

NOTICE

Milwaukee County  
Federated Library System  
Board of Trustees

Monday, October 19<sup>th</sup>, 2020

3:30 P.M.

This meeting will be conducted online  
using Zoom meeting software

Meeting URL: [CLICK HERE](#)

Download Zoom: <https://zoom.us/download>

Instructions: <https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting>

AGENDA

1. Call to order
2. Adoption of agenda
3. Approval of minutes: the MCFLS Board of Trustees meeting on Monday, September 21<sup>st</sup>, 2020

Action [Attachment A](#)

4. Public comment

5. Library Directors Advisory Council--Report of the October 1<sup>st</sup>, 2020 Meeting

Action [Attachment B](#)

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—September 2020

Action

[Attachment C](#)

7. Proposed changes to MCFLS staff insurance offerings. Supplemental Vision and Accident Coverage.

Action

[Attachment D](#)

8. 2021 Delivery Contract

Action

[Attachment E](#)

9. 2021 Continuing Education Contract

Action

[Attachment F](#)

10. Marketing Consultant Statement of Work

Action

[Attachment G](#)

11. 2021 MCFLS Budget

Action

[Attachment H](#)

Administrative Informational Items

12. Coronavirus Response – System and Member Library Update

13. 2022 Reciprocal Borrowing and 2021 West Milwaukee numbers

[Attachment I](#)

14. Strategic Plan Quarterly Update

[Attachment J](#)

15. Director's Report

[Attachment K](#)

Next meeting date: Monday, November 23<sup>rd</sup> at 3:30 pm using Zoom meeting software.

Milwaukee County Federated Library System  
Board of Trustees

Regular Monthly Meeting held Monday, September 21, 2020  
Zoom Meeting

ROLL CALL

Present: Paul Ziehler, President  
Steven Shea, Vice President  
Nik Kovac, Treasurer  
Guy Johnson, Trustee  
Elizabeth Suelzer, Trustee

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

Others: Judy Pinger, LDAC Co-Chair and Milwaukee Public Library  
Sheila O'Brien, Greenfield Public Library  
Howard Snyder, Prospective MCFLS Board Trustee

CALL TO ORDER. President Ziehler called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees to order at 3:35 p.m.

ADOPTION OF AGENDA. President Ziehler referred to the agenda. Trustee Johnson moved and Trustee Suelzer seconded a motion to approve the agenda as distributed. Unanimously approved.

APPROVAL OF MINUTES. President Ziehler referred to the minutes of the Monday, August 17, 2020 meeting which are shown as Attachment A of the agenda packet. Vice President Shea moved and Trustee Suelzer seconded a motion to approve the minutes as presented. Unanimously approved.

PUBLIC COMMENT. Director Hesel introduced prospective MCFLS Board Trustee Howard Snyder who should be approved by the Milwaukee County Board of Supervisors soon. Mr. Snyder shared his background with the Board for informational purposes.

LIBRARY DIRECTORS ADVISORY COUNCIL. Judy Pinger reviewed her report of the September 3, 2020 LDAC meeting which was distributed prior to the meeting via email and is shown at Exhibit 1 attached to these minutes and responded to questions. Vice President Shea moved and Treasurer Kovac seconded a motion to approve the report and place it on file. Unanimously approved.

BOARD OF TRUSTEES – ADMINISTRATIVE REPORTS REQUIRING ACTION.

Financial Report – August, 2020. President Ziehler referred to the August, 2020 financial report, which is shown as Attachment B of the agenda packet and reported that over \$23,000 of the Technology Grant budget line is for Cares Act expenditures primarily being used for wireless access points and upgrades

that will benefit communities long-term with over \$1500 going to each community. Trustee Suelzer moved and Trustee Johnson seconded a motion to approve the report and presented and to place it on file. Unanimously approved.

2021 MCFLS System Plan. Director Hesel reviewed the 2021 MCFLS System Plan, shown as Attachment C of the agenda packet noting that the report outlines the intent to meet statutory requirements that then triggers the release of 75% of 2021 State Aid in November; the plan is due in Madison October 16. Director Hesel noted that he responded to West Allis and Cudahy emails concerning consistent circulation policies vs. autonomy of circulation policies and the importance of reciprocal borrowing funding to net lenders; those communications are attached; the System Plan addresses the concerns. Director Hesel noted that the System Plan is a tool that the State uses to verify on monitor that mandates are met and no timelines are set by the State for particulars to be completed but MCFLS' Strategic Plan guides the System Plan. Vice President Shea moved and Treasurer Kovac seconded a motion to approve the 2021 System Annual Plan as presented and to submit to DPI by the required deadline. Unanimously approved.

Backup and Digitization Archive Collaboration MOU. Director Hesel reviewed Attachment D of the agenda packet noting that MCFLS is more interested in the archival storage element more than the backup component since MCFLS has multiple backups already in place. Discussion ensued and President Ziehler requested that a price be known before signing on since there is a 12-month notice required to leave the collaboration. Trustee Johnson moved and Treasurer Kovac seconded a motion to approve the concept but a final decision will be based on cost when that is known. Unanimously approved.

#### ADMINISTRATIVE INFORMATIONAL ITEMS.

Coronavirus Response – System and Member Library Update. Director Hesel reported that all Milwaukee library locations are now open with limited services meaning no browsing and four libraries offer curbside pickup of materials. Quarantining of materials is the biggest challenge for all libraries since lab tests are recommending five days for some material types and at least four days are the norm statewide; there is no evidence of COVID being spread through library materials, however. DPI is expected to release more direction mid-October. Returned materials are immediately quarantined at libraries and then backdated for patrons to be removed from cards. MCFLS staff are still working staggered schedules in the office two days a week and working remotely the other three; Kate is coming in three half days to run notices.

Marketing Consultant Update. Director Hesel reported that the Marketing & Advocacy Committee interviews three of the six respondents of the RFP and unanimously arrived at a strong candidate. Reference calls will be made next and then a contract for service will be developed with milestones for payment and that will be presented to the MCFLS Board at next month's meeting for review and approval. President Ziehler questioned whether the timing is right now during the pandemic to pursue this project? Director Hesel does feel it is a good time since libraries are focusing on remote and digital materials which is highly desirable at all times. Director Hesel added that marketing firms are excited to work to promote libraries. President Ziehler commented that it may be wise to talk about changes, if any, to be made when pandemic is over.

Director's Report. Director Hesel reviewed his report which is shown as Attachment E of the agenda packet and responded to questions by the Board, particularly relating to the cost of library services if Glendale were to not be a part of North Shore Library or build their own library; Director Hesel feels the

West Milwaukee model would be workable but would cost more since the residents of Glendale use libraries more than West Milwaukee.

NEXT MEETING. Scheduled for Monday, October 19, 2020 beginning at 3:30 p.m. using Zoom meeting software.

ADJOURNMENT. With no further business to be addressed, Trustee Suelzer moved and Treasurer Kovac seconded a motion to adjourn the meeting at 4:43 p.m. Unanimously approved.



**MILWAUKEE**  
**PUBLIC LIBRARY**

*Central Library*

Date: 9/16/20

To: MCFLS Board of Trustees

From: Judith Pinger – Associate Library Director IT, Tech Services and Collections-  
Milwaukee Public Library

**Summary of LDAC Meeting, September 3<sup>rd</sup>, 2020**

Location: Virtual Meeting via Zoom

**Guests and Presentations**

- Staff from various MCFLS libraries reported out from the Youth Services Committee, the Young Adult Services Committee, the Adult and Reference Services Committee and the Circulation Services Committee. They joined the Zoom call to share their 2020-2021 Program Schedules. There are many plans and ideas for programming in the ongoing virtual environment.

**Topics Requiring Action or Discussion**

- The tabled motion to enact system-wide five day quarantine on all returned library materials was not voted on. The decision was to keep the guidelines at the current (minimum) of four day materials quarantine; the topic will be revisited at the October LDAC meeting after the DPI has issued further guidance. Director Hesel noted that MCFLS is one of the few WI library systems discussing a unified quarantine period.
- Further discussion ensued on the Hoopla fines threshold. The consensus was to keep the fines threshold at \$100.00. Discussion to further study Hoopla costs and no motion was put forth.
- The MCFLS System Plan was outlined and discussed. The current DPI document has more emphasis on youth services and inclusive services. All member feedback was to be provided to Steve Hesel by September 15<sup>th</sup>.
- Motion passed for LDAC to meet bi-weekly moving forward. The first Thursday is the traditional LDAC meeting and the third Thursday is for COVID information sharing.



*Central Library*

**Technology**

- A cost proposal for consortia purchase of the BrainFuse database was shared. This program provides live teacher tutoring for K-12 students. The shift to virtual learning has enhanced interest in this product. Cost is calculated on average population and library borrowers.

**Informational Reports**

- Six proposals were received for the re-vamped Marketing Consultant RFP.
- Federal CARE Act funding is ready for member utilization. Most locations are updating aging wireless access points for Wi-Fi enhancement. Invoices are to be sent to MCFLS Judy Kaniasty for payment.



**MILWAUKEE**  
PUBLIC LIBRARY

*Central Library*

Date: 10/9/2020

To: MCFLS Board of Trustees

From: Judith Pinger – Associate Library Director IT, Tech Services and Collections  
Milwaukee Public Library

Summary of LDAC Meeting October 1<sup>st</sup>, 2020

Location: Virtual Zoom Meeting

**Presentations**

**Milwaukee Mixers – Presentation of 2020-2021 Activities**

- New Virtual Programming Mixer Kit available – Member libraries can now check out a virtual programming box containing microphones, backdrops and headphones for virtual programming needs. Jessica from St. Francis shared updates on the quarantine and circulation procedures for internal MCFLS kit circulation.

**Action and Discussion Items**

**Current COVID 19 Response**

- North Shore Director, Susan Draeger Anderson's last day was September 30<sup>th</sup>.
- South Milwaukee Director, Kathy Manning's last day was October 1<sup>st</sup>.
- Discussion ensued on the handling of Library Book Sales. Topics included accepting donations, cash handling, specific events versus book sale carts, exploring online sales.
- Several libraries planning to slowly increase limited capacity meeting room and patron numbers in building. Discussion about current Milwaukee County infection dashboard statistics. The Wisconsin Department of Public Instruction (DPI) was to meet later in the week to potentially release additional statewide recommendations.
- Materials Handling – Five day quarantine. Because there have not been specific recommendations from the (DPI), the original motion to observe a five day quarantine





### *Central Library*

was withdrawn. The current recommendation to quarantine a minimum of four days remains.

- Discussion around the proposed MCFLS 2021 Budget regarding line items to explore further in the future. Examples included the CollectionHQ database subscription and the Cataloging Contract.
- Student Access to Library Resources – Jen Schmidt of MCFLS reviewed the two types of digital student access accounts. The MPL/Hales Corners program involves student digital cards issued to school age children with the option to upgrade to a full library card. The Greendale/Franklin program incorporates student data into existing/new child library card accounts.

### **Technology**

- Hoopla subscription account will migrate to one account from the location specific accounts on January 1<sup>st</sup>, 2021. This will enable improved functionality of the mobile app and will also provide centralized access.
- 2020/2021 Technology Training schedule is newly published and contains a variety of support programming for MCFLS staff.

### **Informational**

- STIR has been selected to serve as the MCFLS marketing services consultant.

### **Additional Business**

- South Milwaukee Library broached the topic of increasing checkout limits from 20 to 40 items. The thought is to increase circulation and reduce staff handling during this COVID era. After discussion, the motion passed to raise the checkout limit from 20 to 30 items. A second clarifying motion passed to limit the 30 items to the formats of DVDs and CDs.

