789,716	788,717	789,211	795,151	796,431	786,431	783,965
										785,605
								757,832	757,832	Draft Revenue
								(38,599)	(28,599)	Under Revenue
								65,416	65,416	Current Fund Balance
								(38,599)	(28,599)	Fund Balance Usage
								26,817	36,817	Projected Fund Balance
								-59.0%	-43.7%	

2022 BUDGET SCHEDULE - DRAFT

Date	Step
July 6	Initial Management Meeting Held
July 14	Budget Templates Distributed to Departments
7/27/2021	Library Board Mtg
August 11	Draft Department Budgets due to Finance Department
8/24/2021	Library Board Mtg
August 30-31	Village Manager and Departmental review of Budget requests
September 7-10	Village Manager and Finance Director finalize Budget requests
9/28/2021	Library Board Mtg
September 29 - October 1	Printing and Preparation of Village Manager's Recommended Budget
October 4	Village Manager Overview of Budget with Board
October 8	Distribution of Village Manager's Recommended Budget to Village Board
October 19	Public Hearing Notice due to Newspaper
10/26/2021	Library Board Mtg
October 27	Publication of Public Hearing Notice for 2022 Budget
November 1	Village Board Detailed Budget Review Workshop
November 15	Public Hearing on the 2022 Budget
November 15	Village Board adoption of the 2022 Budget
Nov 16 or 23	Library Board Mtg

To: Whitefish Bay Public Library Board of Trustees
 From: Nyama Y. Reed, Library Director
 Date: July 27, 2021 Meeting
 Re: June-July Department Reports



Mission

The Whitefish Bay Public Library, as a cornerstone of the community, is dedicated to connecting all people, inspiring a love of learning and providing access to ideas, information and resources.

Director (Reed)

1. COVID

- a. WFB is at 75% capacity (=83 people) currently due to being Green or Yellow since mid-May, but based on the formula I developed we should drop back to 50% and/or reduce time/furniture again if we continue in the orange category for another week or two.
- b. BD, FP, and RH are back in the Red/High category. GL, SH, WB, NS Total Avg are all Orange/Moderately High.
- c. Only Bayside is holding steady with no new cases in the last couple of weeks.
- d. If we hit red and stay there then we should reduce to 25% again.
- e. Any impact from the Deer District hasn't been felt yet.

TWO WEEK COVID BURDEN

	THU	MON	THU	MON	THU	MON	THU	MON	MON	MON	MON	MON	MON	WED	TUE	WED	MON	FRI
	29-Apr	3-May	6-May	10-May	13-May	17-May	20-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	30-Jun	6-Jul	14-Jul	19-Jul	23-Jul
Bayside	91	68	46	68	91	91	114	114	-	-	No data	No data	-	23	23	-	-	-
Brown Deer	233	233	183	167	167	167	142	142	83	83	No data	No data	33	33	92	100	83	167
Fox Point	75	209	194	164	119	119	45	45	15	15	No data	No data	-	30	30	30	60	104
Glendale	31	54	85	85	117	117	171	171	47	8	No data	No data	8	8	16	47	47	54
River Hills	125	63	-	63	125	125	125	125	63	63	No data	No data	-	-	-	-	125	188
Shorewood	38	53	23	53	38	38	46	46	8	-	No data	No data	8	-	-	23	30	76
Whitefish Bay	57	92	64	43	14	14	14	14	14	7	No data	No data	21	-	-	43	57	50
Total North St	111	112	91	91	86	86	88	88	32	22	No data	No data	12	12	25	45	52	84
Days between	3	4	3	4	3	4	3	4	7	7	No data	No data	21	2	6	8	5	4

COVID Burden Risk Level	Low	Moderate	Moderately High	High	Very High	Critical
COVID Burden Range: # of new cases per 100,000 residents over 14 day period	0-9	10-49	50-99	100-349	350-999	1,000+
Capacity %	100%	75%	50%	25%	Curbside Only	Curbside Only
Capacity # (Public Area)	110	83	55	28	6	3
Patrons in Building	96	73	46	19	N/A	N/A
Staff in Building	12	8	8	8	6	3

2. Building

- a. All regular maintenance is up to date.
- b. Bioswale project in parking lot completed.
- c. Library lighting project should take place in August. All first floor lights will be switched from florescent to LED, resulting in energy savings.

