

NOTICE

Milwaukee County  
Federated Library System  
Board of Trustees

Monday, June 17<sup>th</sup>, 2019

3:00 P.M.

This meeting will be conducted in a  
meeting room of the  
Greenfield Public Library  
5310 West Layton Avenue  
Greenfield, WI 53220

AGENDA

1. Call to order
2. Adoption of agenda
3. Approval of minutes: the MCFLS Board of Trustees meeting on Monday, May 20<sup>th</sup>, 2019  
Action [Attachment A](#)
4. Public comment
5. Library Directors Advisory Council—Report of the June 6<sup>th</sup>, 2019 LDAC Meeting  
Action Distributed at Meeting

Please note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aides.

Board of Trustees—Administrative reports requiring action

- |   |        |                              |
|---|--------|------------------------------|
| 6. Financial Report—May 2019                    | Action | <a href="#">Attachment B</a> |
| 7. Backup solution for Sierra and MCFLS Servers | Action | <a href="#">Attachment C</a> |
| 8. 2020 County Budget Request                   | Action | <a href="#">Attachment D</a> |
| 9. 2019 MCFLS Marketing Plan                    | Action | <a href="#">Attachment E</a> |
| 10. Innovative Maintenance costs changes        | Action | Distributed at Meeting       |

Administrative Informational Items

- |  |                              |
|--|------------------------------|
| 11. MCFLS Board Members – Updated Contact List | <a href="#">Attachment F</a> |
| 12. Director's Report                          | <a href="#">Attachment G</a> |

Motion to Move into Executive Session

In Executive Session. Pursuant to Wisconsin Statutes 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session."

Motion to Move Out of Executive Session.

Report Out of Executive Session.

Next meeting date: July 15th, 2019, 3:00 p.m., South Milwaukee Public Library, 1907 10th Avenue, South Milwaukee, WI 53172

Milwaukee County Federated Library System  
Board of Trustees

Regular Monthly Meeting held Monday, May 20, 2019  
Greendale Public Library  
5647 Broad Street  
Greendale, WI 53129

ROLL CALL

Present: Paul Ziehler, President  
Paula Penebaker, Vice President  
Kurt Glaisner, Trustee  
Guy Johnson, Trustee  
Elizabeth Suelzer, Trustee

Excused: Nik Kovac, Treasurer

Staff: Steve Hesel, Director  
Judy Kaniasty, Business Manager  
Jen Schmidt, Library Systems Administrator

Others: Susan Draeger-Anderson, LDAC Chair and North Shore Library  
Rachel Arndt, Milwaukee Public Library  
Pat Laughlin, Hales Corners Library  
Brian VanKlooster, Greendale Public Library

CALL TO ORDER. Vice President Penebaker called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees to order at 9:00 a.m. Brian VanKlooster welcomed the MCFLS Board to the Greendale Public Library

ADOPTION OF AGENDA. Vice President Penebaker referred to the agenda. President Ziehler moved and Trustee Glaisner seconded a motion to adopt the agenda as distributed. Unanimously approved.

APPROVAL OF MINUTES. Vice President Penebaker referred to the minutes of the Monday, April 15, 2019 meeting which are shown as Attachment A of the agenda packet. Trustee Glaisner moved and Trustee Johnson seconded a motion to approve the minutes as presented. Unanimously approved.

PUBLIC COMMENT. None.

LIBRARY DIRECTORS ADVISORY COUNCIL. Vice President Penebaker invited Pat Laughlin to review her report of the April 18 LDAC meeting which is shown as Attachment B of the agenda packet. Questions were asked and responded to regarding many of the topics. President Ziehler moved and Trustee Glaisner seconded a motion to accept the report and place it on file. Unanimously approved.

BOARD OF TRUSTEES – ADMINISTRATIVE REPORTS REQUIRING ACTION.

Financial Report – April 2019. Vice President Pennebaker referred to the April, 2019 financial report which is shown as Attachment C of the agenda packet. Director Hesel reported that the Sierra server upgrade is now complete and approximately only half of the budget was spent. President Ziehler moved and Trustee Glaisner seconded a motion to approve the April 2019 financial report as presented. Unanimously approved.

MCFLS Mission and Vision Statements. Vice President Pennebaker referred to Attachment D of the agenda packet and Director Hesel noted that Bruce Smith provided guidance for the suggestions and samples. Bruce Smith added that he felt that the old MCFLS Mission Statement is lengthy and the new suggestion is concise and all-encompassing. After discussion, Trustee Glaisner moved and Trustee Johnson approved newly crafted Mission and Vision Statements which will be included in the final version of the Strategic Plan. Unanimously approved.

MCFLS 2020-2024 Strategic Plan. Director Hesel referred to the MCFLS 2020-2014 Strategic Plan (which will be updated to include the newly crafted statements) shown as Attachment E of the agenda packet and thanked Bruce Smith for all of his assistance in piecing it all together. Director Hesel reported that the LDAC feels the plan is robust and the objectives will be prioritized and most important objectives tackled first. The LDAC priorities are improved user experience, commonality of offerings to patrons which will assist in rolling out the marketing with communication/advocacy and data rounding out the five years. Director Hesel noted that input from Brian VanKlooster was useful in determining a logical approach to the assessment component of the plan which will establish baseline metrics for measuring progress and success. Bruce Smith noted that training needs for part-time staff is noted as more important and a new committee to work on marketing, data and advocacy looks to be desirable to determine benchmark data so evaluations can be done to determine progress made. President Ziehler asked that feedback priorities be shared which were used to create the strategic plan for informational purposes of the Board. Director Hesel feels very good about the document and the specifics in the plan are directive; he plans to provide quarterly progress reports to the Board as the previous director provided regarding the last strategic plan. President Ziehler moved and Trustee Glaisner seconded a motion to approve the MCFLS 2020-2024 Strategic Plan as amended. Unanimously approved.