		<u>Original Budget</u>	<u>Annual Budget</u>	<u>Year to Date</u>	<u>%</u>	<u>Balance</u>	<u>%</u>
1							
2							
3	<b><u>General Revenues</u></b>						
4	State Aid Revenue	\$ 2,855,319	\$ 2,855,319	\$ 2,855,319	(100.00)	\$ -	0.00
5	Milwaukee County Allocation	\$ 66,650	\$ 66,650	\$ 66,650	(100.00)	\$ -	0.00
6	West Milwaukee Contract -Other	\$ 47,466	\$ 47,466	\$ 47,466	(100.00)	\$ -	0.00
7	Interest on Invested Funds	\$ 7,500	\$ 15,000	\$ 11,808	(78.72)	\$ 3,192	(21.28)
8	Member Forms/Supplies Rev (60)	\$ 20,000	\$ 20,000	\$ 13,165	(65.83)	\$ 6,835	(34.18)
9	Member Postage Revenue (59)	\$ 25,000	\$ 25,000	\$ 8,269	(33.08)	\$ 16,731	(66.92)
10	Member OCLC Revenue	\$ 121,591	\$ 121,591	\$ 121,591	(100.00)	\$ -	0.00
11	Member Telecomm. Revenue (69)	\$ 16,800	\$ 16,800	\$ 16,800	(100.00)	\$ -	0.00
12	Member III Softwre Maint-Basi	\$ 179,267	\$ 179,267	\$ 179,267	(100.00)	\$ -	0.00
13	Member III Softwre Maint-Other	\$ 46,709	\$ 47,137	\$ 47,137	(100.00)	\$ -	0.00
14	Member Tech. Assist.-Time Rev.	\$ 15,000	\$ 25,000	\$ 15,217	(60.87)	\$ 9,783	(39.13)
15	Member Special Projects Revenu	\$ 80,000	\$ 80,000	\$ 67,046	(83.81)	\$ 12,954	(16.19)
16	Member Cataloging Contract Rev	\$ 163,716	\$ 163,716	\$ 163,716	(100.00)	\$ -	0.00
17	Member Database Revenue (55)	\$ 62,174	\$ 62,160	\$ 62,160	(100.00)	\$ -	0.00
18	Member Catalog Enhancement Rev	\$ 29,648	\$ 29,648	\$ 29,648	(100.00)	\$ -	0.00
19	Member Ecommerce Transaction	\$ 10,000	\$ 10,000	\$ 4,068	(40.68)	\$ 5,932	(59.32)
20	TNS Calls/Notices Revenue (43)	\$ 1,260	\$ 1,260	\$ 906	(71.90)	\$ 354	(28.10)
21	Carryover Revenue	\$ 35,000	\$ 12,184	\$ 12,184	(100.00)	\$ -	0.00
22	Staff Benefits/Co-Pay Revenue	\$ 37,967	\$ 37,991	\$ 27,779	(73.12)	\$ 10,212	(26.88)
23	LSTA Technology Grant Revenue	\$ 11,200	\$ 43,266	\$ 19,519	(45.11)	\$ 23,747	(54.89)
24	Member Digital Content Rev (88)	\$ 256,414	\$ 256,413	\$ 256,413	(100.00)	\$ -	0.00
25	Member PC Mngmt License Rev	\$ 2,545	\$ 2,545	\$ 1,860	(73.08)	\$ 685	(26.92)
26	Member MKE Mixers Rev (93)	\$ 1,400	\$ 1,400	\$ 1,400	(100.00)	\$ -	0.00
27	Member Replacement Fines Rev	\$ -	\$ 10,500	\$ 2,599	(24.75)	\$ 7,901	(75.25)
28	Member Overdrive Advantage Rev	\$ -	\$ 20,000	\$ 19,029	(95.15)	\$ 971	(4.86)
29	<b><u>Total General Revenues</u></b>	\$ 4,092,626	\$ 4,150,313	\$ 4,051,016	\$ (98)	\$ 99,297	(2.39)
30							
31	<b><u>Special Revenues</u></b>						
32	W. Milw Borrowing Rev (97)	\$ 49,079	\$ 49,079	\$ 49,079	\$ (100)	\$ -	0.00
33	Ecommerce Revenue (99)	\$ 200,000	\$ 200,000	\$ 89,808	\$ (45)	\$ 110,192	(55.10)
34	<b><u>Total Special Revenues</u></b>	\$ 249,079	\$ 249,079	\$ 138,887	\$ (56)	\$ 110,192	(44.24)
35							
36	<b><u>Total Revenues</u></b>	\$ 4,341,705	\$ 4,399,392	\$ 4,189,903	\$ (95)	\$ 209,489	(4.76)
37							
38		<u>Original Budget</u>	<u>Annual Budget</u>	<u>Year to Date</u>	<u>%</u>	<u>Balance</u>	<u>%</u>
39							
40	<b><u>General Expenditures</u></b>						
41	Fringe Benefits Expense	\$ 183,573	\$ 189,891	\$ 143,549	75.60	\$ 46,342	24.40
42	Salaries Expense	\$ 381,639	\$ 381,639	\$ 287,514	75.34	\$ 94,125	24.66
43	Telephone Renewal Expense	\$ 612	\$ 612	\$ 406	66.34	\$ 206	33.66
44	Member Ecommerce Transaction E	\$ 10,000	\$ 10,000	\$ 3,003	30.03	\$ 6,997	69.97
45	TNS Calls/Notices Expense (20)	\$ 1,260	\$ 1,260	\$ 1,012	80.32	\$ 248	19.68
46	Mileage/Auto Maint Expense	\$ 700	\$ 700	\$ 81	11.57	\$ 619	88.43
47	Conference/Training Expense	\$ 6,500	\$ 3,000	\$ 1,054	35.13	\$ 1,946	64.87
48	Memberships Expense	\$ 5,000	\$ 5,000	\$ 3,885	77.70	\$ 1,115	22.30
49	Continuing Education Expense	\$ 9,000	\$ 9,000	\$ 6,474	71.93	\$ 2,526	28.07
50	Office Supplies Expense	\$ 1,000	\$ 1,500	\$ 699	46.60	\$ 801	53.40
51	Copy Machine Maint. Expense	\$ 2,500	\$ 1,750	\$ 675	38.57	\$ 1,075	61.43
52	MCFLS Printing Expense	\$ 500	\$ 500	\$ -	0.00	\$ 500	100.00
53	MCFLS Printing for Mem Expense	\$ 5,000	\$ 2,500	\$ 191	7.64	\$ 2,309	92.36
54	MCFLS WI Pub Lib Consortium Ex	\$ 5,605	\$ 5,605	\$ 5,605	100.00	\$ -	0.00

55	MCFLS Buying Pool	\$ 135,000	\$ 148,000	\$ 90,000	60.81	\$ 58,000	39.19
56	MCFLS Database Expense	\$ 21,700	\$ 21,700	\$ 21,700	100.00	\$ -	0.00
57	Member Database Expense (17)	\$ 62,174	\$ 62,160	\$ 62,160	100.00	\$ -	0.00
58	MCFLS Catalog Enhancement Expe	\$ 84,799	\$ 84,799	\$ 66,159	78.02	\$ 18,640	21.98
59	Member Catalog Enhancement Exp	\$ 29,648	\$ 29,648	\$ 29,648	100.00	\$ -	0.00
60	MCFLS Postage Expense	\$ 600	\$ 600	\$ 229	38.17	\$ 371	61.83
61	Member Postage Expense (9)	\$ 25,000	\$ 25,000	\$ 12,350	49.40	\$ 12,650	50.60
62	Member Forms/Supplies Exp (8)	\$ 20,000	\$ 20,000	\$ 12,246	61.23	\$ 7,754	38.77
63	Telephone Expense	\$ 5,000	\$ 5,000	\$ 2,897	57.94	\$ 2,103	42.06
64	Meetings Expense	\$ 500	\$ 500	\$ 204	40.80	\$ 296	59.20
65	Insurance Expense	\$ 11,700	\$ 11,429	\$ 11,429	100.00	\$ -	0.00
66	Legal Expense	\$ 500	\$ 3,450	\$ 3,570	103.48	\$ (120)	(3.48)
67	Audit Expense	\$ 12,250	\$ 13,000	\$ 13,000	100.00	\$ -	0.00
68	Payroll Service Expense	\$ 5,200	\$ 5,200	\$ 3,197	61.48	\$ 2,003	38.52
69	III Software Support Expense	\$ 225,976	\$ 231,298	\$ 218,888	94.63	\$ 12,410	5.37
70	III TNS Subscr Exp	\$ 12,224	\$ 12,224	\$ 12,224	100.00	\$ -	0.00
71	Member Telecomm. Expense (11)	\$ 16,800	\$ 16,800	\$ 8,400	50.00	\$ 8,400	50.00
72	MCFLS Telecomm. Maint. Expense	\$ 5,000	\$ 3,250	\$ 3,779	116.28	\$ (529)	(16.28)
73	OCLC Expense	\$ 135,047	\$ 135,047	\$ 56,735	42.01	\$ 78,312	57.99
74	MCFLS Computer Room Equipment	\$ 5,000	\$ 3,500	\$ 3,578	102.23	\$ (78)	(2.23)
75	MCFLS Software Expense	\$ 3,000	\$ 1,500	\$ 3,111	207.40	\$ (1,611)	(107.40)
76	MCFLS Equipment Expense	\$ 6,000	\$ 8,000	\$ 12,738	159.23	\$ (4,738)	(59.23)
77	Member Special Projects Expens	\$ 80,000	\$ 80,000	\$ 68,358	85.45	\$ 11,642	14.55
78	Sorting and Delivery Expense	\$ 291,700	\$ 291,700	\$ 189,664	65.02	\$ 102,036	34.98
79	South Central Delivery Expense	\$ 22,066	\$ 22,066	\$ 11,082	50.22	\$ 10,984	49.78
80	Auto Payment/Maintenance Exp.	\$ 1,000	\$ 1,000	\$ -	0.00	\$ 1,000	100.00
81	MPL Resource Contract Expense	\$ 178,457	\$ 178,457	\$ 89,229	50.00	\$ 89,228	50.00
82	MPL Rent Lease Contract Exp.	\$ 129,815	\$ 129,815	\$ 64,908	50.00	\$ 64,907	50.00
83	ILS Expense	\$ 36,450	\$ 36,450	\$ 18,225	50.00	\$ 18,225	50.00
84	MCFLS Catalog Cont Exp to MPL	\$ 271,255	\$ 271,255	\$ 135,628	50.00	\$ 135,627	50.00
85	Member Catalog Contract Exp.	\$ 163,716	\$ 163,716	\$ 81,858	50.00	\$ 81,858	50.00
86	MCFLS Collection Dev Tool Exp	\$ 23,800	\$ 24,752	\$ 24,752	100.00	\$ -	0.00
87	Internet Expense	\$ 20,500	\$ 20,500	\$ 13,259	64.68	\$ 7,241	35.32
88	Contingency Expense	\$ 29,451	\$ 37,865	\$ 5,242	13.84	\$ 32,623	86.16
89	LSTA Technology Grant Expense	\$ 11,200	\$ 43,266	\$ 19,519	45.11	\$ 23,747	54.89
90	Member Digital Content Exp (24)	\$ 256,414	\$ 256,414	\$ 232,301	90.60	\$ 24,113	9.40
91	Marketing	\$ 10,000	\$ 5,000	\$ 131	2.62	\$ 4,869	97.38
92	Marketing Consultant/Contract	\$ 40,500	\$ 12,000	\$ -	0.00	\$ 12,000	100.00
93	Cooperative Purchasing Sub Exp	\$ 2,000	\$ 2,200	\$ 2,189	99.50	\$ 11	0.50
94	Member PC Mngmt License Ex	\$ 1,875	\$ 1,875	\$ 1,876	100.05	\$ (1)	(0.05)
95	Member MKE Mixer Exp (26)	\$ 1,400	\$ 1,400	\$ 275	19.64	\$ 1,125	80.36
96	Member Replacement Fines Exp	\$ -	\$ 10,500	\$ 2,599	24.75	\$ 7,901	75.25
97	Member OverDrive Advantage Exp	\$ -	\$ 20,000	\$ 19,029	95.15	\$ 971	4.86
98	<b>Total General Expenditures</b>	\$ 3,007,606	\$ 3,065,293	\$ 2,082,514	67.94	\$ 982,779	32.06
99							
100	<b>Special Expenditures</b>						
101	W. Milw Borrowing Exp (30)	\$ 49,079	\$ 49,079	\$ 49,079	100.00	\$ -	0.00
102	RB - MCFLS Payment Expense	\$ 1,085,020	\$ 1,085,020	\$ 1,085,020	100.00	\$ -	0.00
103	Ecommerce Expense (31)	\$ 200,000	\$ 200,000	\$ 89,808	44.90	\$ 110,192	55.10
104	<b>Total Special Expenditures</b>	\$ 1,334,099	\$ 1,334,099	\$ 1,223,907	91.74	\$ 110,192	8.26
105							
106	<b>Total Expenditures</b>	\$ 4,341,705	\$ 4,399,392	\$ 3,306,421	75.16	\$ 1,092,971	24.84
107							
108	<b>Revenues/Expenditures +/-</b>			\$ 883,482			

MCFLS is a State of Wisconsin health insurance participant since we are a Wisconsin Retirement System covered employer and as such, participates in health insurance open enrollment from September 28-October 23 this year for 2021 coverage. New offerings are available to employers to offer their employees beginning January 1, 2021.