3. Village

- a. Trustee Buckley was appointed Village President.
- b. Village audit was presented and approved.

4. Friends

- a. Planning for fall book sale.

5. LDAC/MCFLS
 - a. North Shore Library's four communities are renegotiating the member agreement.
 - b. A proposed developed in Bayside includes mention of space for a new North Shore Library.
6. Foundation
 - a. IRS approval received, 3 months ahead of schedule.
 - b. Currently communicating with Foundation Board members to schedule a meeting.
7. Community Outreach and Collaboration
 - a. Bay Bridge
 - i. The Library is working with BB on a community read, with two books as options.
8. Freedom of Information Requests
 - a. To date I have processed 6 requests for information relating to the Bay Bridge sign/politics/racism, including a request from a Milwaukee Journal Sentinel Reporter.
 - b. Since release of their email and contact information may come as a surprise to many residents, I sent an email to all correspondents explaining the process. (see attached)

Adult Services (Lenski)

Adult Summer Reading Program

Summer reading program continues. So far we have 150 adults that have registered for the program. The program runs through Friday, August 20. We just did a mid-summer drawing on July 17.

Baker and Taylor Sustainable Shelves

We are continuing to send our library book discards to Baker and Taylor and they either recycle or resell them in their Sustainable Shelves program. Since the beginning of this year, we've earned over \$600 for our library discards. That includes books from both the adult and youth services collection.

Computers and Seating

We added one more computer for adults to use and now we are up to 7. Pre-pandemic we had 8 computers for adults so we are almost back up to full capacity.

Room Use

We are seeing more folks use the study room. Currently we are allowing a maximum of 2 people in a room at one time and they are being used for solo study and tutoring. Beginning after Labor Day, we will allow program room rentals with a few extra precautions in place for COVID. The room has yet to be rented out but we will do more promotion for it in the coming weeks. We've also reached out to our regular room renters to inform them that the space will be available soon.

Programming

I've started booking program presenters for fall. As of right now we are planning some in-person programming for adults, but also preparing to pivot to online if necessary. I've got a couple classes scheduled on Medicare and identity theft, as well as a few local authors.

Circulation Services (Hoge)

After a slowdown in early July, the number of patrons and returned items has increased greatly which is keeping our department busy!

Processing

Staff have been working with Adult and Youth Services to get new items processed and out on the shelves as quickly as possible. It has been an enjoyable change of pace processing non-traditional items such as puzzles, games, and the myriad of things in our 'Take & Tinker' collection. It has been a team effort across all departments!

Staff Training

The Village of Whitefish Bay rolled out a new learning platform through Neogov called *Learn* which all staff (except for Shelves) have an account on. It allows Department Heads to enroll staff in webinars and other virtual training modules and track their progress. Currently, Circulation Staff are taking training modules on Diversity, Generations in the Workplace, and Anti-Harrasment.

Technology

We have requested a quote through MCFLS for 3 new public use workstations to be used in the Adult Services wing. These would replace 3 of the current workstations which will be repurposed as Countycat stations in both the Adult and Youth Services wings. This will allow us to remove 3 Countycat stations running Windows 7 that have operating system issues and are no longer able to be updated as Microsoft no longer supports Windows 7.

ILS Task Force Committee

The Request for Information document was provided to LDAC for approval, and now has gone to 3 ILS (Integrated Library System) Vendors:

Innovative (Sierra & Polaris)

The Library Corporation (CARL X)

SirsiDynix (Symphony BlueCloud)

Vendors are to have their RFI responses back to MCFLS by August 6th, 2021. Demonstrations will be scheduled between September 1st and October 8th.