2020 County Budget Request. Vice President Pennebaker referred to Attachment F of the agenda packet. Director Hesel noted this is last year's budget request for informational and directional purposes for the 2020 request which will come before the Board at next month's meeting for approval. The end result of last year's request was \$66,650. Trustee Glaisner suggested a different approach to the request—listing how much funding member communities devote to their local libraries and showing how much libraries and services cost and he would suggest also futuristic language projecting needed funding instead of after the fact statistics. Pointing to escalating use of expensive formats and focus on the challenges and point to MCFLS provided services like the mobile app and social infrastructure. Director Hesel acknowledged the new direction and added that he has been told that no extra funding will be allocated to cultural organizations and that the pension problem is a huge financial problem for the County but he will rework the budget request justification and it will be presented for approval next month.

Proposal to Upgrade Encore Catalog Server Hardware. Director Hesel handed out pricing information for Encore server upgrade equipment, which is shown as Exhibit 1 attached to these minutes and he recommends purchase of the equipment with funds not spend during the Sierra server replacement project which has nearly \$50,000 left and this equipment is older than the Sierra servers just replaced. Director Hesel noted that he will be asking Innovative to consider a reduced fee for migration since

MCFLS just paid for migration costs during the Sierra upgrade. Director Heser noted that replacing the Encore equipment would allow for time to do a review of Encore which is part of the strategic plan. Trustee Glaisner moved and Trustee Suelzer seconded a motion to approve the Encore Server upgrade as requested. Unanimously approved.

Update on MCFLS Trustee County Supervisor Position/Proposed Revision to MCFLS Board Meeting Dates. Director Heser reported that Milwaukee County Supervisor Steven Shea has agreed to serve on the MCFLS Board if we change our meeting time to the third Monday of the month at 3 pm. Instead of 9 a.m. and the new scheduled for MCFLS Board meetings is shown as Attachment G of the agenda packet. Please note that a few locations also changed to accommodate the time change. Supervisor Shea is expected to be approved to serve on May 23. Trustee Johnson moved and President Ziehler seconded a motion to approve the revised 2019 meeting dates as shown on Attachment G. Unanimously approved.

#### ADMINISTRATIVE INFORMATIONAL ITEMS.

Update on Hoopla costs and new data. Vice President Penebaker referred to Attachment H of the agenda packet and Director Heser handed out additional materials, which are shown as Exhibit 2 attached to these minutes. Director Heser explained the information contains statistics through Mid-April and that publishers set the prices and not the Hoopla vendor. Trustee Glaisner moved and Trustee Suelzer seconded a motion to proceed with Option 1 reducing the maximum checkouts from 6 to 4 and to add additional system funding as there is that amount left over after the Sierra Server upgrade and Encore server replacements. Unanimously approved. Director Heser noted he had not talked to Milwaukee yet about options but he is hoping that they might be able to add additional funds if needed.

Director's Report. Director Heser reviewed his report, which is shown as Attachment I of the agenda packet; it was noted that if a member library desired not to participate in the LSTA Grant CyberSecurity Awareness activities they may decline to do so. Upcoming activities will include LDAC discussions on Zinio and Flipster magazines, working up a plan for DPI approval to address member libraries that submit their annual reports after the deadline and how to get them to submit on time. Susan Draeger-Anderson, Director of the North Shore Library, noted that she is very grateful for the cost savings she encountered when using the new Statewide Dell Contract through MCFLS to purchase a number of new computers and wanted to let the MCFLS Board know that savings allowed two extra computers to be purchased.

NEXT MEETING. Scheduled for June 17 at 3 p.m. at the Greenfield Public Library, 5310 W. Layton Ave., Greenfield, WI 53220.

ADJOURNMENT. It was noted that Trustee Nik Kovac was excused from this meeting. With no further business to be addressed, President Ziehler moved and Trustee Suelzer seconded a motion to adjourn the meeting at 10:55 a.m. Unanimously approved.



BUDGET PROPOSAL FOR: MCFLS

PROPOSAL DATE: May 16, 2019

ESTIMATED PROJECT COST: \$ 28,452.00

PROJECT DESCRIPTION: Encore Server Upgrades

SERVER HARDWARE: Encore Server (32 Cores, 256GB, 1200GB)

<u>QTY</u>	<u>DESCRIPTION</u>	<u>Extended Price</u>
1	HPE Proliant DL380 G10 2U 2 Socket Server including:	
2	HPE DL380 Gen10 Intel Xeon-Gold 5128 (2.3GHz/16-core/125W) Processor Kit	
1	HPE 256GB (8x32GB) Dual Rank x4 DDR4-2666 CAS-19-19-19 Registered Smart Memory Kit	
1	HPE Smart Array P408i-a SR Gen10 (8 Internal Lanes/2GB Cache)	
4	HPE 300GB SAS 12G Enterprise 10K SFF (2.5in) SC 3yr Wty Digitally Signed Firmware HDD	
1	HPE 1Gb Ethernet 4-Port 331i Adapter	
2	HPE 800W Flex Slot Platinum Hot Plug Low Halogen Power Supply	
1	HPE iLO Advanced Management Engine	
1	HPE 3YR Foundation Care 24x7x 4 hour DL380 Service	
	Total	\$ 12,270.00

SOFTWARE & LICENSING: Red Hat Linux

<u>QTY</u>	<u>DESCRIPTION</u>	<u>Extended Price</u>
1	Red Hat Enterprise Linux Server Premium 3 Year Subscription	\$ 3,702.00
	Subtotal	\$ 3,702.00





PROFESSIONAL SERVICES:

<u>QTY</u>	<u>DESCRIPTION</u>	<u>Unit Price</u>	<u>Extended Price</u>
1	Innovative Data Migration -Includes after hours services		\$ 9,700.00
1	Digicorp Professional Services Estimated (Scope of Work Required) -Configure/build-out host server hardware -OS install -Application Vendor support		\$ 2,780.00

PROJECT NOTES:

Applicable taxes, freight charges and trip charges are not included. Quote assumes customer will provide dual redundant switches for network connections, and all necessary infrastructure is in place. Pricing is for budgetary purposes and subject to change.