After MCFLS administrative review, we would like to propose staff be allowed to opt-in for Accident Insurance if they desire at their cost (nothing paid by MCFLS). The plan information is attached for your information.

Vision insurance is also another new supplemental offering that the State is offering employers to opt-into, and again after MCFLS administrative review, the State program is a bit better than staff currently have at a slight reduction in cost to MCFLS. Moving to the State program also will allow future retirees to continue this benefit at their own cost if desired which is not the case with the current vendor. A comparison chart showing the current and proposed new vision insurance is also attached for informational purposes.



## Accident plan

Enroll today

Issued by Securian Life Insurance Company

# Accident insurance

You don't plan on it, but you can plan for it!



Provides a lump-sum cash payment after an accident to help with expenses such as copays, deductibles or everyday living expenses.



## Here's how it works



### Accident insurance claim example

You enroll in accident insurance. Ten months later, you fall off a ladder. The cash benefits from your injury can be used to help with medical costs that your health insurance plan might not cover, giving you the flexibility to spend the money on things such as deductibles, co-pays, child care or a dog sitter.\*

✓ Employee accident insurance [high plan]	Benefit
Broken lower leg	\$500
Broken wrist	\$250
Emergency room treatment	\$100
Ambulance	\$100
Hospital stay (2 days)	\$700
<b>Securian Financial pays you</b>	<b>\$1,650</b>

\*Actual experience and benefit payouts may vary from this example.

### Key benefits of accident insurance

- ✓ No medical questions or health exam
- ✓ Covers your spouse and/or children
- ✓ Take your coverage with you if you leave your job



### Emergency care

#### Benefit

##### Ambulance

Ground or water	\$100
Air	\$500

##### Blood, plasma or platelets transfusion

\$50

##### Emergency dental

Crown	\$75
Extraction	\$25

##### Emergency room treatment

\$100

##### Initial physician's office visit

\$50

### Hospital care

Coma \$5,000

Diagnostic testing \$50

X-ray \$50

##### Hospital stay

	Non-ICU	ICU
Initial benefit	\$500	\$500
Daily benefit	\$100	\$200

### Accidental death and dismemberment\*

Employee	\$100,000
Spouse	\$50,000
Child(ren)	\$25,000

\*Age reductions begin at age 65 for employee and spouse. At age 65 to 75%; at age 70 to 50%.

### Surgery

#### Benefit

Abdominal, pelvic \$500

Cranial \$500

##### Knee cartilage

Open	\$200
Arthroscopic	\$125

Ruptured disc \$200

##### Tendon, ligament or rotator cuff

Open	\$300
Arthroscopic	\$125

Thoracic \$500

### Follow-up care

Appliances \$50

Follow-up physician's office visit \$50

##### Prosthetics

One	\$250
Two or more	\$250

Transportation \$150 per visit

### Support care

Adult companion lodging \$50 per day

## Accident insurance monthly cost

#### Low plan

Employee only	\$4.38
Employee and spouse	\$6.26
Employee and child	\$8.44
Employee and family	\$12.32

Rates are subject to change.

## FAQ

### Q Is accident insurance worth it?

- A Definitely. That's because many families discover coverage gaps when the unexpected happens. Of course, everyone's financial situation is different. But this benefit can help ensure you're protected when life throws a curve ball – adding an extra layer of financial protection to the health insurance you already have.

### Q Can I take this coverage with me if I leave my employer?

- A If you leave your employer for any reason, including retirement, you can elect portability which continues coverage until age 70. Portability rates are the same as active employees but are subject to change.

### Q Who is eligible for coverage?

- A • You – all active employees who are WRS eligible.
- Your spouse. Coverage is available only if employee coverage is elected.
- Your child(ren) from live birth to age 26. Coverage is available only if employee coverage is elected.

Please note that your spouse cannot receive coverage as both an employee and dependent, and a child cannot be covered by more than one parent, if you are both employees.

### Q Do the benefit payouts have to be used a certain way?

- A Accident insurance provides a lump-sum payment directly to you – regardless of income, expenses incurred or other insurance coverage. You can use the money any way you want.

### Q Can I add coverage anytime?

- A You can only elect this coverage as a new hire, during annual enrollment or at the time of a qualified status change.

### Q How do I file a claim?

- A Visit [securian.com/benefits](https://securian.com/benefits)
- Select "Employer" under report a new claim
  - Select "Start a new claim"
  - Answer all questions to the best of your ability

### Q Where can I find specific coverage details and what qualifies as an accident?

- A You can find all policy details in your certificate of insurance. An accident is defined in the policy as an act or event that is:
1. unintended, unexpected and unforeseen; and
  2. directly results in bodily injury to the insured.

### Q Is there a limit to the number of benefit payments I can receive for the same covered benefit?

- A Some covered benefits include limitations on the number of benefit payments payable per insured per covered accident and per year. Additional information can be found in the certificate of insurance.

### Q Is there a limit to the number of separate benefits I can qualify for per accident?

- A There is no limit on the number of separate benefits you can qualify for as a result of the same covered accident. In addition, there are no lifetime benefit maximums.

### Q Is there a limit to the number of accidents that may qualify for a benefit in a year?

- A There's no limit to the number of accidents that can qualify for a benefit. However, some benefits included in the policy have limits on the number of benefits that can be paid on a per-accident or per-year basis, which varies by the covered condition.



## Lifestyle Benefits

# Automatic access to Lifestyle Benefits



Your employer's group insurance programs help protect your financial wellness. You also have even more resources at your disposal.



### **Identity theft** from Generali Global Assistance

Assistance when you need it 24/7/365, including:

- Identity theft resolution and assistance
- Education on how identity theft occurs and protective measures you can take
- Card replacement assistance
- Credit information review
- ID theft affidavit assistance
- Translation services
- Emergency cash advance while traveling

#### **How to access:**

**[www.us.generaliglobalassistance.com](http://www.us.generaliglobalassistance.com)**

Email: [idtheft@europassistance-usa.com](mailto:idtheft@europassistance-usa.com)

U.S./Canada: **1-866-893-8508**

All other locations: **1-202-659-7816**

There is no additional fee or enrollment for these resources. Just access them as you need them. Lifestyle Benefits are automatically available to active U.S. employees insured with Securian Financial.



	<b>Current (Superior Vision Plan)</b>		<b>2021 Proposed State Vision Plan (EyeMed)</b>	
	<u>In Network</u>	<u>Out of Network</u>	<u>In Network</u>	<u>Out of Network</u>
<b>Annual Deductible</b>	\$20 per person	\$20 per person	None	None
<b>Vision Exam</b>	Paid in Full	Pays up to \$35	employee pays \$15	Pays up to \$45
<b>Contact Fit &amp; Follow-up (standard)</b>	***	***	employee pays up to \$40	ee pays 100%
<b>Contact Fit &amp; Follow-up (premium)</b>	***	***	plan saves 10% off retail	ee pays 100%
<b>Frame</b>	Pays up to \$100	Pays up to \$50	\$150 + 20% off balance	Pays up to \$70
<b>Lenses (clear, standard, glass or plastic)</b>				
<b>Single Vision (PR)</b>	Paid in Full	Pays up to \$25	ee pays \$25 + coatings	Pays up to \$30
<b>Bifocal (PR)</b>	Paid in Full	Pays up to \$40	ee pays \$25 + coatings	Pays up to \$50
<b>Trifocal (PR) *</b>	Paid in Full	Pays up to \$45	ee pays \$25 + coatings	Pays up to \$65
<b>Lenticular</b>	ee pays 100%	ee pays 100%	ee pays \$25 + coatings	Pays up to \$100
<b>UV coating</b>	ee pays 100%	ee pays 100%	ee pays \$0	Pays up to \$9
<b>Tint (solid &amp; gradient) of plastic lens</b>	ee pays 100%	ee pays 100%	ee pays \$15	ee pays 100%
<b>Standard Scratch Resistance</b>	ee pays 100%	ee pays 100%	ee pays \$0	Pays up to \$9
<b>Standard Polycarbonate lenses</b>	ee pays 100%	ee pays 100%	ee pays \$35 adult, \$0 child	ee pays 100%
<b>Standard Progressive</b>	*	*	ee pays \$25 + coatings	Pays up to \$50
<b>Standard Anti-Reflective</b>	ee pays 100%	ee pays 100%	ee pays \$45-\$85	ee pays 100%
<b>Premium Options for Progressive Lens</b>	ee pays 100%	ee pays 100%	ee pays \$95-\$200	Pays up to \$50
<b>Premium Options for Reflective Coatings</b>	ee pays 100%	ee pays 100%	ee pays \$45-\$85	ee pays 100%
<b>Photosensitive lenses</b>	ee pays 100%	ee pays 100%	ee pays up to \$33	ee pays 100%
<b>Polarized lenses</b>	ee pays 100%	ee pays 100%	20% off retail discount	ee pays 100%
<b>Other Add-Ons &amp; Services</b>	ee pays 100%	ee pays 100%	save 20% off retail	ee pays 100%
<b>Contact Lenses**/****</b>				
<b>Elective: Conventional</b>	Pays up to \$125	Pays up to \$100	\$150 + 15% off balance	up to \$105
<b>Elective: Disposable</b>	Pays up to \$125	Pays up to \$100	up to \$150	up to \$105
<b>Medically Required</b>	Paid in Full	Pays up to \$125	Paid in Full	Pays up to \$210
<b>Retinal Imaging</b>	ee pays 100%	ee pays 100%	ee pays up to \$39	ee pays 100%

Lasik or PRK (U.S.Laser Network)	ee pays 100%	ee pays 100%	15% off retail or 5% of sale	ee pays 100%
Frequency:				
Vision Exam	Once each 12 months		Once each year; children twice each year	
Frame	Once each 24 months		Once every 2 years adult; once every year children	
Lenses	Once each 12 months		Once every year	
Contact Lenses***	Once each 12 months		Once every year	

Superior Vision Notes:

\*[The Trifocal Benefit is applied to the purchase of Progressive Lenses under current plan--Insured pays difference in retail price between standard trifocal lens and progressive lens.]

\*\*[including related diagnostic, fitting and evaluation services under current plan.]

\*\*\*[Contact lens benefit is in lieu of the frame and eyeglass lens benefit. Contact lens fitting fees included in CL benefit, not vision exam benefit.]

State of WI EyeMed Notes:

\*\*\*\* In lieu of glasses (covers materials only)--either glasses lenses or contacts in the same year

Offers an online order option from select vendors: eyeglasses.com; ContactsDirect.com; LensCrafters.com; TargetOptical.com; RayBan.com

Offers 40% off additional eye glass purchases

Offers 20% off non-covered items

Diabetic Exam twice/yr covered in Network only

Blue Light Lenses are covered under tint and anti-reflective coatings

Upon talking to Wisconsin Vision, (an in-network provider for both plans compared) I was told that the State's EyeMed Vision Program we are considering has much better coverage and discounts than our current vendor when using in-network providers.



VISION INSURANCE PLAN OF AMERICA  
BENEFIT ILLUSTRATION

**MILWAUKEE CO. FED. LIBRARY**  
**SYSTEM**  
**UPGRADE 01-01-10**

*VIPA Gold 100 Plan, \$20 Deductible, Full Service-Dual Choice Illustration*

Benefit Specifications are as follow:

<u>Service/Material</u>	<u>Participating Provider</u>	<u>Non-Participating Provider</u>
Vision Examination	Paid in Full	Up to: \$35.00 Retail Value
Frame	Up to: \$100 Retail Value	Up to: \$50.00 Retail Value
<b>Lenses (Clear, Standard, Glass or Plastic)</b>		
Single Vision (Pr)	Paid in Full	Up to: \$25.00 Retail Value
Bifocal (Pr)	Paid in Full	Up to: \$40.00 Retail Value
Trifocal (Pr)	Paid in Full	Up to: \$45.00 Retail Value

**[The Trifocal Benefit is applied to the purchase of Progressive Lenses]**  
(Insured pays difference in retail price between standard trifocal lens and progressive lens.)