Youth Services (Kiekhaefer)

Summer Reading Program

469 kids have registered for the summer reading program, and we have 66 teens registered. 165 kids have received a free book as part of their reading (6 hours of reading total). 31 teens have received a free book for 8 hours of reading. The program will run until August 20th.

Outdoor Programming

Outdoor programming has been a really positive experience for both patrons and library staff. We've had multiple outdoor storytimes with about 50+ participants, as well as a handful of craft programs for elementary schoolers and teens. They've been well attended, with lots of positive feedback from patrons.

Take and Makes

Although we are focusing a lot of our effort on outdoor, in-person programming, we are still offering Take and Makes and doing Virtual Storytimes on Facebook. We've given away 505 Take and Make kits since starting SRP.

August and September Programming

Normally, we would take a break from programming in August as a way to recover and reset from summer reading program, but this year, due to all of the COVID uncertainty and to take advantage of the warmer weather, we will offer a few storytimes and a craft as part of our August programming. September programs will also take place outside.

Book Bundle

Similar to previous months, book bundle requests continue to drop off as more and more families feel more comfortable coming into the library. We will continue to offer the service, as the feedback continues to be positive.

Weeding

Valerie has diligently been weeding the XNF, and she is also working to rebuild the collection with newer, more appealing titles. She's currently working in the 700s.

Whitefish Bay Public Library
5420 N. Marlborough Drive, Whitefish Bay, WI 53217
(414) 964-4380; www.wfblibrary.org

Hello,

In recent weeks the Whitefish Bay Public Library received feedback from residents expressing concerns about the Bay Bridge sign in front of the Library that mentioned systemic racism. Due to the impact on ability to run the library while dealing with the flood of feedback, we removed the sign. After that, we received additional feedback from residents supporting efforts to acknowledge and address racism in the community. In total I heard from 31 people, which is the most feedback I received on any issue, book, program, sign, etc in 20 years as a librarian.

In the intervening weeks, the Village of Whitefish Bay and the Whitefish Bay Public Library received five open records requests for emails pertaining to the sign (including a request from the media). Emails sent to/from municipalities and staff, public or elected officials, public libraries, etc. are classified as open records in the State of Wisconsin, and we are required to release them upon request; contact information such as name and email address are not redacted.

There is no requirement to let you know your emails were released, but I am emailing as a courtesy since most people are not aware this can happen and it may come as a surprise. I am a firm believer that *transparency builds trust*, so I am working to be as transparent as possible about this process.

The Library strives to be a welcoming place for all members of our community. The difficulty is that what is welcoming for some may be unwelcoming for others. As Whitefish Bay continues this community conversation in homes, online, and in public spaces, I hope the Library can be a place to gather information on the topics involved and a space for conversations.

Please feel free to contact me if you have further comments, questions, or feedback.

Sincerely,
Nyama

Nyama Y. Reed (she / her / hers)
Library Director
N.Reed@WFBLibrary.org
414-755-6551 (direct line)

Whitefish Bay Public Library
5420 North Marlborough Drive
Whitefish Bay, WI 53217
414-964-4380 (main line)