## Recommendations for addressing 2019 hoopla funding issues

Current 2019 hoopla budget: \$160,000 (\$110,000 from MCFLS, \$50,000 from libraries)

Projected 2019 hoopla expenses: \$208,200

### Options

1. Reduce maximum checkouts from 6 to 4 and add additional system funding (recommended).
  - a. Reducing the maximum number of checkouts to 4 would reduce our estimated costs to just over \$180,000.
  - b. Average monthly circulation for patrons is 3.3 items.
  - c. MCFLS can add \$20,000 (Sierra servers came in under budget).
  - d. Will also discuss options with MPL to reduce costs moving forward.
2. Removing movies, TV and music formats AND reducing the number of max checkouts from 6 to 4.
  - a. Not recommended by hoopla staff. Would lessen the product and not give us enough cost savings.
  - b. By removing movies, TV and music and reducing the max checkout threshold to 4, the total projected cost for 2019 would be \$173,400. Compare that to the recommended option and we would only be saving around \$8000.
3. Reducing the maximum price point to \$2.84 for audiobooks and \$2.49 for movies AND reducing the max checkouts from 6 to 5.
  - a. Recommend by hoopla staff but NOT recommended by directors. Directors feel we should not remove titles that are performing successfully. Audiobooks are used heavily in our county and it was felt that this would lessen the impact of the service.
  - b. Projected costs for 2019 would be \$165,000 under this option.
4. Implementing a maximum daily budget to control costs.
  - a. Not recommended by hoopla staff.
  - b. Each library in the system has a separate hoopla account and the daily budget would need to be set within each account.
  - c. For small libraries like St. Francis or Brown Deer their part of the overall budget (\$3/day) would be exhausted almost immediately. For other libraries their daily allotment would be cut in half or worse.



M.C.F.L.S.  
Financial Report  
For the Five Months Ending May 31, 2019

MCFLS Board - June 2019  
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1		<b><u>Annual Budget</u></b>	<b><u>Year to Date</u></b>	<b><u>%</u></b>	<b><u>Balance</u></b>	<b><u>%</u></b>
2						
3	<b><u>General Revenues</u></b>					
4	State Aid Revenue	\$ 2,855,317	\$ 2,855,318	(100.00)	\$ (1)	0.00
5	Milwaukee County Allocation	\$ 66,650	\$ 33,325	(50.00)	\$ 33,325	(50.00)
6	West Milwaukee Contract -Other	\$ 49,877	\$ 49,877	(100.00)	\$ -	0.00
7	Interest on Invested Funds	\$ 2,000	\$ 6,358	(317.90)	\$ (4,358)	217.90
8	Member Forms/Supplies Revenue	\$ 25,000	\$ 10,542	(42.17)	\$ 14,458	(57.83)
9	Member Postage Revenue	\$ 25,000	\$ 10,897	(43.59)	\$ 14,103	(56.41)
10	Member OCLC Revenue	\$ 116,297	\$ 56,412	(48.51)	\$ 59,885	(51.49)
11	Member Telecomm. Revenue	\$ 16,800	\$ 13,200	(78.57)	\$ 3,600	(21.43)
12	Member III Softwre Maint-Basic	\$ 200,838	\$ 79,818	(39.74)	\$ 121,020	(60.26)
13	Member III Softwre Maint-Other	\$ 45,473	\$ 18,297	(40.24)	\$ 27,176	(59.76)
14	Member Tech. Assist.-Time Rev.	\$ 15,000	\$ 4,364	(29.09)	\$ 10,636	(70.91)
15	Member Special Projects Revenu	\$ 80,000	\$ 13,818	(17.27)	\$ 66,182	(82.73)
16	Member Cataloging Contract Rev	\$ 149,846	\$ 78,265	(52.23)	\$ 71,581	(47.77)
17	Member Database Revenue	\$ 72,336	\$ 28,069	(38.80)	\$ 44,267	(61.20)
18	Member Catalog Enhancement Rev	\$ 25,627	\$ 9,622	(37.55)	\$ 16,005	(62.45)
19	Member Ecommerce Transaction	\$ 9,000	\$ 3,634	(40.38)	\$ 5,366	(59.62)
20	TNS Calls/Notices Revenue	\$ 3,000	\$ 622	(20.73)	\$ 2,378	(79.27)
21	Carryover Revenue	\$ 35,000	\$ -	0.00	\$ 35,000	#####
22	Staff Benefits/Co-Pay Revenue	\$ 35,804	\$ 15,409	(43.04)	\$ 20,395	(56.96)
23	Member Digital Content Rev	\$ 216,732	\$ 87,371	(40.31)	\$ 129,361	(59.69)
24	Member PC Mngmt License Rev	\$ 2,545	\$ 1,071	(42.08)	\$ 1,474	(57.92)
25	Member MKE Mixers Rev	\$ 1,400	\$ 1,250	(89.29)	\$ 150	(10.71)
26	<b><u>Total General Revenues</u></b>	\$ 4,049,542	\$ 3,377,539	(83.41)	\$ 672,003	(16.59)
27						
28	<b><u>Special Revenues</u></b>					
29	W. Milwaukee Borrowing Revene	\$ 52,916	\$ 52,916	(100.00)	\$ -	0.00
30	Ecommerce Revenue	\$ 200,000	\$ 89,120	(44.56)	\$ 110,880	(55.44)
31	<b><u>Total Special Revenues</u></b>	\$ 252,916	\$ 142,036	(56.16)	\$ 110,880	(43.84)
32						
33	<b><u>Total Revenues</u></b>	\$ 4,302,458	\$ 3,519,575	(81.80)	\$ 782,883	(18.20)
34						
35		<b><u>Annual Budget</u></b>	<b><u>Year to Date</u></b>	<b><u>%</u></b>	<b><u>Balance</u></b>	<b><u>%</u></b>
36						
37	<b><u>General Expenditures</u></b>					
38	Fringe Benefits Expense	\$ 179,610	\$ 77,517	43.16	\$ 102,093	56.84
39	Salaries Expense	\$ 374,158	\$ 157,988	42.22	\$ 216,170	57.78
40	Telephone Renewal Expense	\$ 1,000	\$ 202	20.20	\$ 798	79.80
41	Member Ecommerce Transaction E	\$ 9,000	\$ 3,438	38.20	\$ 5,562	61.80
42	TNS Calls/Notices Expense	\$ 3,000	\$ 403	13.43	\$ 2,597	86.57
43	Mileage/Auto Maint Expense	\$ 700	\$ 125	17.86	\$ 575	82.14
44	Conference/Training Expense	\$ 8,000	\$ 2,616	32.70	\$ 5,384	67.30
45	Memberships Expense	\$ 6,000	\$ 3,875	64.58	\$ 2,125	35.42
46	Continuing Education Expense	\$ 8,750	\$ 6,561	74.98	\$ 2,189	25.02
47	Office Supplies Expense	\$ 1,000	\$ 492	49.20	\$ 508	50.80
48	Copy Machine Maint. Expense	\$ 1,200	\$ 748	62.33	\$ 452	37.67
49	MCFLS Printing Expense	\$ 500	\$ -	0.00	\$ 500	100.00
50	MCFLS Printing for Mem Expense	\$ 5,000	\$ 1,680	33.60	\$ 3,320	66.40
51	MCFLS WI Pub Lib Consortium Ex	\$ 5,605	\$ 5,605	100.00	\$ -	0.00
52	MCFLS Buying Pool	\$ 110,000	\$ 70,000	63.64	\$ 40,000	36.36