**Contact Lenses\*(including related diagnostic, fitting and evaluation services)**

Elective	Up to: \$125.00	Up to: \$100.00 Retail Value
Medically Required	Paid in Full	Up to: \$125.00 Retail Value

**Frequency:**

Vision Examination	Once Each 12 Months.
Frame	Once Each 24 Months.
Lenses	Once Each 12 Months.
Contact Lenses*	Once Each 12 Months.

- Contact lens benefit is in lieu of the frame and eyeglass lens benefit. Contact lens fitting fees included in CL benefit, not vision exam benefit.

**\$20 deductible applies to first service per person per service year.**

[www.visionplans.com](http://www.visionplans.com)

1109



## What is Covered

## EyeMed Insight Network

## Out-Of-Network

Deductible

None

None

Annual Exam with Dilation  
as Necessary

\$15 (twice/year for children)

Up to \$45

Retinal Imaging Copay

Up to \$39

Not covered

Frames

\$0 copay; \$150 allowance,  
20% off balance over \$150  
See below for lens options

Up to \$70  
See below for lens  
options

Lenses Benefit Frequency –  
based on calendar year

12 months

12 months

Frames Benefit Frequency –  
based on calendar year

24 months (adult)  
12 months for child

24 months (adult)  
12 months for child



Need Help? Let's Chat

## Eye glasses

Single vision \$25 copay Up to \$30

Bifocal \$25 copay Up to \$50

Trifocal \$25 copay Up to \$65

Lenticular \$25 copay Up to \$100

## Lens Upgrades

Polycarbonate lenses \$35 adult  
\$0 child Not covered

Ultraviolet (UV) coating \$0 Up to \$9

Scratch protection coating \$0

Anti-reflective coating	\$45-\$85	Not covered
Tinting of plastic lenses	\$15	Not covered
High-index lenses	20% off retail price	Not covered
Progressive lenses	Standard: \$0 Premium: \$95-\$200	Up to \$50
Photosensitive lenses	\$33	Not covered
Polarized lenses	20% off retail price	Not covered
Other Add-Ons	20% off retail price	Not covered



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## Contact Lenses – covered only in lieu of eyeglasses lenses

Conventional contacts	\$0 copay; \$150 allowance, 15% off the balance over \$150	Up to \$105
Disposable contacts	\$0 copay; \$150 allowance	Up to \$105
Medically necessary contacts	\$0 copay; paid in full	Up to \$210
Contact Lens Fit and Follow-Up	Standard: Up to \$40 Premium: 10% off retail price	Not covered
Mail order replacement option	No*	No

\*Members can order contact lenses using their in-network benefits through [ContactsDirect.com](http://ContactsDirect.com), [TargetOptical.com](http://TargetOptical.com), and [LensCraftersContacts.com](http://LensCraftersContacts.com). Retailers allow users to apply their benefits directly in their shopping cart and provide free shipping.

## Monthly Premiums





## What is Covered

## EyeMed Insight Network

## Out-Of-Network

Laser vision or LASIK discount

15% off the retail price or 5% off the promotional price

Not covered

Laser Vision Partner/Facility

U.S. Laser Network

Not covered

Additional eyeglasses

40% off complete pairs of prescription eyeglasses once funded benefit is used

Not covered

Non-prescription sunglasses

20% off retail price

Not covered

Diabetic eye care benefits

Additional office visit and diagnostic testing for those who have diabetes

None

## Additional Savings

Exclusive savings, discounts, and rebates on vision care and services above and beyond your vision benefit are available exclusively to you through EyeMed's online member portal. New and updated offers are added quarterly and annually, so there's always more ways to benefit. Go to [EyeMed.com/Member](https://eyemed.com/Member) (https://eyemed.com/en-us/member), sign in or create an account, and then click on "EyeMed Special Offers."



Need Help? Let's Chat



## CONSOLIDATED DELIVERY AND SORTING SERVICES CONTRACT

Service Description: Provision of consolidated delivery and sorting services for the inter-library loan program of the Milwaukee County Federated Library System.

Time of Performance: January 2, 2021, to December 30, 2021

Amount of Contract: \$1,092.00 base rate per delivery day. Service is Monday through Friday except Holidays as indicated in Attachment A – Specifications, General Terms and Conditions for the MCFLS 2016 2017 Consolidated Sorting and Delivery Services.

This CONTRACT, effective as of January 2, 2021, to December 30, 2021, is entered into by and between the Milwaukee County Federated Library System, (hereinafter referred to as the "SYSTEM"), and Action Logistics, LLC (hereinafter referred to as the "CONTRACTOR")

Witnessed THAT:

WHEREAS, the CONTRACTOR represents self as being capable, experienced, and qualified to undertake and perform those certain services, as hereinafter set forth, as are required in accomplishing fulfillment of the obligations under the terms and conditions of this Contract as an independent contractor and not as an employee of the SYSTEM,

NOW, THEREFORE, the parties hereto do mutually agree as follows:

(Page 1 of 11)

- I. REQUIREMENTS: The CONTRACTOR is required to:
  - A. Do, perform, and carry out in a satisfactory, timely, and proper manner the services delineated in this Contract.
  - B. Comply with requirements listed with respect to reporting on progress of the services, additional approvals required, and other matters relating to the performance of the services.
  - C. Comply with time schedules and payments terms.
- II. SCOPE OF SERVICES. (To include specific duties and responsibilities, deliverables, time schedules, deadlines, and approval requirements).
  - A. The scope of the Contractor's services are specifically incorporated and made a part of this contract as Attachments A and B, respectively.
  - B. The contract will be effective for a one year period, contingent upon acceptable performance as determined at the end of each annual period.
  - C. CONTRACTOR agrees to provide delivery services for the inter-library loan program of the SYSTEM which will include all necessary labor, three delivery vehicles and related expenses. A specific delivery person/sorter will be assigned solely to this contract for each of the three vehicles, along with two individuals who have been cross-trained, on a Monday through Friday basis. Service times are estimated to be from 6:00 a.m. to 6:00 p.m.

(Page 2 of 11)

- D. CONTRACTOR shall complete background checks at Contractor's expense on all personnel prior to starting any activity for the SYSTEM. CONTRACTOR shall confirm in writing to the SYSTEM that they have successfully conducted the background checks prior to the commencement of work and that CONTRACTOR will not use any personnel for whom background checks have revealed factors that make them unsuitable for the activity to be undertaken for the SYSTEM. This includes replacement personnel.

At a minimum, resources to be checked should include, but are not limited to, civil (<http://wcca.wicourts.gov/index.xsl>) and criminal records (<http://wi-recordcheck.org/index.html>). Department of Transportation motor vehicle/licensing records (<http://www.dmv.org/wi-wisconsin/departement-motor-vehicles.php>). In order to do so, CONTRACTOR must obtain certain information for each of the CONTRACTOR'S employees expected to be performing work for the SYSTEM. At a minimum, the information shall include full name, date of birth and social security information. Additional information that is helpful in completing background checks includes maiden name, sex, race, driver's license number and issuing state and places of residence for the last three years.

NOTE: If the individual has resided outside of the State of Wisconsin within the last three (3) years, CONTRACTOR will have to do similar research within the state they resided in.

All costs associated with the background checks are to be borne by the CONTRACTOR. All records received as a result of background

(Page 3 of 11)

checks are to be retained by the CONTRACTOR for a period of three (3) years after contract expiration.

The SYSTEM reserves the right to request the results of the background checks and/or to do additional background checks on their own.

- E. The delivery and sorting personnel of the CONTRACTOR will arrive at SYSTEM headquarters at the MPL Central Library dock area (entrance at 833 West Wells Street) to load the delivery vehicles. Items that are picked up from one delivery site shall be sorted enroute and delivered to those libraries that have not yet had a delivery stop for the day. Items that are picked up for a library that has already had its final delivery for the day will be returned to the sorting room of the SYSTEM and delivered the next day.
- F. CONTRACTOR agrees to adhere and comply with the general operational requirements, staffing and vehicle requirements, standard hours of operation and penalties/incentives as outlined in Attachment A. Any and all changes must be agreed upon and executed by written amendment.
- G. CONTRACTOR agrees to keep in effect a Certificate of Insurance as specified in Attachment A for the duration of this contract.

### III. SPECIFIC CONDITIONS OF PAYMENT

Payment will be made within thirty (30) days after receipt of a properly documented invoice according to the following schedules if completion is satisfactory:

(Page 4 of 11)

The invoice must be received on or before the tenth (10<sup>th</sup>) of the succeeding month for the previous month's activities. All invoices are to be mailed directly to the Milwaukee County Federated Library System, 709 N. Eighth St., Milwaukee, WI 53233.

2021 - \$1092 daily rate plus allowable fuel surcharges in accordance with chart listed in Attachment A.

IV. NOTICES

Any and all notices shall be in writing and deemed served upon depositing same with the United States Postal Services addressed to the CONTRACTOR at:

Action Logistics, LLC  
ATTENTION: Jim Tiderman, President  
16235 West Ryerson Road  
New Berlin WI 53151

And to the SYSTEM at:

Milwaukee County Federated Library System Board  
ATTENTION: Steve Heser, Director  
709 North Eighth Street  
Milwaukee WI 53233

(Page 5 of 11)

V. CONDITIONS OF PERFORMANCE AND COMPENSATION

A. PERFORMANCE

The CONTRACTOR agrees that the performance of the CONTRACTOR'S work, services and the results therefrom, pursuant to the terms, conditions, and agreements of this Contract, shall conform to such recognized high professional standards as are prevalent in this field of endeavor and like services.

B. TAXES, SOCIAL SECURITY, INSURANCE, AND GOVERNMENT COMPLIANCE

Personal income tax payments, social security contributions, insurance, and all other governmental reporting and contributions required as a consequence of the CONTRACTOR receiving payment under this Contract shall be the sole responsibility of the CONTRACTOR. CONTRACTOR agrees to comply with all applicable federal, state, and local laws and regulations.

C. SUBCONTRACTING

The CONTRACTOR shall not subcontract for the performance of any of the services herein set forth without prior written approval obtained from the SYSTEM.

VI. INDEMNIFICATION AND DEFENSE OF SUITS.

The CONTRACTOR agrees to indemnify, hold harmless, and defend the SYSTEM and all SYSTEM member libraries, its officers, agents, and employees from any and all liability including claims, demands, damages, actions or causes of action; together with any and all losses, costs, or

(Page 6 of 11)

expense, including attorney fees, where such liability is founded upon or grows out of the acts, errors, or omissions of the CONTRACTOR, its employees, agents or subcontractors.

#### VII. REGULATIONS.

The CONTRACTOR agrees to comply with all of the requirements of all federal, state and local laws related thereto.

#### VIII. TERMINATION OF CONTRACT FOR CAUSE

If through any cause, the CONTRACTOR shall fail to fulfill in timely and proper manner its obligations under this Contract, or if the CONTRACTOR shall violate any of the covenants, agreements, or stipulations of the Contract, the SYSTEM shall thereupon have the right to terminate this Contract by giving written notice to the CONTRACTOR of such termination and specifying the effective date thereof, at least five (5) days before the effective date of termination.

Notwithstanding the above, the CONTRACTOR shall not be relieved of liability to the SYSTEM for damages sustained by the SYSTEM by virtue of any breach of the Contract by the CONTRACTOR, and the SYSTEM may withhold any payments to the CONTRACTOR for the purpose of set off until such time as the exact amount of damages due to the SYSTEM from the CONTRACTOR is determined.

#### IX. CHANGES

The SYSTEM may, from time to time, request changes in the scope of services of the CONTRACTOR to be performed hereunder. Such changes, including any increase or decrease in the amount of the CONTRACTOR'S

(Page 7 of 11)

compensation which are mutually agreed upon by and between the SYSTEM and the CONTRACTOR, shall be incorporated in written amendments to the contract.