WHITEFISH BAY PUBLIC LIBRARY

STATISTICS

TOTAL CIRCULATION STATISTICS : PHYSICAL + DIGITAL CIRCULATION														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	
2016	28,644	28,108	31,432	28,753	27,124	32,083	31,442	32,849	27,911	28,307	26,643	25,929	349,225	
2017	27,589	25,875	30,949	28,230	26,772	31,956	31,986	31,144	25,363	26,023	25,850	24,153	335,890	
2018	27,103	24,602	29,063	27,286	24,755	30,592	31,020	30,288	25,239	26,292	25,941	24,726	326,907	
2019	26,157	25,032	27,691	25,447	25,072	29,976	31,686	29,097	24,573	26,165	23,270	23,040	317,206	
2020	25,549	25,190	14,532	6,060	7,863	15,552	20,299	20,078	22,432	23,366	21,281	17,571	219,773	
2021	17,605	19,988	25,455	23,669	22,465	21,991								
2020-21	-31%	-21%	75%	291%	186%	41%								
2019-21			-8%	-7%	-10%	-27%								
PHYSICAL CIRCULATION														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	
2016	26,954	26,561	29,765	27,054	25,399	30,443	29,568	31,042	25,926	26,556	25,030	24,220	328,518	
2017	25,837	24,351	29,039	26,395	24,969	29,993	30,016	29,128	23,567	24,200	23,348	22,406	313,249	
2018	25,267	22,886	27,109	25,275	22,759	28,682	28,852	28,129	23,199	24,084	23,684	22,565	302,491	
2019	23,788	23,055	25,216	23,087	22,782	27,654	29,165	26,579	22,115	23,659	20,829	20,641	288,570	
2020	22,841	22,555	10,790	821	2,666	11,263	15,775	15,793	18,798	19,688	17,423	13,706	172,119	
2021	13,265	16,102	21,547	19,831	18,945	21,991								
2020-21	-42%	-29%	100%	2315%	611%	95%								
2019-21			-15%	-14%	-17%	-20%								
DIGITAL CIRCULATION														
	Jan	Feb	Libby	Hoopla	RBDigital	Kanopy	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total
2016	1,690	1,547	1,667	1,699	1,725	1,640	1,874	1,807	1,985	1,751	1,613	1,709	20,707	
2017	1,752	1,524	1,910	1,835	1,803	1,963	1,970	2,016	1,796	1,823	2,502	1,747	22,641	
2018	1,836	1,716	1,954	2,011	1,996	1,910	2,168	2,159	2,040	2,208	2,257	2,161	24,416	
2019	2,369	1,977	2,475	2,360	2,290	2,322	2,521	2,518	2,458	2,506	2,441	2,399	28,636	
2020	2,708	2,635	3,742	5,239	5,197	4,289	4,524	4,285	3,634	3,678	3,858	3,865	47,654	
2021	4,340	3,886	3,908	3,838	3,520	3,504								
2020-21	60%	47%	4%	-27%	-32%	-18%								
2019-21			58%	63%	54%	51%								
DIGITAL CIRCULATION AS % OF TRADITIONAL CIRCULATION (Libby, RB, Hoopla)														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Avg	
2016	6.3%	5.8%	5.6%	6.3%	6.8%	5.4%	6.3%	5.8%	7.7%	6.6%	6.4%	7.1%	76.1%	
2017	6.8%	6.3%	6.6%	7.0%	7.2%	6.5%	6.6%	6.9%	7.6%	7.5%	10.7%	7.8%	87.5%	
2018	7.3%	7.5%	7.2%	8.0%	8.8%	6.7%	7.5%	7.7%	8.8%	9.2%	9.5%	9.6%	97.6%	
2019	10.0%	8.6%	9.8%	10.2%	10.1%	8.4%	8.6%	9.5%	11.1%	10.6%	11.7%	11.6%	10.0%	
2020	11.9%	11.7%	34.7%	638.1%	194.9%	38.1%	28.7%	27.1%	19.3%	18.7%	22.1%	28.2%	27.7%	
2021	32.7%	24.1%	18.1%	19.4%	18.6%	15.9%								
LIBBY (Formerly Overdrive. Print books, Audio books, Music)														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	
2016	1,438	1,243	1,389	1,389	1,464	1,438	1,691	1,567	1,448	1,289	1,258	1,346	16,960	
2017	1,443	1,188	1,536	1,527	1,409	1,385	1,337	1,320	1,252	1,257	1,999	1,263	16,916	
2018	1,414	1,304	1,468	1,508	1,584	1,504	1,685	1,682	1,590	1,593	1,535	1,604	18,471	
2019	1,666	1,371	1,665	1,592	1,660	1,684	1,914	1,862	1,797	1,757	1,688	1,791	20,447	
2020	1,965	1,851	2,505	3,299	3,214	2,887	3,031	2,943	2437	2,423	2,569	2,604	31,728	
2021	2,703	2,546	3,042	2,904	2,703	2,663								
2020-21	38%	38%	21%	-12%	-16%	-8%								
2019-21			83%	82%	63%	58%								

