

**D R A F T**  
**MINUTES OF REGULAR MEETING**  
**ELISHA D. SMITH PUBLIC LIBRARY TRUSTEES**  
**June 17, 2010**

**Call to order** at 4:02 p.m. by vice president Werley

Present: Derouin, Eisen, Nebel, Werley, Wicihowski, Wisneski

Absent: Carlson, Enos

Also present: Director Saecker, K. Seefeldt (Administrative Assistant), J. Bongers (Head of Adult and Technical Services), Brenda Taubel (City of Menasha HR Specialist), Dave Willems (Willems Marketing)

Brenda Taubel arrived at 4:06 p.m.

**Public Comment**

The Board welcomed Dave Willems from Willems Marketing. Ideas and plans for creating a marketing plan were discussed. Challenges we may face include maximizing a tight budget and successful implementation of the plan. The Board was asked to identify their primary reason for developing a marketing plan. Discussion focused on whether it was to raise funds or to promote library services and programs to the public. The pros and cons of establishing a standing or ad hoc committee were reviewed. Werley advocated for creating an ad hoc committee that would include some library board members as well as members of the community with marketing experience. Director Saecker addressed the option of establishing a Foundation to oversee fundraising. Werley supported Director Saecker's opinion that publicity should be the primary responsibility of library staff, not the board. Werley emphasized we should be encouraging people to come to the library because it is a good place to be. All aspects of what the library has to offer need to be effectively conveyed. Bilingual marketing trends and the possibility of collaborative promotional efforts between libraries in the Fox Valley were discussed. Willems offered to help get a marketing committee established. If a marketing plan is developed, he recommended that it be updated on an annual basis. The Board thanked Mr. Willems for the information he provided.

Eisen arrived at 4:22 p.m.

Dave Willems and board member Derouin left at 4:31 p.m.

**Authorization of Bills**

1. **Motion** to authorize payment of the June bills from the 2010 budget by Wicihowski, seconded by Wisneski and carried unanimously.
2. **Motion** to authorize payment of the corrected May list of bills from the 2010 budget by Wicihowski, seconded by Eisen and carried unanimously.

**Consent Business**

3. Approve minutes from the Library Board meeting of May 20, 2010

## **Motion**

Motion to approve the minutes of the Library Board meeting of May 20, 2010 as presented by Eisen, seconded by Nebel and carried unanimously.

## **Director's Report/Information Items**

4. Statistics. May statistics showed a healthy increase of 4.7% in Adult Department lending. Children's was down a mere .7%. May lending was up 3% overall from last year, averaging 145 items per hour. Director Saecker was pleased that we have succeeded in staying close to our record circulation of the past two years. Eisen noted the high use of the self-check machines. Wicihowski recommended we give future consideration to purchasing another machine for the Adult Department.
5. Ann Hardginski. Assistant Children's Librarian Ann Hardginski recently accepted the position of Children's Department Head at the Kimberly-Little Chute Public Library. The Board wished her well. Director Saecker reported that we received 50 applications for this position. Six telephone interviews have been conducted. Three personal interviews will be scheduled.
6. Long Range Plan Objectives. There are seven objectives we are scheduled to reach by the end of the year. Several have already been met. Others are in progress and appear to be on target to be reached, including an increase in participation in the summer reading programs.
7. Fines Erased. Due to a recent incident with Winnefox Library System's circulation system, some fines throughout the system were erased. Director Saecker hopes to receive an estimate from Winnefox personnel on the amount of anticipated revenue that was lost.

## **Discussion/Action Items**

8. Post Retirement Program. Brenda Taubel, HR Specialist for the City of Menasha, presented information on Precision Retirement Group's Post Employment Health Plan. This plan was approved for all non-union city employees by the Common Council in April 2009. Under this plan, an employee's accumulated sick leave payment is converted into either a 401(a) retirement plan or a Post Retirement Medical Expense Trust at retirement. This determination is made by the employer through an exit interview and is based upon the employee's needs at the time of retirement. A significant benefit to the plan is that it gives the employer the opportunity to provide retiring employees viable options without taxation of their health benefits. Questions regarding the plan's low participation fee and minimal charges for transaction transfers or paper checks were addressed.

## **Motion**

Motion to approve the library's participation in the Post Employment Health Plan by Nebel, seconded by Wicihowski and carried unanimously.

9. Board Nominating Committee. Wicihowski, Wisneski and Nebel volunteered to serve on this committee. They will present a slate of nominees for board officers at the July meeting. Nominations from the floor will also be accepted.
10. County Board Appointment. There was a consensus to table this topic until the July board meeting.
11. Marketing Committee/Fundraising Committee. Discussion pertaining to the purpose and name of the marketing committee ensued. Benefits of creating a Foundation were discussed, as was the option of merging that organization with a Friends group. There was a consensus to table further discussion of this topic until the July board meeting.

Joe Bongers and Brenda Taubel left the meeting at 5:30 p.m.

12. Trustee Essential #18. Eisen summarized Trustee Essential #18 *Library Board Appointments and Composition*.

**Announcements**

At the July meeting, Director Saecker will ask for a volunteer to review Trustee Essential #19 at the August meeting.

Wicichowski noted that she will not be able to attend the July 15<sup>th</sup> meeting.

**Adjournment**

Motion to adjourn the meeting at 5:45 p.m. by Eisen, seconded by Wicichowski and carried unanimously.

**Future meeting dates**

The next regular board meeting will be held in the Gegan Room on Thursday, July 15, 2010 at 4:00 p.m.

Respectfully submitted,  
Paul Eisen, Secretary  
Kris Seefeldt, Recording Secretary