X. WAIVER

One or more waivers by any party of any term of this contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent act by such party.

XI. PERSONNEL

The CONTRACTOR represents that he has or will secure at his own expense all personnel required in performing the services under this Contract. Such personnel shall not be employees of or have any contractual relationship with the SYSTEM.

All of the services required hereunder will be performed by the CONTRACTOR or under his supervision and all personnel engaged in this work shall be fully qualified and shall be authorized or permitted under state and local law to perform such services.

XII. CONFLICT OF INTEREST

A. INTEREST IN CONTRACT

No officer, employer or agent of the SYSTEM who exercises any functions or responsibilities in connection with the carrying out of any services or requirements to which this Contract pertains shall

(Page 8 of 11)

have any personal interest, direct or indirect, in this Contract.



B. INTEREST OF OTHER LOCAL PUBLIC OFFICIALS

No public official who exercises any functions or responsibilities in the review or approval of the carrying out of this Contract shall have any personal interest, direct or indirect, in this Contract.

C. INTEREST OF CONTRACTOR AND EMPLOYEES

The CONTRACTOR covenants that no person described in Paragraph XII.A. and XII.B. above, who presently exercises any functions or responsibilities in connection with the Contract has any personal financial interest, direct or indirect, in this Contract. The CONTRACTOR further covenants that it has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of its services hereunder. The CONTRACTOR further covenants that in any performance of this Contract no person having any conflicting interest shall be employed. An interest on the part of the CONTRACTOR or its employees must be disclosed to the System.

XIII. DISCRIMINATION PROHIBITED

In all hiring or employment made possible by or resulting from this Contract there (1) will not be any discrimination against any employee or applicant for employment because of race, color, sexual orientation, religion, gender, or national origin, and (2) affirmative action will be taken to ensure that applicants are employed and that employees are treated during employment without regard to their race, color, religion, sexual orientation, gender, or national origin.

(Page 9 of 11)

XIV .INSURANCE

The CONTRACTOR shall provide to the SYSTEM an affidavit or other satisfactory proof which the SYSTEM may require evidencing that the CONTRACTOR has obtained Worker's Compensation Insurance for all persons performing any work or services under the Contract as is required by the Worker's Compensation Act of the State of Wisconsin.

The CONTRACTOR will also at all times during the term of the Contract keep in force and effect other insurance policies as required by the contract.

No payments or disbursements under the Contract shall be made if such proof has not been furnished. Failure to submit an insurance certificate, as required, can make the contract void at the SYSTEM'S discretion.

XV. FORCE MAJEURE

If the performance of any part of this Contract by either party is delayed or rendered impossible by reason of natural disaster, flood, fire, riot, explosion, war or actions or decrees of governmental bodies, the party who has so been affected shall immediately give notice to the other party of such conditions and the extent of delay and shall do everything possible to resume performance. Upon receipt and acceptance of such notice, all obligations under this Contract shall immediately be suspended. If the period of nonperformance exceeds twenty-one (21) days from the receipt of notice of the Force Majeure Event, the party whose ability to perform has not been so affected may, by giving written notice, terminate this contract.

(Page 10 of 11)

IN WITNESS WHEREOF, the CONTRACTOR and the SYSTEM have

caused this Contract to be executed for and on their respective behalf as of the dates hereinafter set forth.

MILWAUKEE COUNTY  
FEDERATED LIBRARY SYSTEM

CONTRACTOR

By \_\_\_\_\_  
Paul M. Ziehler, President

Action Logistics, LLC

Date \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_  
Steve Heser, Director

Title \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

(Page 11 of 11)

**ATTACHMENT A**  
**SPECIFICATIONS, GENERAL TERMS AND CONDITIONS FOR THE MILWAUKEE COUNTY**  
**FEDERATED LIBRARY SYSTEM (MCFLS) 2021 CONSOLIDATED SORTING AND DELIVERY**  
**SERVICES.**

Pricing and Contract Term: This contract will be effective for a one-year period with each year contingent upon acceptable performance in the prior year. Pricing will be firm for the contract period of January 2, 2021 through December 30, 2021. The CONTRACTOR shall be ready to assume operation of the delivery service on January 2, 2021.

Fixed Daily Rate: Flat fixed daily rate of \$1,092 for the term of this contract (the fuel will be addressed separately). Should the volume increase or decrease by more than 25% over a three-month period (compared to the previous year), the SYSTEM will evaluate the need to renegotiate the daily rate with the CONTRACTOR.

Fuel Surcharge:

The SYSTEM will allow a fuel surcharge based on the following chart. The rate will be determined on a weekly basis referencing the Energy Information Administration office of the Department of Energy at <http://www.eia.doe.gov/>. The weekly rate will be based on regular gasoline cost for the Midwest (PADD 2) region.

Fuel Cost (price per gallon)	Total Bill – Flat rate per day
2.10 and under	1,092.00
2.11 to 2.20	1,094.00
2.21 to 2.30	1,095.00
2.31 to 2.40	1,097.00
2.41 to 2.50	1,098.00
2.51 to 2.60	1,099.00
2.61 to 2.70	1,101.00
2.71 to 2.80	1,102.00
2.81 to 2.90	1,104.00
2.91 to 3.00	1,105.00
3.01 to 3.10	1,106.00
3.11 to 3.20	1,108.00
3.21 to 3.30	1,109.00
3.31 to 3.40	1,110.00
3.41 to 3.50	1,112.00
3.51 to 3.60	1,113.00
3.61 to 3.70	1,115.00
3.71 to 3.80	1,116.00
3.81 to 3.90	1,117.00
3.91 to 4.00	1,119.00
4.01 to 4.10	1,120.00
4.11 to 4.20	1,122.00
4.21 to 4.30	1,123.00
4.31 to 4.40	1,124.00
4.41 to 4.50	1,126.00
4.51 to 4.60	1,127.00
4.61 to 4.70	1,129.00
4.71 to 4.80	1,130.00
4.81 to 4.90	1,132.00

4.91 to 5.00	1,133.00
5.01 to 5.10	1,135.00
5.11 to 5.20	1,136.00
5.21 to 5.30	1,138.00
5.31 to 5.40	1,139.00
5.41 to 5.50	1,141.00
5.51 to 5.60	1,142.00
5.61 to 5.70	1,144.00
5.71 to 5.80	1,145.00
5.81 to 5.90	1,147.00
5.91 to 6.00	1,148.00

Volume of Work: It is estimated that there are, on average, 250 incoming tubs and 250 outgoing tubs per day (all routes combined.) Each tub normally holds 50-75 items (not to exceed 50 lbs. per tub), so a daily estimate of items handled is  $62.5 \times 500 = 31,250$  items daily (approximate).  
 $31,250 \times 249 \text{ days} = 7,781,250$  items annually (approximate).

Amendments to Contract: This contract may be modified only by written amendment to the contract, signed by both parties.

Workers' Compensation and Employer's Liability Insurance: Workers' compensation insurance providing statutory work's compensation benefits and employer's liability with a limit not less than \$100,000.

Worker's Compensation Waiver of Subrogation: The SYSTEM and SYSTEM Member Libraries shall not be liable to CONTRACTOR or its employees for any injuries to CONTRACTOR'S employees arising out of the performance of work under this agreement. CONTRACTOR and its worker's compensation insurance carrier agree to waive any and all rights of recovery from the SYSTEM and SYSTEM Member Libraries for worker's compensation claims made by its employees. The CONTRACTOR agrees that any indemnification and hold harmless provision within the contract extends to any claims brought by or on behalf of any employee of the CONTRACTOR.

Commercial General Liability Insurance: Policy shall provide coverage for premises and operations, products and completed operations, blanket contractual, personal injury. Limits of liability not less than \$500,000 each occurrence and aggregate.

Automobile Liability: Business automobile policy covering all owned, hired and non-owned private passenger autos and commercial vehicles. Limits of liability not less than \$500,000.

Fidelity/Crime Coverage: Coverage for employee fidelity/dishonesty related to insured's employees and agents, including but not limited to theft or embezzlement of vehicles, materials, supplies, equipment, tools, money, securities, etc., which result in loss to the SYSTEM and/or SYSTEM Member Libraries. Insurance shall protect the interests of the SYSTEM. Limit of liability not less than \$25,000 per occurrence.

Late or Missed Delivery Charge: The SYSTEM will invoke monetary charges to the CONTRACTOR in the event of failure to make deliveries as required, which shall be deducted from the next monthly payment to the CONTRACTOR. 1) Each day no deliveries are made – The SYSTEM reserves the right to hire another courier service or utilize SYSTEM employees (total cost to include wages plus benefits) and deduct the total costs incurred from the next invoice. 2) Each time a delivery site is missed – Full daily rate and gas surcharge divided by 27 stops multiplied by the number of missed sites. These costs will be deducted from the next monthly invoice. Additionally, continued failure to make scheduled deliveries may result in contract termination.

Delivery Incentive: The SYSTEM will pay the CONTRACTOR two (2.0) days of the daily cost of delivery service,

where there have been no significant complaints or problems for a three-month period. It will be the responsibility of the CONTRACTOR to request the payment of the incentive on a quarterly basis and mutually agreed upon by the SYSTEM.

Monthly Billing: The CONTRACTOR will invoice the SYSTEM on a monthly basis for all services provided from the first through the last working day of the previous month. Included with the invoice, shall be a printout, if needed, of the weekly "Regular Gasoline Retail Prices (Cents per Gallon)" Midwest (PADD 2) region, as documentation for any additional fuel surcharge. The document of reference is found at the Energy Information Administration office of the Department of Energy at <http://www.eia.doe.gov/>.

The invoice must be received by the SYSTEM on or before the tenth (10<sup>th</sup>) of the succeeding month for the previous month's activities. All invoices are to be mailed to the Milwaukee County Federated Library System, 709 N. 8<sup>th</sup> Street, Milwaukee, Wisconsin 53233. The SYSTEM's responsibility in this regard is to process the invoices and payment will be made within 30 days after receipt.

General Operational Requirements: The CONTRACTOR will be responsible for the pick up and delivery of library materials for the System as specified below from the Central Library of the Milwaukee Public Library to and from SYSTEM member libraries:

The daily requirements Are:

The CONTRACTOR undertakes and agrees to sort, carry and deliver library materials consisting of books, magazines, audio-visual materials, mail envelopes, etc., as well as boxes, tubs, etc., to the regular delivery locations shown on ATTACHMENT B.

All items to be delivered will have an initial daily pickup point at the dock area of the Central Library of the Milwaukee Public Library, 833 West Wells St. Milwaukee WI 53233. All undelivered items shall be returned to the Central Library dock/sorting area at the end of each day and stored in space designated for this purpose.

The CONTRACTOR will have the use of delivery bins that are the property of the SYSTEM. The SYSTEM will provide additional or replacement bins as needed.

Some preliminary sorting (presorting of Central Library items #1) of materials occurs at each individual library site excluding Wauwatosa and West Allis.

Delivery Requirements: The CONTRACTOR shall provide delivery services every Monday through Friday, 5 days per week, and 52 weeks per year, to the 15-member, 27 public library sites listed in ATTACHMENT B. The exceptions would be on the following major Holidays (11) and Other Exceptions, listed below. CONTRACTOR will receive no compensation for the 11 designated Holiday days and any Other Exceptions, as defined below...

Holidays (11) and Other Exceptions:

New Year's Eve - last normal workday before New Year's Day Holiday

New Year's Day

Martin Luther King Day

Good Friday

Memorial Day

Independence Day

Labor Day

Thanksgiving Day

Friday after Thanksgiving

Christmas Eve – last normal workday before Christmas Day Holiday

Christmas

Other exceptions include days when a significant number of library buildings are unable to accept delivery, defined

as the City of Milwaukee and 9 or more additional municipalities. This could be caused by such reasons as inclement weather or furlough days. If this circumstance occurs, sorting and delivery by CONTRACTOR will not take place and CONTRACTOR will receive no compensation for that day.

Delivery Routes and Sorting: There will be three (3) routes, a North Route, a Central Route, and a South Route. The initial pickup point for each route is the dock/sorting room area of the Central Library of the Milwaukee Public Library, 833 West Wells St. Milwaukee WI 53233. Each route will be serviced once daily. Each route will be serviced by a 15-foot box truck with Gross Vehicle Weight Limit of 14,400 pounds.