M.C.F.L.S.  
Financial Report  
For the Five Months Ending May 31, 2019

MCFLS Board - June 2019  
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53	MCFLS Database Expense	\$ 20,700	\$ 27,450	132.61	\$ (6,750)	(32.61)
54	Member Database Expense	\$ 72,336	\$ 63,877	88.31	\$ 8,459	11.69
55	MCFLS Catalog Enhancement Expe	\$ 65,674	\$ 30,000	45.68	\$ 35,674	54.32
56	Member Catalog Enhancement Exp	\$ 25,627	\$ 23,627	92.20	\$ 2,000	7.80
57	MCFLS Postage Expense	\$ 600	\$ 75	12.50	\$ 525	87.50
58	Member Postage Expense	\$ 25,000	\$ 12,225	48.90	\$ 12,775	51.10
59	Member Forms/Supplies Expense	\$ 25,000	\$ 3,986	15.94	\$ 21,014	84.06
60	Telephone Expense	\$ 5,000	\$ 1,273	25.46	\$ 3,727	74.54
61	Meetings Expense	\$ 500	\$ 248	49.60	\$ 252	50.40
62	Insurance Expense	\$ 11,500	\$ 11,259	97.90	\$ 241	2.10
63	Legal Expense	\$ 500	\$ -	0.00	\$ 500	100.00
64	Audit Expense	\$ 12,250	\$ -	0.00	\$ 12,250	100.00
65	Payroll Service Expense	\$ 4,200	\$ 1,737	41.36	\$ 2,463	58.64
66	III Software Support Expense	\$ 246,311	\$ 123,200	50.02	\$ 123,111	49.98
67	III TNS Subscr Exp	\$ 12,224	\$ 12,224	100.00	\$ -	0.00
68	Member Telecomm. Expense	\$ 16,800	\$ -	0.00	\$ 16,800	100.00
69	MCFLS Telecomm. Maint. Expense	\$ 10,000	\$ 3,250	32.50	\$ 6,750	67.50
70	OCLC Expense	\$ 130,165	\$ 125,000	96.03	\$ 5,165	3.97
71	MCFLS Computer Room Equipment	\$ 5,000	\$ 5,281	105.62	\$ (281)	(5.62)
72	MCFLS Software Expense	\$ 2,500	\$ 515	20.60	\$ 1,985	79.40
73	MCFLS Equipment Expense	\$ 12,000	\$ 2,963	24.69	\$ 9,037	75.31
74	Member Special Projects Expens	\$ 80,000	\$ 30,791	38.49	\$ 49,209	61.51
75	Sorting and Delivery Expense	\$ 291,700	\$ 91,465	31.36	\$ 200,235	68.64
76	South Central Delivery Expense	\$ 21,697	\$ 10,849	50.00	\$ 10,848	50.00
77	Auto Payment/Maintenance Exp.	\$ 1,000	\$ 31	3.10	\$ 969	96.90
78	MPL Resource Contract Expense	\$ 185,596	\$ 46,399	25.00	\$ 139,197	75.00
79	MPL Rent Lease Contract Exp.	\$ 129,815	\$ 32,454	25.00	\$ 97,361	75.00
80	ILS Expense	\$ 37,000	\$ 9,113	24.63	\$ 27,887	75.37
81	MCFLS Catalog Cont Exp to MPL	\$ 285,532	\$ 71,383	25.00	\$ 214,149	75.00
82	Member Catalog Contract Exp.	\$ 149,846	\$ 37,462	25.00	\$ 112,384	75.00
83	MCFLS Collection Dev Tool Exp	\$ 28,000	\$ -	0.00	\$ 28,000	100.00
84	Internet Expense	\$ 20,500	\$ 4,003	19.53	\$ 16,497	80.47
85	Contingency Expense	\$ 29,029	\$ 30,445	104.88	\$ (1,416)	(4.88)
86	Member Digital Content Exp	\$ 216,732	\$ 215,187	99.29	\$ 1,545	0.71
87	Marketing	\$ 10,000	\$ 1,872	18.72	\$ 8,128	81.28
88	MCFLS Strategic Planning Exp	\$ 4,800	\$ 1,366	28.46	\$ 3,434	71.54
89	Cooperative Purchasing Sub Exp	\$ 3,000	\$ -	0.00	\$ 3,000	100.00
90	Member PC Mngmt License Ex	\$ 1,875	\$ -	0.00	\$ 1,875	100.00
91	Member MKE Mixer Exp	\$ 1,400	\$ -	0.00	\$ 1,400	100.00
92	<b>Total General Expenditures</b>	\$ 2,914,932	\$ 1,362,260	46.73	\$ 1,552,672	53.27
93						
94	<b>Special Expenditures</b>					
95	W. Milwaukee Borrowing Expense	\$ 52,916	\$ 52,915	100.00	\$ 1	0.00
96	RB - MCFLS Payment Expense	\$ 1,034,610	\$ 1,034,609	100.00	\$ 1	0.00
97	Ecommerce Expense	\$ 200,000	\$ 89,120	44.56	\$ 110,880	55.44
98	Sierra Server Implementation	\$ 100,000	\$ 50,649	50.65	\$ 49,351	49.35
99	<b>Total Special Expenditures</b>	\$ 1,387,526	\$ 1,227,293	88.45	\$ 160,233	11.55
100						
101	<b>Total Expenditures</b>	\$ 4,302,458	\$ 2,589,553	60.19	\$ 1,712,905	39.81
102						
103	<b>Revenues/Expenditures +/-</b>		\$ 930,022			



