

**Whitefish Bay Public Library  
Library Board Meeting  
Tuesday, August 2, 2016  
Minutes—Approved**

**ATTENDANCE:**

| Name                                   | Attended | Name                             | Attended | Name                                    | Attended |
|--|----------|----------------------------------|----------|---|----------|
| Anne Burroughs (AB)                    | X        | Elaine Griffin (EG)<br>President | X        | Nyama Marsh (NM)<br>Director            | X        |
| Jay Saunders (JS)<br>Village Board Rep | Excused  | Karen Plach (KP)                 | X        | Paul Smith (PS)                         | X        |
| Tammi Giesen (TG)                      | X        | Krista Hutley (KH)<br>Librarian  | X        | Pam Woodard (PW)<br>School District Rep | Excused  |

**CALL TO ORDER:** President Elaine Griffin called the monthly meeting of the Whitefish Bay Public Library Board to order at 7:00 p.m.

1. **STATEMENT OF PUBLIC NOTICE:** Duly noticed by NM.
2. **PUBLIC COMMENT:** None
3. **DISCUSSION & APPROVAL of Minutes for June 7, 2016:** TG moved to approve the minutes of the June meeting and PS seconded. PW via phone questioned the reported “75% / 25% split” between the Library and the Village in Agenda Item 5, **Discussion & Approval to Use Contingency to Pay Chiller Repair Invoice**, thinking a 50% / 50% split had been approved. NM will follow-up with the Village to check on the correct amount of the shared costs and report the result at the September meeting. The minutes, with potential revision, were unanimously approved.
4. **DISCUSSION & APPROVAL of Financial Reports Through July 31, 2016:** NM summarized the financial reports through end of July. We are at 58% of the year. NM reported that salaries are back on target and the collection spending is on target with the Fund 22 supplement included. NM also explained the additional Facility Maintenance budget report that makes transparent the Village spending and the Library spending on maintaining the library building. AB moved to approve the financial reports through July 31 and TG seconded. The financial reports were unanimously approved.
5. **DISCUSSION of 2017 Library Budget:** The 2017 budget is still in development, but the Village is recommending no increase to property taxes with a possible 2% increase in wages for staff. Final numbers will not be available until late August. Health insurance premiums will also not be available until then. NM plans to meet with full-time staff to discuss how to manage rising costs with flat revenue from property taxes. NM will bring sample budgets to the September Library Board meeting once she sees the final numbers from the Village, and the Board will decide where cuts can best be made without negatively affecting service to the community. The Board also discussed future fundraising efforts.
6. **DISCUSSION & APPROVAL of Strategic Planning Committee’s Recommended Vision:** TG presented the Strategic Planning Committee’s draft of the WFBPL’s vision statement and explained the purpose of the vision statement to the overall strategic plan. The Board discussed the opening paragraph and six bullet points with the intent to come to a mutual understanding of the proposed vision as worded. One change was agreed upon: in the opening paragraph, the word “unquestioned” was changed to “vital”. AB moved to approve the SPC’s proposed vision statement as revised, and PS seconded. The revised vision statement was unanimously approved.

7. **DISCUSSION of Brand words:** TG explained the difference between brand identity and brand image. She led the Board members through an exercise to produce aspirational words summarizing the library's key attributes. These can be used to communicate our brand identity (the message about our position and value we want to convey) to our community in a concise, clear statement. TG will put the exercise on OneDrive for Board members and SPC members to share.
8. **DISCUSSION & APPROVAL of Board Officer Elections – Vice President:** EG announced that Karen Plach is the nomination for the position of Vice President of the Library Board. KP summarized for the Board her background experience in communications, marketing, and human resources. TG moved to approve the appointment of Karen Plach as the Library Board Vice President and AB seconded. The appointment was unanimously approved.
9. **DISCUSSION of Informational Items:** NM summarized key aspects from the department reports from adult services staff, youth services staff, and circulation staff.

**ADJOURNMENT:** Meeting was adjourned at 8:40 pm.

Respectfully submitted,  
Krista Hutley  
Administrative & Adult Services Librarian