Deliveries are Monday through Friday, excepting Holidays. Deliveries should not leave the dock/sorting room before 6:00 a.m. Routes are normally completed by 12:30 p.m. with drivers/sorters returning to the dock/sorting room area of the Milwaukee Public Library. All materials picked up at the libraries are unloaded at the dock/sorting room area. The drivers/sorters then sort and organize this material for the next day of service and store the items overnight. Work is normally completed by 6:00 p.m.

The drivers/sorters shall load and unload all such library materials at the locations within each library designated by the System. The delivery location at the Central Library is the System Sorting Room. Changes in the delivery schedule will be negotiated by both parties to this contract.

In the event of conveyance breakdown, the CONTRACTOR shall remain responsible for deliveries according to the established schedule. Consistent failure to meet contract delivery schedules may result in monetary penalties and/or termination of contract.

The CONTRACTOR shall protect said library materials from damage from the weather and/or loss by theft or otherwise. Should such damage and/or loss occur, the CONTRACTOR assumes full responsibility for these damages.

The CONTRACTOR shall indemnify and hold harmless the SYSTEM and SYSTEM Member Libraries from any and all claims for damage and personal injury, including death to an employee of the CONTRACTOR or other persons, or injury to property that may arise, in any manner from carrying out this contract whether by the CONTRACTOR or by any Subcontractor, or by anyone directly or indirectly employed by either the CONTRACTOR or his/her subcontractor or his/her employee.

The SYSTEM shall not be liable to any act or acts of the CONTRACTOR, nor shall the CONTRACTOR bind, or attempt to bind the SYSTEM in any manner, and nothing herein contained shall be construed as creating the relationship of employer and employee between the parties, but the CONTRACTOR shall always be deemed as an Independent Contractor.

The CONTRACTOR is limited to a vehicle height in the Central Library garage of 11'6" feet or less. CONTRACTOR must insure that when said vehicle is loaded, it is capable of entering and leaving the garage. The CONTRACTOR'S use of the loading dock is on a first come, first served basis.

The CONTRACTOR shall name the SYSTEM and SYSTEM Member Libraries as additional insured with respect to liability coverage and will give 30 days notice in advance of cancellation, non-renewal, or material change in any coverage. The CONTRACTOR shall convey to the SYSTEM a certificate of insurance evidencing such coverage.

**MILWAUKEE COUNTY FEDERATED LIBRARY SYSTEM  
and  
BRIDGES LIBRARY SYSTEM**

**Continuing Education Agreement  
-2021-**

- WHEREAS,** the quality of life afforded to the citizens of Milwaukee County is enhanced by access to the information and other library resources of its libraries; and,
- WHEREAS,** this access is enhanced by the availability of well-trained library staff; and,
- WHEREAS,** the Milwaukee County Federated Library System, hereinafter referred to as MCFLS, is required by Wisconsin State Statutes to provide continuing education for the staff of its member libraries; and
- WHEREAS,** the Bridges Library System, hereinafter referred to as BRIDGES, and MCFLS share the goal of improving public access to information and other library resources; and,
- WHEREAS,** BRIDGES has the expertise and staff resources available for the design and administration of continuing education programs for library personnel; and,
- WHEREAS,** both MCFLS and BRIDGES recognize that it is mutually beneficial to cooperate in the development of continuing education programs; therefore,

**BE IT RESOLVED THAT,** MCFLS and BRIDGES set forth the following commitments:  
MCFLS AGREES:

1. To provide payment to BRIDGES in the amount of six thousand three hundred eighty three (\$6,383) for the provision of the continuing education services described below.
2. To provide direction and support through the MCFLS Director in regards to topics for four continuing education programs.
3. To work with BRIDGES to assure that appropriate facilities are available for the aforementioned programs.
4. To provide coordination with BRIDGES through the MCFLS Director and/or his or her designee.



**BRIDGES AGREES:**

1. To work with the MCFLS Director and/or his or her designee to clarify topics selected collaboratively by MCFLS and BRIDGES and design four (4) continuing education programs to be presented during the calendar year of January 1 - December 31, 2021 that are based on these topics. If in-person programs are feasible and desirable, at least one of the programs will be hosted at a location within Milwaukee County.
2. To provide admission to workshops or other continuing education events without charge to any number of MCFLS and BRIDGES staff or trustees, and/or MCFLS member library staff or trustees, and to representatives from any public library in any other Wisconsin library system.
3. To allow free participation by staff from its non-public library members and any other non-members, provided that such participation does not limit attendance by the staff and/or trustees of MCFLS and BRIDGES member libraries.
4. To undertake the preparation of training outlines, selection and negotiation for necessary speakers and audiovisual materials, design and reproduction of workshop supportive materials, program announcements, and the provision of any other materials, supplies, personnel or special equipment required for the workshops.
5. To assume all costs for necessary honoraria, supplies, printing, rental of equipment or other expenses of a miscellaneous nature, using the MCFLS payment of \$6,383 to cover these expenses.
6. To provide administrative and clerical services for registration and on-site support during the continuing education workshops on the dates mutually agreed upon by MCFLS and BRIDGES.

**BOTH MCFLS and BRIDGES AGREE:**

1. To undertake every reasonable measure to ensure the satisfactory completion of the continuing education provisions of this agreement, including the review of the evaluations of the workshops to insure successive programs are further improved for the benefit of the participants.
2. To review this agreement annually and either extend it or terminate it, by mutual consent. In the event that either party does not wish to extend or amend the agreement, it shall terminate effective with the end of the calendar year to which the agreement applies.

THESE PROVISIONS BEING HEREBY INDIVIDUALLY AND MUTUALLY ACCEPTABLE TO MCFLS AND BRIDGES, THEIR AUTHORIZED REPRESENTATIVES DO HEREBY APPROVE THIS AGREEMENT EFFECTIVE JANUARY 1, 2021.

FOR THE MILWAUKEE COUNTY  
FEDERATED LIBRARY SYSTEM

FOR THE BRIDGES  
LIBRARY SYSTEM

\_\_\_\_\_  
President

\_\_\_\_\_  
President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director/Secretary

\_\_\_\_\_  
Secretary or Designee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



**MILWAUKEE COUNTY FEDERATED  
LIBRARY SYSTEM  
STATEMENT OF WORK AGREEMENT 2020**

***September 30, 2020***

*Prepared by STIR Advertising and Integrated Messaging*

This will constitute a Scope of Work agreement between the Milwaukee County Federated Library System (MCFLS) and STIR, LLC (hereafter referred to as “STIR”) for development of a comprehensive system-wide and member library marketing plan which will be completed during the period **October 19, 2020 through Dec 31, 2020.**

As outlined in the detailed proposal, this agreement includes the following deliverables:

- *One-on-one meetings and group meeting with key MCFLS staff, board members, volunteers and patrons*
- *Review of research and background resources provided which will ensure that STIR makes the best recommendations.*
- *Data collection evaluation and recommendation*
- *Development of system-wide and member library plan including topline recommendations in the following:*
  - *Website*
  - *Social channels*
  - *Public Relations*
  - *Community/Corporate Partnerships*
  - *System tool kit*
  - *Outreach materials*
  - *Recommended measurement and reporting process*
  - *Plan presentation to MCFLS team*
- *Budget recommendation for 2021 re: anticipated fees and out-of-pocket expenses*

Work will be conducted on assignments as specifically approved by MCFLS. Work will normally be performed at the offices of STIR and but occasionally may take place at other locations, as required. Work will normally occur between the hours of 8:30 a.m. and 5:00 p.m. on weekdays but may include occasional evenings, weekends and travel.

Payment for these services will be invoiced in two parts – 50% invoice end of October and the remaining 50% to be billed end of Dec. STIR will provide monthly billing memos that detail the hours invested by approved initiatives. They will be issued for the following month no later than the 30th day of each month that this agreement is in force.

Status reports will be produced that track the progress of planning. The terms of the STIR Agency of Record contract apply to this contract with the exception that agreement has a 12-month term. It is not cancellable during that term so long as STIR makes available the agreed upon hours and is available to deliver upon the service plans in good faith.

***TOTAL BUDGET: \$10,000***

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*MCFLS Signed*

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*MCFLS Dated*

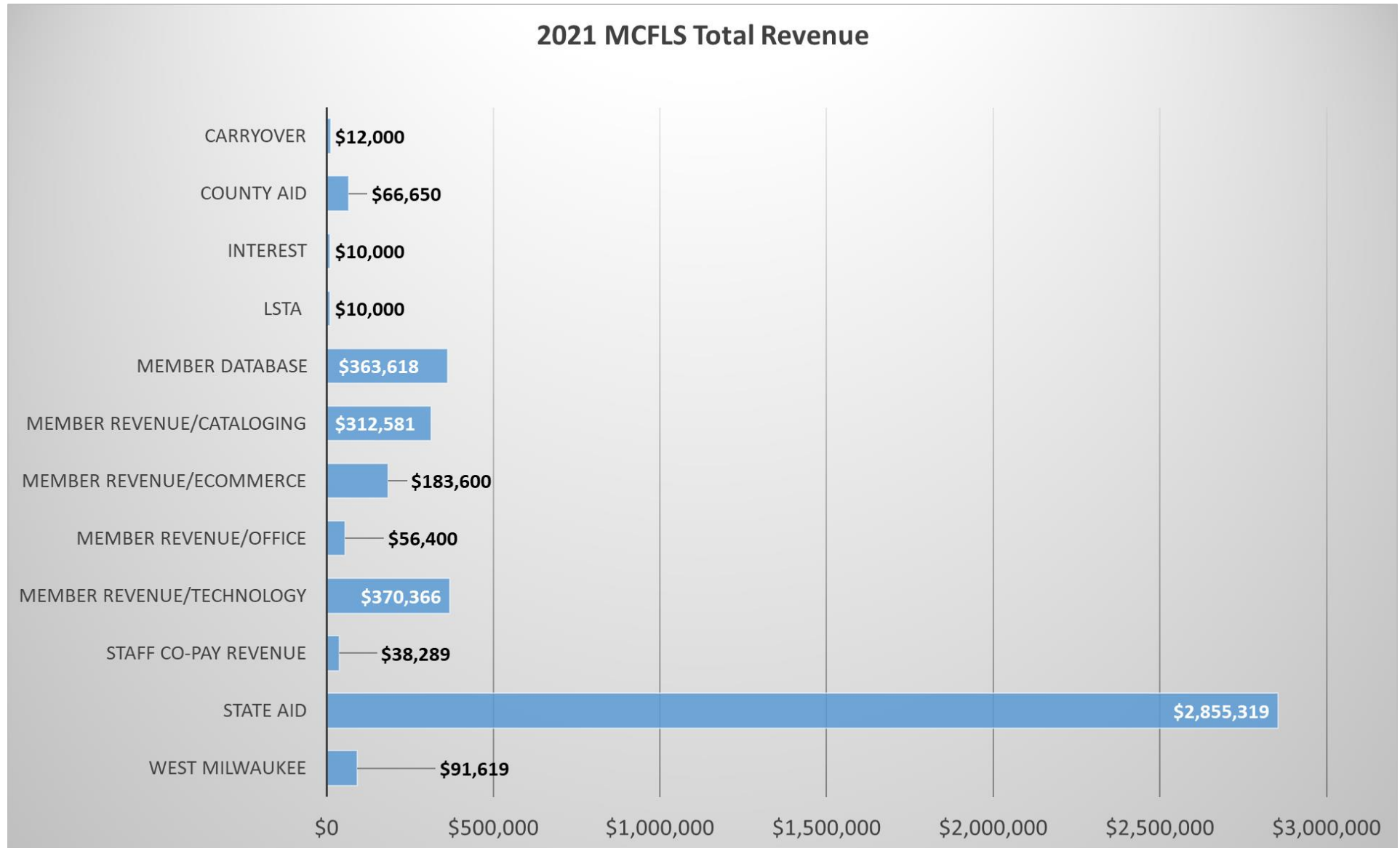
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*STIR Signed*