BUDGET PROPOSAL FOR: MCFLS

PROPOSAL DATE: April 25, 2019

ESTIMATED PROJECT COST: See options below

PROJECT: Data Backup & Recovery

SYSTEM PROPOSED: Unitrends Recovery Solution

<u>QTY</u>	<u>DESCRIPTION</u>	<u>Unit Price</u>	<u>Extended Price</u>
1	Unitrends Recovery 8006 Backup Appliance Bundle Solution Including: -6.0 TB Usable storage capacity in RAID 1 -1U Short Form Factor -Three-year 24x7 Support	\$ 12,999.00	\$ 12,999.00
1	Archive Dock- USB	\$ 125.00	\$ 125.00
TBD	Archive Drive- 2TB	\$ 169.00	TBD
	Total		\$ 13,124.00

SYSTEM OPTION: Cloud Replication

<u>QTY</u>	<u>DESCRIPTION</u>	<u>Unit Price</u>	<u>Extended Price</u>
2	Unitrends Forever Cloud- 500GB for 1 Year	\$ 579.00	\$ 1,158.00





PROFESSIONAL SERVICES:

<u>QTY</u>	<u>DESCRIPTION</u>	<u>Unit Price</u>	<u>Extended Price</u>
1	Digicorp Professional Services (from Support Agreement)		T&M

PROJECT NOTES:

Applicable taxes and freight are not included. Proposal assumes all necessary wiring and network connectivity is in place. Pricing includes promotions and is subject to change.





709 North Eighth Street  
Milwaukee, WI 53233

PH: 414-286-8149

FAX: 414-286-3209

June 17<sup>th</sup>, 2019

The Hon. Chris Abele, County Executive  
Milwaukee County Courthouse  
901 N. 9th St.  
Milwaukee, WI 53233

Dear County Executive Abele:

The Milwaukee County Federated Library System (MCFLS) includes herein a formal 2020 budget request in the amount of \$100,000. Requested funds would be incorporated into general revenues to satisfy state mandates and other priorities.

MCFLS continues to provide excellent library services to all Milwaukee County residents.

- The number of items checked out at a library belonging to another library now stands in excess of **1,100,000** annually and is rising. These materials are moved by the delivery service in 24-48 hours, a \$313,000 expense completely borne by the MCFLS budget.
- In 2019 MCFLS expenditures for technology rose 12% over 2018 to **\$1.7 million**. The system recently secured a collaborative statewide Dell purchase agreement with other systems and saved municipalities and libraries thousands of dollars.
- The system's catalog, CountyCat, continues to facilitate in- and between-library borrowing, with more than **6.1 million items** circulated in 2018. At a conservative estimate of \$20 per item, the **cost savings to taxpayers is in excess of \$122 million** per year.

MCFLS has recently completed a 2020-2024 Strategic Plan to guide us through the next five years, but our ability to meet the strategic directions laid out in the plan is hampered by threats to our funding. State funding in FY20 and FY21 will likely remain flat and our share of that funding will be lowered as a new funding formula is implemented through the Public Library System Redesign (PLSR) project. We desperately need financial assistance from Milwaukee County.

MCFLS is an example of governmental funding at its smartest and most efficient. Library systems offer economies of scale that benefit all public libraries and we hope you will grant our budget request to continue the high level of service expected by County residents.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, reading 'Paul M. Ziehler'. The signature is fluid and cursive, with the first name 'Paul' and last name 'Ziehler' clearly legible.

Paul M. Ziehler, President  
Milwaukee County Federated Library System Board of Trustees

## CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

### Strategic Program Area 3: Federated Library System

Service Provision: Discretionary

Strategic Outcome: Quality of Life

What We Do: Activity Data				
Activity	2017 Actual	2018 Actual	2019 Budget	2020 Budget
Library Materials Circulated	6,407,744	6,149,770	6,350,000	6,450,000
Registered Cardholders	544,163	527,534	532,000	550,000
Digital Materials Circulated	481,629	535,134	590,000	645,000
Items Delivered	1,064,549	1,110,393	1,155,000	1,200,000
MCFLS and CountyCat Website Page Views	13,557,158	12,053,251	12,500,000	13,000,000
CountyCat Mobile Searches	12,788,880	14,840,534	15,800,000	16,800,000

How We Do It: Program Budget Summary					
Category	2016 Actual	2017 Actual	2018 Budget	2019 Budget	2018/2019 Var
Expenditures	\$66,650	\$66,650	\$66,650	\$100,000	\$33,350
Revenues	\$0	\$0	\$0	\$0	\$0
Tax Levy	\$66,650	\$66,650	\$66,650	\$100,000	\$33,350

How Well We Do It: Performance Measures				
Performance Measure	2017 Actual	2018 Actual	2019 Target	2020 Target
Registered Cardholders Users as a Percent of Population.	57.2%	55.4%	57%	59%

### Strategic Overview:

The Milwaukee County Federated Library System (MCFLS) is overseen by the Department of Public Instruction and serves 15 administratively autonomous and fiscally independent public libraries in Milwaukee County. These public libraries are **wholly funded by their municipality** and join the MCFLS organization voluntarily. The costs for providing critical services continues to rise, but current county funding for MCFLS is inadequate and has remained mostly flat for decades. **Our libraries need support from the county** to continue to provide the high level of service that all our county residents need.

