

## PROCEEDINGS OF THE BROWN COUNTY LIBRARY BOARD OF TRUSTEES

A regular meeting of the Brown County Library Board was held on **October 17, 2024**, at **5:15 p.m.**  
Central Library, 515 Pine Street, Green Bay, WI 54301

**PRESENT:** JAYME SELLEN, BRIAN ANDERSON ANNETTE AUBINGER, KATHY PLETCHER, DAVID RUNNING, and KIM SCHANOCK. WENDY WOODWARD attended virtually.

**EXCUSED:** JOHN VAN DYCK and MARISSA MELI.

**ALSO PRESENT:** Sarah Sugden, Emily Rogers, Sue Lagerman, and Curt Beyler (Administration). Lauren LaPlant (staff).

1. **CALL TO ORDER** President Sellen called the meeting to order at 5:15 pm.
2. **APPROVE/MODIFY AGENDA AND MINUTES. Motion** by Anderson, seconded by Schanock, to approve the agenda and minutes. **Motion carried.**
3. **COMMUNICATIONS AND OPEN FORUM FOR THE PUBLIC** No public present.
4. **PRESENTATION BY LAUREN LAPLANT, MARKETING SPECIALIST** LaPlant introduced herself and shared that she has been with the library since 2013 and has served in several roles including Library Services Associate and Research and Youth Services Librarian. She reviewed the job description of the marketing specialist position that was created in response to the outcome of a feasibility study performed in 2020 that indicated that strategic and intentional communication was needed to define what the library does. Her responsibilities include increasing community awareness of library services, resources, and locations, increasing brand awareness, creating marketing materials to promote the library, coordinating social media (Facebook and Instagram), and assisting with large-scale projects and events. Having been in this position for almost a year, LaPlant has been involved in the marketing of JobPod including developing the logo and brand guidelines, developing Hype Team Tips column in staff newsletter, rolling out more Instagram-focused content, fine-tuning Summer Reading Program print materials to create efficiencies for future editing; and creating and editing the Summer Reading Program promo video. Marketing Team efforts included a virtual author visit with AJ Dillon, a fine forgiveness week campaign, flyers for school packets, and updated print ads for City Pages and the Newcomers' Resource Guide. Lauren also takes and collects photos and stories that can be used in future marketing efforts. Current projects include creating display boards promoting the new Ashwaubenon Branch. Other plans include strategizing the rollout of the library's certification as a Family Place Library.
5. **UPDATE ON DELIVERY OF PUBLIC LIBRARY SERVICE TO RURAL COMMUNITIES IN BROWN COUNTY** Pletcher reported that most of the OneDenmark board, Lagerman, Beyler, Aubinger, and County Executive Troy Streckenbach attended the grant announcement event with the Governor in Shawano. A photo of the group made the front cover of the Denmark News! The Denmark School Board voted unanimously to sell the former Early Childhood Center to OneDenmark for \$1. Pletcher and Beyler connected with the school superintendent about fiber and learned from Dan with MCE (fiber engineering) that there are two 2 strands of fiber at the school and there is plenty of capacity for both the Community Center and the library.

A grant was submitted to the Greater Green Bay Community Foundation to support the gymnasium and fitness center. Planning meetings to get the project under way between OneDenmark and the Library will start soon. An early December celebration is a possibility. More funds still need to be raised but fundraising should happen more easily now that the building has been secured. The \$4M grant money must be spent by September 2026. Renovation should begin by July 2025. Sugden thanked and commended OneDenmark.

The real estate closing on the Family Dollar building in Pulaski is November 6.

Referring to last month's request of the Board for staff to collect information on libraries that offer passports, notary, and other services, Pletcher contacted the director of the Nicolet Federated Library System (NFLS) about surveying system libraries to learn what is being done and how. NFLS agreed to this and will return the results in 90 days or less.

6. **DISCUSSION AND POSSIBLE ACTION REGARDING TABLE OF ORGANIZATION CHANGE** Rogers explained that based on an update from the US Department of Labor, the Library will delete two vacant Shelver positions to comply with updated salary requirements for the exempt Central Circulation, Kress/Wrightstown and Technical

Services Managers, Safety Officer, and Marketing Specialist roles, with a net impact of \$2,423.00.