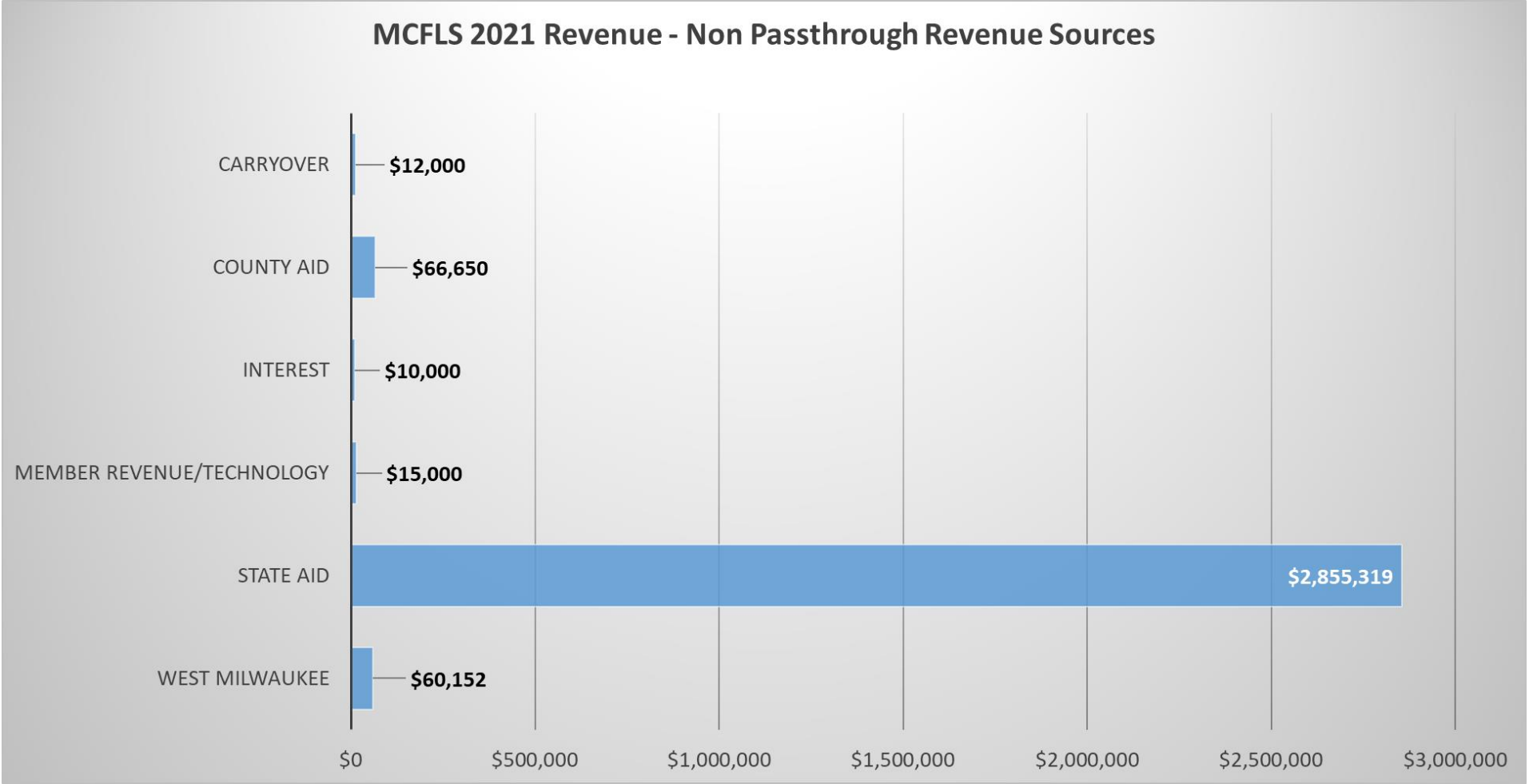
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*STIR Dated*