### LIBRARIES SUPPORT THE SOCIAL INFRASTRUCTURE OF MILWAUKEE COUNTY

Public libraries are key to the social infrastructure that binds Milwaukee County together. Social infrastructure are foundational services and structures that support the quality of life in our county. This includes any infrastructure

## CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

that goes beyond basic economic functions to make a community an appealing place to live. Public libraries are critical in establishing social infrastructure, whether it be summer reading programs or outreach, libraries provide the glue that keep the community together.

Here are just a few notable examples illustrating how libraries support the social infrastructure of our county:

- **LibraryNOW.** The Milwaukee Public Library (MPL) has partnered with MPS and other schools to provide on-demand access and eliminate barriers to library resources through LibraryNOW. This program allows all students access to the library with only their student ID number. Over 70,000 students have been positively impacted and more are to come.
- **Memory Cafes.** Several libraries in Milwaukee County have joined together to offer access to memory cafes, which greatly improve the lives of those suffering from dementia or Alzheimer's by allowing them and their caregivers access to support resources and a place to regularly meet. Libraries are uniquely positioned to help these people as anchor institutions in their communities.
- **Wireless Hotspots.** Libraries have also begun to circulate wireless hotspots directly from their operating budgets. This important service allows ALL county residents access to the internet from their own home and helps bridge the digital divide that impacts so many of our residents. Milwaukee Public Library recently started their own hotspot program and with no promotion have lent out most of their hotspots within days.

### HOW MCFLS SUPPORTS LIBRARIES

MCFLS is responsible for supporting all public libraries in the county and coordinating the smooth interaction among members behind the scenes in many facets of the library environment. Here's how we supported libraries and county residents in 2018:

- **Delivery service numbers continue to rise.** The number of items checked out at a library belonging to another library now stands in excess of **1,100,000 annually** and is rising. All of these materials have been moved by the delivery service in 24-48 hours, an expense which is completely borne by the MCFLS budget. Libraries do not bear any of the \$313,000 cost that the MCFLS spends on delivery, saving communities money while still providing county residents with excellent service.
- **MCFLS and member libraries provide \$122 million in savings for all county residents.** The delivery statistics serve to underscore the enormous cost savings to municipalities and county residents alike. Circulation of library materials among MCFLS member libraries for 2018 stood at **6,100,000 items**, which at a conservative estimate of \$20 per item, demonstrates nearly a \$122,000,000 in savings for County residents.
- **Technology costs continue to rise.** In 2019 MCFLS expenditures for technology rose 12% over 2018 to **\$1.7 million**. Libraries rely on MCFLS for purchase, installation and maintenance of public and staff computers. The system recently secured a collaborative statewide Dell purchase agreement with other systems, saving municipalities and libraries thousands of dollars, but system costs continue to soar.
- **Residents checked out over 535,000 digital items in 2018, a new high.** MCFLS plays a key role in the circulation of digital materials like ebooks, audiobooks and streaming content. In 2020 hoopla



## CULTURAL CONTRIBUTIONS (1900) BUDGET

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expenses will range between **\$250,000 - \$300,000** and OverDrive will cost **another \$135,000**. Last year these two services cost around \$200,000 and the cost will increase by over 200% in 2020. Financial assistance is necessary to keep these costs from overrunning library budgets.

- **Online course offerings continue to gain new users.** Gale Courses is funded by a partnership between MCFLS and the 15 member libraries and offers **free, online courses** in over 300 topics. In 2018, more than **18,000** people registered for courses from topics such as project management to how to care for aging parents. Each of these courses is led by real instructors and run over the course of six weeks. Gale Courses directly provides solutions for online workforce development and lifelong learning, two long-term goals that legislators at the county and state level have identified as high priorities for residents. Gale Courses will cost libraries around **\$60,000 in 2019** and that number is expected to increase in 2020.

### LIBRARIES MAINTAIN EXCELLENCE BUT NEW STRATEGIC DIRECTIONS NEED ADDITIONAL SUPPORT

Earlier this year, MCFLS engaged its board of trustees and member libraries on a strategic planning process that culminated this May with the [MCFLS 2020-2024 Strategic Plan](#). A host of new strategic directions emerged from discussions we've had with libraries over the past year, including a need for a better library experience for our residents, a cohesive marketing and advocacy strategy and support to allow members to connect to each other and encourage collaboration. The libraries need these MCFLS services because they are often overwhelmed with demands amid tight budgets and staffing to be able to afford these themselves. MCFLS desperately needs additional financial support from Milwaukee County to provide these services to libraries and all county residents.

Consider these challenges faced by MCFLS and member libraries:

- Despite our best advocacy efforts at the state level, our FY20 and FY21 **state funding will likely remain flat**. The strategic planning process has outlined several new services requested by our members that we will NOT be able to provide without additional funding.
- Municipalities have lent their support to libraries in Milwaukee County. Per capita spending remains at \$52, slightly above the state-wide average of \$49, but this does not reflect the higher demand for services that Milwaukee County presents. With additional county assistance library services offered per capita could meet the needs of residents. **The total municipal support for libraries in our county for 2017 was \$50 million dollars**. Milwaukee County support for these libraries was \$66,650 or 1% of municipal appropriations. We need additional help from the county.
- The Public Library System Redesign (PLSR) project (<http://www.plsr.info>) will most likely mean a redistribution of funding across the state. The recommendations submitted to the DPI this year will almost certainly reduce the Milwaukee County's share of state aid in the near future.

### MCFLS REMAINS A MODEL OF INTER-GOVERNMENT COOPERATION

MCFLS and its member libraries continue to be models of efficiency and cooperation, saving taxpayers millions of dollars each year. Very few governmental entities can make such a claim. Our system relies on expanding partnerships with member libraries to provide new and valuable services for the residents of Milwaukee County. We look forward to continuing our legacy of service and are hopeful the budget request will be funded at 100%.



# CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

## BUDGET SUMMARY

	<b>2018 <u>Actual</u></b>	<b>2019 <u>Budget</u></b>	<b>2020 <u>Budget</u></b>
<b><u>Expenditures</u></b>			
Technology, Reference, Interlibrary Loan	\$1,687,635	\$ 1,894,049	\$2,025,000
Continuing Ed and Consulting	\$86,051	122,663	\$130,000
Delivery	\$316,003	324,669	\$335,000
Payment to Members for Non-Res Access	\$1,113,004	1,087,526	\$1,137,936
Library Services to Youth	\$1,437	3,972	\$4,500
Library Services to Special Users	\$6,975	7,108	\$7,500
Public Information	\$21,682	43,696	\$77,000
Administration	\$346,186	329,984	\$335,000
Electronic Resources	\$394,352	425,463	\$500,000
MultiType Initiatives	\$6,505	7,918	\$8,500
Member Office Supplies	\$29,856	55,500	\$50,000
<b><i>Total Expenditures</i></b>	<b>4,009,686</b>	<b>4,302,548</b>	<b>4,610,436</b>
<b><u>Revenues</u></b>			
State Aid to Public Library Systems	2,766,162	2,855,317	2,855,317
Federal LSTA Funding	-	-	11,200
Passthrough Contract Income	1,064,298	1,104,687	1,390,156
Interest Earned from State Aid	3,033	2,000	2,000
Unexpended Funds-Previous Years	68,403	35,000	35,000
All Other Sources	208,851	238,894	236,132
<b><i>Milwaukee County Contribution</i></b>	<b>66,650</b>	<b>66,650</b>	<b>100,000</b>
<b><i>Total Revenue</i></b>	<b>\$ 4,177,397</b>	<b>\$ 4,302,548</b>	<b>\$ 4,629,805</b>
<b><i>Budget Surplus/(Deficit):</i></b>	<b>167,711</b>	<b>-</b>	<b>\$ 19,369</b>
<b><i>County Contribution as % of Total Revenue:</i></b>	<b>1.6%</b>	<b>2%</b>	<b>2.2%</b>

## 2019 MCFLS Marketing Plan

**Introduction.** Part of the recently revised mission statement of the Milwaukee County Federated Library System is to empower the capabilities and capacities of member libraries to deliver responsive and innovative library services to all residents of Milwaukee County. In addition, the 2020-2024 MCFLS Strategic Plan identifies communication and support for member libraries as a high priority direction for the system.

The purpose of this plan is to set specific goals, activities and evaluation for marketing of system services for the remainder of 2019, but also lay the groundwork for a more comprehensive approach that will begin in 2020 with the formation of a marketing and advocacy committee made up of library and outside experts. That committee will be tasked with identifying data collection priorities, creating a plan for marketing system-wide services and resources as well as providing tool kits for member libraries to use in promoting their own services.

**Audience.** MCFLS consists of 15 member libraries, 18 communities, and 28 library buildings serving 950,000 county residents. MCFLS is a unique system in Wisconsin because every resident is served directly through a municipal library in their community.

Because Milwaukee county libraries are close together—generally within two miles of another library—some of the public believe there is a single Milwaukee County unified system. This belief makes single-library marketing less effective than it might otherwise be. For instance, a resident in Whitefish Bay could very easily see marketing designed for a Shorewood service, and then go into the Whitefish Bay library and ask for that service, which is unavailable to them. Because of this reality, member library directors recognize the value in system marketing of system services, which should increase efficiency and lessen confusion among patrons.

## 2019 Marketing Goals.

- I. Provide groundwork for communication and marketing activities laid out in 2020-2024 MCFLS strategic plan.

### Activities

- a. With support from the MCFLS Board and LDAC, form a new LDAC subcommittee for marketing and advocacy for the system.
  - i. Determine membership, mission and bylaws.
  - ii. Create an RFI to organizations interested in consulting with MCFLS for data, marketing and advocacy services.
  - iii. Produce a scope of work for a paid intern.
- b. Create a budget to support the work of a marketing and advocacy committee.

### Evaluation

- a. Formation of the new subcommittee and bylaws.
  - b. Create an RFI for organizations.
  - c. Creation of a scope of work for paid intern.
- II. Increase use of system-provided online resources.

### Activities

- a. Promote use of the following system-wide resources
  - i. Gale Courses.  
Current cost: \$60,000. Enrollments: 2,730. Cost per class: \$22  
Goal: Enrollments: 3,300 or \$18 per class.  
Audience: Younger adult markets with an interest in continuing education for job-related purposes, either to be hired or for promotion. One third of residents fall into one of these marketing groups. These groups also show a higher than average use of computers and social media.  
Method: Ongoing Facebook and Twitter ads to run in April,

June, August and October one full week before classes start for the month.

Budget: \$900 for targeted social media ads.

- ii. Transparent Language (new language instruction service)  
Current cost: \$5,700. May replace Mango as system-provided language resource. 2018 Mango usage: 3,227 sessions.  
Goal Sessions: 3,550 sessions or 10% increase over Mango.  
Audience: Adult residents with an interest in language learning for frequent international travel or business. The target age demographic (ages 25-54) frequently uses social media making up 60% of Facebook usage.  
Method: Targeted Facebook and Twitter ads to run in April, July, September and November for two weeks.  
Budget: \$800 for targeted social media ads.
- iii. CFRA Marketscope (new investment information resource)  
Current cost: \$6,750. Replacement for S&P NetAdvantage.  
2018 NetAdvantage usage: 1,429 sessions.  
Goal Sessions: 1572 or 10% increase over NetAdvantage.  
Audience: County residents that place a high importance on investments, wealth management or retirement planning.  
Method: Targeted Facebook and Twitter ads to run in April, June, September and December for two weeks.  
Budget: \$800 for targeted social media ads.

- III. Establish relationships with other library systems to extend our marketing reach and scale resources more efficiently.