**Motion** by Pletcher, seconded by Running, to approve the Table of Organization change as presented. **Motion carried.**

7. **DISCUSSION AND POSSIBLE ACTION REGARDING REQUEST FOR PURCHASE (RFP) FOR AUTOMATED MATERIALS HANDLING SYSTEMS (AMHs)** The East RFP was written with the purpose of reusing it for future branch projects. County Purchasing requires that a new document is prepared. In its scope, the new RFP will encompass the Ashwaubenon and Kress branches, standard seven and nine bin handlers, and ala carte add-ons. **Motion** by Anderson, seconded by Schanock, to approve the RFP for Automated Handling Systems. **Motion carried.**
8. **CENTRAL LIBRARY HVAC ARPA/SALES TAX PROJECT UPDATE** Beyler reported that the hazardous materials assessment was completed including asbestos removal and boiler demolition. Large holes on the roof will be cut in preparation for curb and insulated cap installation in early November. In January, air handler #2 will be delivered and installed between the 1/22 Ed and Rec and 2/19 County Board meetings. The rest of the delivery/installation schedule is as follows: March/April - air handler #3 (media, fiction and non-fiction area); April/May- air handler #4 (Youth Services, Circulation, and Local History & Genealogy); June – air handler #5 (third floor Admin); and June/July - air handler #1 (Auditorium and Meeting Rooms). The project should be completed by fall 2025.

Sugden commented that staff is looking ahead and exploring the option of putting some collections into storage – especially the Local History archives. Policies are being worked on regarding what should be retained.

9. **DISCUSSION AND APPROVAL OF LIBRARY BUSINESS**

- A. **Financial Update** Sugden reported that the library was recently assigned a new junior accountant – Lucy Branch. Sugden plans to meet with her soon and will be working on report retrieval. The County has been a good partner during this time. The Job Center lease is being worked through. Year-end processes are being worked on with County Finance. Library spending is curbed now through the end of the year. There is not any real concern about expenditures as they are predictable. The library is still in need of a senior accountant.
- B. **Facilities Update** Regarding the Ashwaubenon project, Beyler reported that the structural steel for operable partitions, in the amount of \$14,786, will be added to the core and shell contract with Stevens. The Facilities Committee and Concord were notified and agreed to this change in project cost. The project is on schedule.
- C. **Personnel and Public Services Update** Rogers reported the following:

**Hires:** Benita Matthew – Kress Clerk, and Danielle Zeamer - Job Pod LTE Librarian.

**Open:** Central Library Service Associate LTE (28 hours); Wrightstown Clerk; Maintenance part-time worker. Interviews were conducted for Kress/Wrightstown Manager.

Finalizing performance planning – should be wrapped up by Friday.

Nic Con, the joint staff development day coordinated with the Nicolet Federated Library System, was a success and a great day to network with staff from other libraries in our system. Dr. Alonzo Kelly and Jamie Matczak were the presenting speakers. About 120 people attended.

The Wisconsin Library Association conference is in early November in Green Bay and about two dozen staff are attending. Jenn Koetz, who is currently President of ABOS (Association of Bookmobile and Outreach Services) is attending the annual conference in Indianapolis. The new Bookmobile was on display at the conference.

For the December – February event calendar, the focus is on strengthening relationships with ADRC and other partners and laying out an entire year of programming for all locations. The ADRC will also offer presentations in Spanish. The Lunch and Learn series that includes a meal on site will continue at Kress and Weyers-Hilliard. Public Service Managers are working on standards for cleaning toys. Katie Guzek, Youth Services Manager, has been collecting data from the Health Department, Family Place, etc. An ad hoc committee is working on consistent process for scheduling.

- D. **Community Engagement Update** Lagerman reported that a joint media event with Achieve Brown County and the County Executive took place on October 1 at the East Branch. The topic was the state of literacy in Brown County and the status of reading proficiency among students in third grade – a critical year when students shift from learning to read to reading to learn. Streckenbach acknowledged the importance of acting

and getting involved to make a difference in the reading proficiency of area youth. Sarah Beckman, director of Achieve Brown County, talked about how reading proficiency affects the economy and workforce. Currently, only 37% of third grade students have proficient reading skills. This event had good attendance and media coverage.