WHITEFISH BAY PUBLIC LIBRARY

STATISTICS

HOOPLA (Print Books, Audio Books, Music, Movies)													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total
2016													
2017						91	297	354	210	229	243	222	1,646
2018	243	208	258	275	239	287	298	279	271	289	243	229	3,119
2019	293	228	323	271	237	218	249	204	227	262	255	237	3,004
2020	277	251	484	755	705	419	403	339	342	275	416	316	4,982
2021	616	353	377	329	335	305							
2020-21	122%	41%	-22%	-56%	-52%	-27%							
2019-21			17%	21%	41%	40%							
RB DIGITAL (Magazines)													
						Hoopla cut from 6 to 4 checkouts per person per month							
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total
2016	252	304	278	310	261	202	183	240	537	462	355	363	3,747
2017	309	336	374	308	394	487	336	342	334	337	260	262	4,079
2018	179	204	228	228	173	119	185	198	179	326	479	328	2,826
2019	410	378	487	497	393	420	358	452	434	487	498	371	5,185
2020	354	428	455	795	773	576	667	604	618	720	593	594	7,177
2021	616	609	181	280	218	252							
2020-21	74%	42%	-60%	-65%	-72%	-56%							
2019-21			-63%	-44%	-45%	-40%							
KANOPY (PLAYS)													
						Hoopla cut from 6 to 4 checkouts per person per month							
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total
2020	112	105	298	390	505	407	423	399	237	260	280	351	3,767
Recalculated 2020 Kanopy stats bc of error that allowed non-residents to use service for several months.													
2021	405	378	308	325	264	284							
2020-21	262%	260%	3%	-17%	-48%	-30%							
SELF-CHECK AS % OF TRADITIONAL CIRCULATION													
						Earlier in 2019 RBD switched to automatic checkout. = big jump in circ							
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Avg
2016	24%	25%	28%	29%	30%	31%	33%	34%	31%	30%	31%	28%	30%
2017	30%	32%	31%	34%	31%	36%	35%	35%	31%	34%	34%	30%	33%
2018	36%	33%	35%	36%	33%	39%	40%	38%	36%	35%	35%	33%	36%
2019	34%	32%	35%	37%	34%	40%	41%	40%	37%	37%	36%	36%	37%
2020	35%	36%	36%	0%	0%	14%	23%	26%	29%	29%	26%	5%	27%
2021	0%	20%	33%	35%	38%	38%							
SELF-CHECK CIRCULATION STATISTICS FOR WHITEFISH BAY LIBRARY													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total
2016	6,582	6,738	8,400	7,887	7,529	9,447	9,714	10,661	7,979	7,929	7,752	6,738	97,356
2017	7,692	7,750	8,998	9,000	7,731	10,802	10,476	10,105	7,415	8,251	7,920	6,698	102,838
2018	9,000	7,617	9,419	9,078	7,616	11,284	11,548	10,762	8,395	8,434	8,235	7,509	108,897
2019	8,068	7,486	8,738	8,490	7,765	11,167	11,922	10,658	8,224	8,748	7,408	7,416	106,090
2020	7,929	8,220	3,883	1	1	1,596	3,587	4,104	5486	5,760	4,450	710	45,727
2021	40	3,175	7,030	7,005	7,181	8,464							
2020-21	-99%	-61%	81%	700400%	718000%	430%							
2019-21			-20%	-17%	-8%	-24%							
WIRELESS (Total Count)													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total
2016	2,540	2,557	2,660	2,891	2,876	2,886	2,684	2,913	3,048	3,435	3,339	2,908	34,737