#### Activities

- a. Collaborate with Bridges and Lakeshores Library System staff on a regional marketing effort to promote September library card sign up month in 2019.

- i. Goals:
  - 1. A 5% increase in new user registrations system-wide from September-October 2019 as compared to the same period in 2018. Based on current numbers this would equate to an increase of 885 users over last year.
  - 2. A 2.5% increase in circulation activity system-wide from September-October 2019 as compared to the same period in 2018.
- ii. Audience: Those residents in southeast Wisconsin who do not have a library card. The secondary audience is lapsed library users whose cards have expired or who have not visited the library recently.
- iii. Method:
  - 1. Billboards. Bridges has obtained pricing for billboards throughout Milwaukee County and will provide assistance with consistent messaging. Will focus on high traffic areas with low cost per 1000 impressions (CPM).  
Cost: Will vary based on location and number of billboards. Total not to exceed \$4600.
  - 2. Facebook ads. Facebook ads with consistent messaging will run at \$15/day for two months.  
Cost: \$900
  - 3. Radio spots. Bridges has identified popular radio stations (B93.3 and FONZ FM) that reach our target demographic.  
Cost: \$2000 to contribute to the purchase of 148 slots on B93.3 (1.4 million impressions)
- b. Budget system funds appropriately to support marketing collaboration moving forward.

# MILWAUKEE COUNTY FEDERATED LIBRARY SYSTEM

## BOARD OF TRUSTEES

Updated June 3<sup>rd</sup>, 2019

<b>Name and Term Expiration</b>	<b>Residence and Business address</b>	<b>Phone and email</b>
President Paul Ziehler December 2020 Citizen Member	8103 W. Raymond Lane West Allis, WI 53219	414-543-2072 <a href="mailto:paulziehler@gmail.com">paulziehler@gmail.com</a>
Vice President Paula Penebaker February 2020 Citizen Member	2114 N. 58 <sup>th</sup> St. Milwaukee, WI 53208  *YWCA Southeast Wisconsin 1915 N. Dr. Martin Luther King Dr., Milwaukee, WI 53212	414-745-4762 (cell) 414-267-3120 (office) <a href="mailto:ppenebaker@ywcasew.org">ppenebaker@ywcasew.org</a>
Treasurer Alderman Nik Kovac December 2020 Resource Library Member	2961 N. Bremen St. Milwaukee, WI 53212  *City Hall 200 E. Wells St., Room 205 Milwaukee, WI 53202	414-801-2110 <a href="mailto:nkovac@milwaukee.gov">nkovac@milwaukee.gov</a>
Kurt F. Glaisner December 2020 Member Library Board	945 W. Calumet Rd. River Hills, WI 53217	414-352-8414 414-731-1716 <a href="mailto:Kfg101@gmail.com">Kfg101@gmail.com</a>
Elizabeth Suelzer September 2021 Member Library Board	2144 S. 76 <sup>th</sup> St. West Allis, WI 53219	414-403-0110 <a href="mailto:esuelzer@gmail.com">esuelzer@gmail.com</a>
Sup. Steven Shea May 2022 County Board Member	*Milwaukee Co. Bd. Of Supervisors Courthouse, Room 201 901 N. Ninth St. Milwaukee, WI 53233	414-278-4231 <a href="mailto:Steven.Shea@milwaukeecountywi.gov">Steven.Shea@milwaukeecountywi.gov</a>
Guy Johnson November 2020 Citizen Member	3942 N Oakland Apt 230 Shorewood, WI 53211	414-332-2475 <a href="mailto:gwj2423@gmail.com">gwj2423@gmail.com</a>
Steve Hesar director and secretary to the board	*709 N. Eighth St. Milwaukee, WI 53233	414-286-8149 <a href="mailto:steve.hesar@mcfls.org">steve.hesar@mcfls.org</a>
Judy Kaniasty, Business manager/Personnel Asst.	709 N. Eighth St. Milwaukee, WI 53233	414-286-5148 <a href="mailto:judy.kaniasty@mcfls.org">judy.kaniasty@mcfls.org</a>

\*Preferred mailing address for board business



709 North Eighth Street  
Milwaukee, WI 53233

PH: 414-286-8149

FAX: 414-286-3209

June 17<sup>th</sup>, 2019

May/June 2019 Director's Report

### Summary of activities

1. Met routinely with contacts from Bridges, Kenosha and Winnefox library systems to plan implementation of the LSTA grant for cybersecurity awareness. The baseline test will run in June and regular training and testing will run until May 2020.
2. Met with Bridges and Lakeshores library systems to talk about a marketing campaign to coincide with September library card sign up month. We are hoping to make this a model of system collaboration for others to emulate moving forward.
3. Talked repeatedly with our sales rep from hoopla to discuss our budget concerns with increasing usage numbers. The rep provided more data based on additional conversations with LDAC.
4. Began work on balancing costs for strategic directions with upcoming contracts that expire in December 2019. Received feedback on the timeline and costs from directors at LDAC.
5. Jen and I worked with an EBSCO sales rep to work out a possible Flipster subscription in 2020. Flipster would replace our RBDigital magazine subscription and is generally viewed favorably by directors.
6. Worked with Trustee Glaisner on the county budget request to be brought before the MCFLS Board on June 17<sup>th</sup>.
7. Developed the 2019 MCFLS Marketing plan which coordinates strategic directions, current marketing for online services and a collaboration with other systems to promote libraries and system services. Discussed long range planning for marketing and advocacy with Eileen Force-Cahill from MPL and a representative from a local marketing agency.
8. Participated in additional planning for a PLA webinar with MPL staff on the Fines Study which will take place on July 11<sup>th</sup>.
9. Met with Supervisor Shea to introduce myself and discuss MCFLS operations during an orientation session on June 4<sup>th</sup>.

### Upcoming Activities

1. Continue planning for 2020-2024 contract and agreement negotiations. General framework will be worked out at the July Board meeting.
2. Continue the process of implementing the LSTA grant on cybersecurity training.