The 7<sup>th</sup> annual Pop Con® was a success! A compilation of the event was included in the packet. This family-friendly event was enjoyed by over 700 attendees. The featured author was Raina Telgemeier, a best-selling author of graphic novels for children. Sugden share how a young person who attended shared the story that their comfort/support item, when hospitalized, was not a stuffed toy, but one of Raina's books whose subject aligned exactly with what this young person was experiencing. This was a heartwarming testament to the power of books and what important connectors they are.

The Friends fall BIG Book Sale takes place at the Central Library November 4-7 and The Friends' annual Give-A-Kid-A-Book campaign kicks off on Wednesday, October 30 with a media event at 9:00 am in the Youth Services department. Bre LaFleur, wife of Packers head coach, Matt LaFleur, is once again serving as honorary ambassador of the program. Distribution to families who are registered through the Salvation Army's Holiday Assistance Program will take place in December – dates TBA.

Although it was already mentioned, Lagerman commented that the OneDenmark gathering in Shawano with the Governor was an exciting and happy event!

John Hickey, former Library and Nicolet Federated Library Board member, is stepping down as President of the B.C.L. Foundation. Foundation Board member, Denise Bellmore will be assuming that role effective in November.

- E. Safety Officer Update** Hughes distributed a written summary of her recent activity. This includes a system-wide fire/evacuation drill, and a violation refresher for staff. Her current priority is to prepare and facilitate safety training, especially enforcing library policy, as winter months approach, including updating related procedures. Her secondary project is to review safety related stats/records and draft a quarterly report for the Board.

- 10. LIBRARY DIRECTOR'S REPORT** Sugden updated the Board on the productive meeting that she and Rogers had with six members of the East Branch Book Club, in which staff provided a proposal with solutions to move forward as a partnership. They were amenable. The club members who attended will review this proposal with the other members of the book club. The book club will continue. Staff will reserve the room, help with managing books, set up the room and the club will facilitate the discussion questions. For future scenarios, procedures will be created that can be implemented at any location.

Job Pod announces its partnership with Microsoft at a media event at the East Branch on October 22 at 2 pm on Tuesday will announce new partnership with Microsoft. There is interest from libraries across the state. Danielle Zeamer will be traveling to Amery to talk to the library about adding a JobPod. There are criteria that must be met to implement a JobPod. An article about JobPod will be featured in The Business News' Business Review. It was written by Sugden and Kate Owens from the Bay Area Workforce Development Board.

Workforce Development boards across the state have applied for a larger grant to launch up to four new pods per year.

The County Board budget meeting is next week at the Central Library.

Sugden continues to work with the county, Job Center, and ADRC, including the Grounded Café, to envision how all entities can fit and exist in the Central Library building. Adding the café would require an addition to the southeast corner of the building. An alternate throughfare to Madison Street would improve access to and from the building. Drawings and images are being fine-tuned by the architect and will be available soon. The county planner has been working on access points which include adding 46 parking spaces. The team is working with Khrome to create a new identity for this project (who-what-why), and with the County Executive and County administration on funding – this is a \$20M renovation. The 2025 Capital Improvement Plan includes money for architectural fees and buildouts.

- 11. PRESIDENT'S REPORT** None.

- 12. OTHER BUSINESS**

- 13. OPEN SESSION:** Discussion and Possible Motion to Convene in Closed Session **Motion** by Anderson, seconded by

Schanock, to convene in closed session at 7:17 pm. Roll call: Aye: Running, Schanock, Pletcher, Anderson, and Aubinger. Nay: None. **Motion carried.**

14. **CONVENE INTO CLOSED SESSION** Pursuant to Wis. Stats. Sec. 19.85(1)(c), the Brown County Library Board shall convene into closed session for the purpose of considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility – Executive Director’s annual performance evaluation.
15. **RECONVENE IN OPEN SESSION:** Reconvene into open session for possible voting and/or other action with respect to the closed session matter mentioned above. **Motion** by Anderson, seconded by Running, to approve the Executive Director’s annual employment performance review. **Motion carried unanimously.**
16. **SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW** None.
17. **ADJOURNMENT Motion** by Anderson, seconded by Running, to adjourn the meeting at 7:41p.m. **Motion carried.**

**NEXT REGULAR MEETING:**

**November 21, 2024 | 5:15 pm | Central Library**

Respectfully submitted,  
Sue Lagerman | Recording Secretary