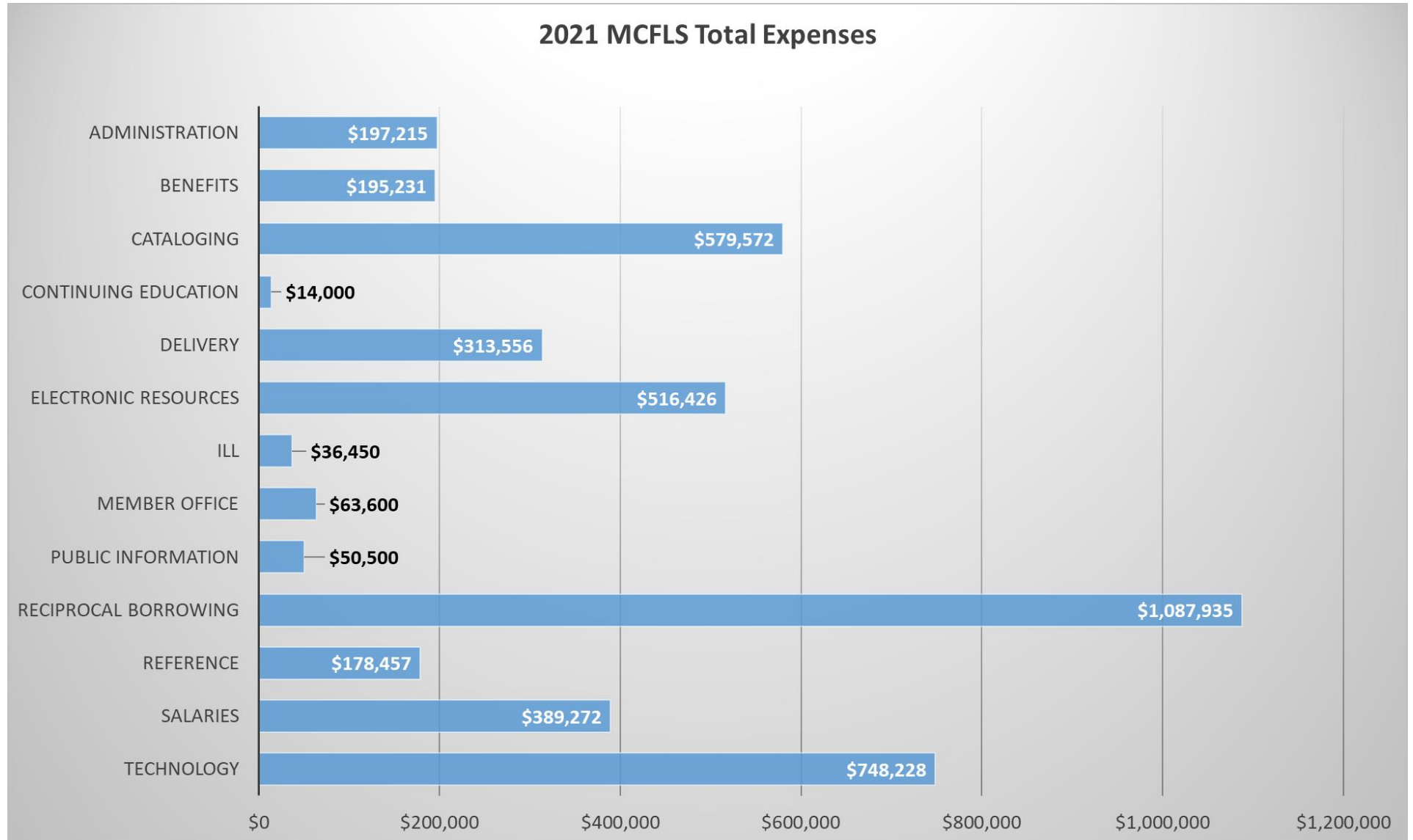
## MCFLS Budget 2021



MCFLS Budget 2021

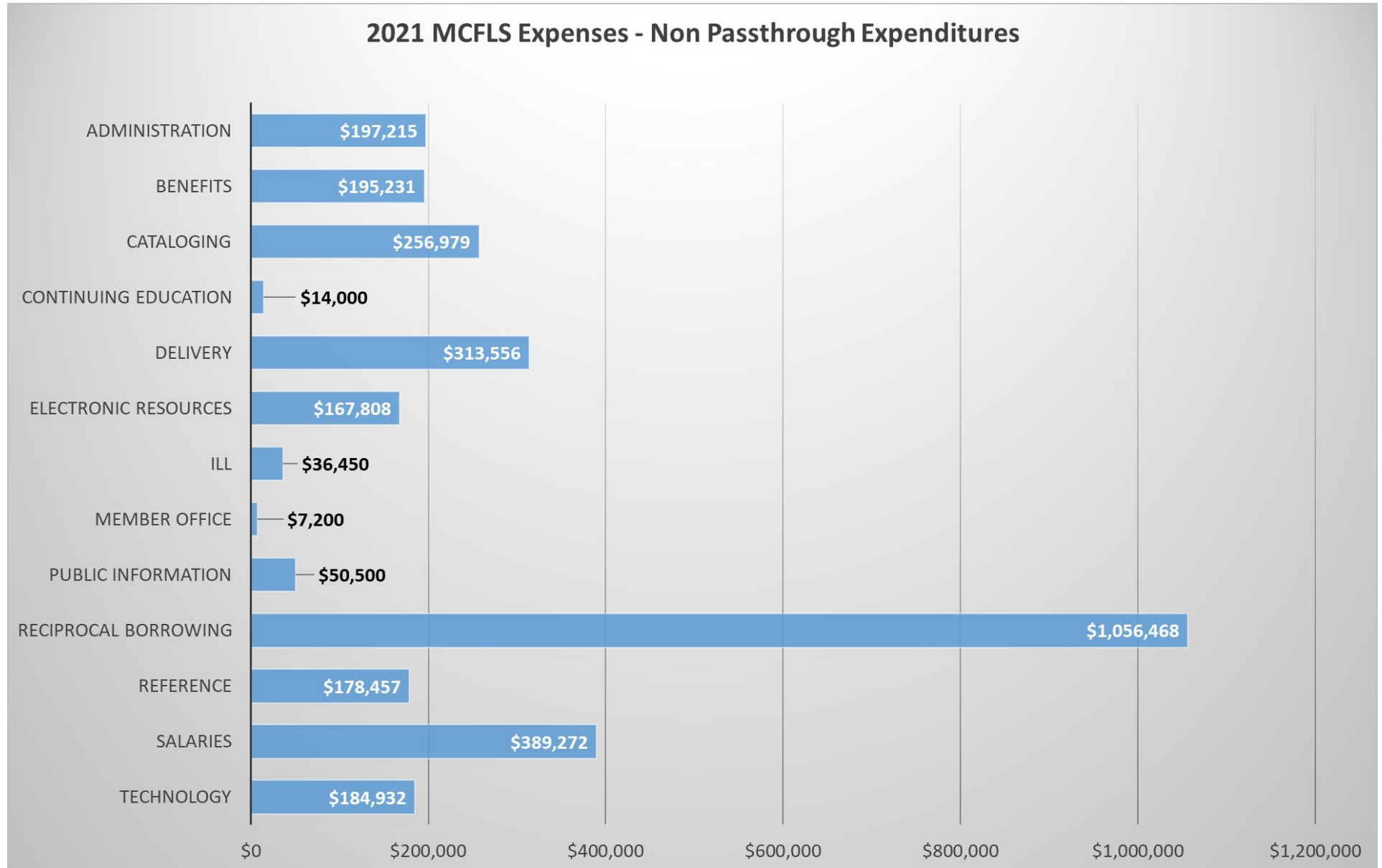


## MCFLS Budget 2021



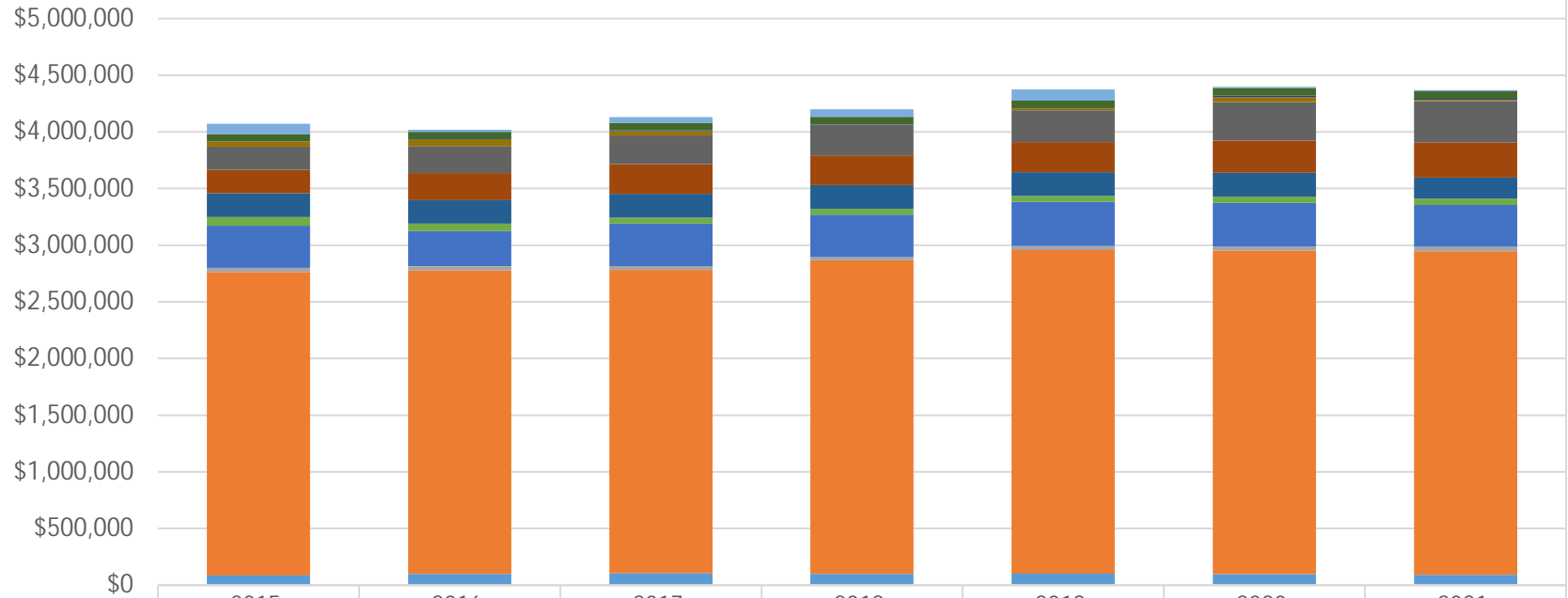


## 2021 MCFLS Budget



## 2021 MCFLS Budget

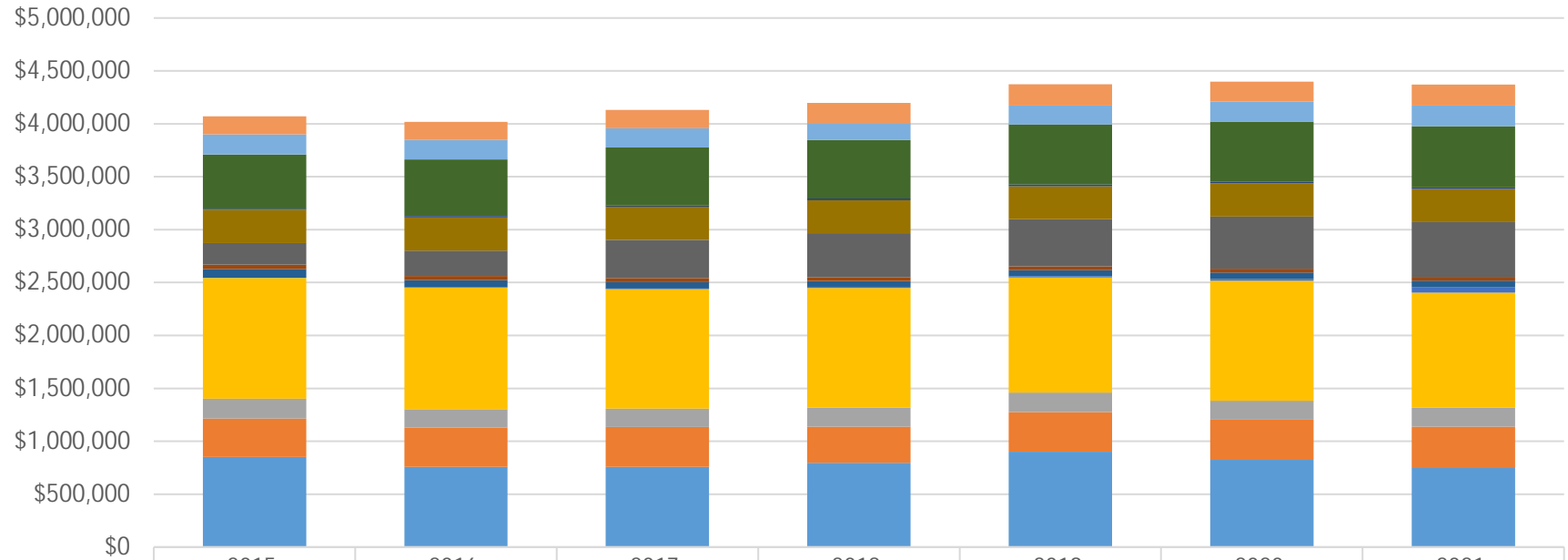
MCFLS Total Revenues  
2015 - 2021



	2015	2016	2017	2018	2019	2020	2021
Carryover	\$89,421	\$18,700	\$51,089	\$68,403	\$98,582	\$12,184	\$12,000
County Aid	\$66,650	\$66,650	\$66,650	\$66,650	\$66,650	\$66,650	\$66,650
Interest	\$4,000	\$4,000	\$7,000	\$2,000	\$2,000	\$15,000	\$10,000
LSTA	\$40,200	\$53,716	\$37,080	\$0	\$17,107	\$43,266	\$10,000
Member Database	\$204,586	\$238,687	\$254,798	\$271,311	\$280,614	\$338,573	\$363,618
Member Revenue/Cataloging	\$207,889	\$238,722	\$261,247	\$262,238	\$266,143	\$285,307	\$312,581
Member Revenue/Ecommerce	\$209,000	\$209,000	\$209,000	\$209,000	\$209,000	\$210,000	\$183,600
Member Revenue/Office	\$77,500	\$65,000	\$55,000	\$50,000	\$50,000	\$55,500	\$56,400
Member Revenue/Technology	\$370,957	\$311,157	\$375,107	\$376,298	\$390,683	\$383,057	\$370,366
Other	\$2,342	\$2,969	\$2,031	\$0	\$0	\$0	\$0
Staff Co-Pay Revenue	\$36,734	\$34,935	\$31,225	\$28,082	\$36,641	\$37,991	\$38,289
State Aid	\$2,677,006	\$2,677,006	\$2,677,006	\$2,766,162	\$2,855,319	\$2,855,319	\$2,855,319
West Milwaukee	\$85,524	\$98,825	\$104,447	\$100,597	\$102,793	\$96,545	\$91,619

## 2021 MCFLS Budget

MCFLS Total Expenses  
2015 - 2021



	2015	2016	2017	2018	2019	2020	2021
Administration	\$172,509	\$171,770	\$174,030	\$190,437	\$200,731	\$188,944	\$197,215
Benefits	\$190,160	\$183,833	\$181,586	\$161,845	\$179,610	\$189,891	\$195,231
Cataloging	\$512,127	\$533,656	\$545,618	\$551,143	\$565,543	\$570,018	\$579,572
Continuing Education	\$11,300	\$15,400	\$13,400	\$16,750	\$16,750	\$12,000	\$14,000
Delivery	\$312,442	\$313,037	\$312,779	\$312,950	\$313,397	\$313,766	\$313,556
Electronic Resources	\$204,359	\$241,091	\$362,798	\$414,795	\$443,669	\$493,879	\$516,426
ILL	\$40,675	\$36,450	\$36,450	\$36,450	\$37,000	\$36,450	\$36,450
Member Office	\$83,000	\$70,500	\$60,500	\$55,000	\$58,000	\$60,200	\$63,600
Other	\$2,342	\$2,969	\$2,031	\$0	\$0	\$0	\$0
Public Information	\$0	\$0	\$5,000	\$10,000	\$10,000	\$17,000	\$50,500
Reciprocal Borrowing	\$1,140,426	\$1,146,379	\$1,128,752	\$1,131,243	\$1,087,526	\$1,134,099	\$1,087,935
Reference	\$187,390	\$174,005	\$174,005	\$179,801	\$185,596	\$178,457	\$178,457
Salaries	\$364,339	\$371,627	\$377,019	\$340,208	\$374,158	\$381,639	\$389,272
Technology	\$850,740	\$758,650	\$757,712	\$798,101	\$901,533	\$823,049	\$748,228

1		<u>2020 Approved</u>	<u>2020 Revised</u>	<u>2021 Draft</u>
2	<b><u>General Revenues</u></b>			
3	State Aid Revenue	\$ 2,855,319	\$ 2,855,319	\$ 2,855,319
4	Milwaukee County Allocation	\$ 66,650	\$ 66,650	\$ 66,650
5	West Milwaukee Contract -Other	\$ 47,466	\$ 47,466	\$ 60,152
6	Interest on Invested Funds	\$ 7,500	\$ 15,000	\$ 10,000
7	Member Forms/Supplies Revenue	\$ 20,000	\$ 20,000	\$ 20,600
8	Member Postage Revenue	\$ 25,000	\$ 25,000	\$ 23,800
9	Member OCLC Revenue	\$ 121,591	\$ 121,591	\$ 125,035
10	Member Telecomm. Revenue	\$ 16,800	\$ 16,800	\$ 16,800
11	Member III Softwre Maint-Basic	\$ 179,267	\$ 179,267	\$ 181,188
12	Member III Softwre Maint-Other	\$ 46,709	\$ 47,137	\$ 47,561
13	Member Tech. Assist.-Time Rev.	\$ 15,000	\$ 25,000	\$ 15,000
14	Member Special Projects Revenu	\$ 80,000	\$ 80,000	\$ 75,000
15	Member Cataloging Contract Rev	\$ 163,716	\$ 163,716	\$ 187,546
16	Member Database Revenue	\$ 62,174	\$ 62,160	\$ 81,035
17	Member Catalog Enhancement Rev	\$ 29,648	\$ 29,648	\$ 29,648
18	Member Ecommerce Transaction	\$ 10,000	\$ 10,000	\$ 8,600
19	TNS Calls/Notices Revenue	\$ 1,260	\$ 1,260	\$ 1,224
20	Carryover Revenue	\$ 35,000	\$ 12,184	\$ 12,000
21	Staff Benefits/Co-Pay Revenue	\$ 37,967	\$ 37,991	\$ 38,289
22	Member Digital Content Rev	\$ 256,414	\$ 256,413	\$ 267,583
23	Member PC Management License Rev	\$ 2,545	\$ 2,545	\$ 2,545
24	LSTA Technology Grant Revenue	\$ 11,200	\$ 43,266	\$ 10,000
25	MemberMKE Mixers Revenue	\$ 1,400	\$ 1,400	\$ 1,400
26	Member Replacement Fines Revenue	\$ -	\$ 10,500	\$ 12,000
27	Member OverDrive Advantage Rev	\$ -	\$ 20,000	\$ 15,000
28	<b><u>Total General Revenues</u></b>	\$ 4,092,626	\$ 4,150,313	\$ 4,163,975
29				
30	<b><u>Special Revenues</u></b>			
31	W. Milwaukee Borrowing Revene	\$ 49,079	\$ 49,079	\$ 31,467
32	Ecommerce Revenue	\$ 200,000	\$ 200,000	\$ 175,000
33	<b><u>Total Special Revenues</u></b>	\$ 249,079	\$ 249,079	\$ 206,467
34				
35	<b><u>Total Revenues</u></b>	\$ 4,341,705	\$ 4,399,392	\$ 4,370,442
36				
37				
38		<u>2020 Approved</u>	<u>2020 Revised</u>	<u>2021 Draft</u>
39				
40	<b><u>General Expenditures</u></b>			
41	Fringe Benefits Expense	\$ 183,573	\$ 189,891	\$ 195,231
42	Salaries Expense	\$ 381,639	\$ 381,639	\$ 389,272
43	Telephone Renewal Expense	\$ 612	\$ 612	\$ 608
44	Member Ecommerce Transaction E	\$ 10,000	\$ 10,000	\$ 8,600
45	TNS Calls/Notices Expense	\$ 1,260	\$ 1,260	\$ 1,224
46	Mileage/Auto Maint Expense	\$ 700	\$ 700	\$ 700
47	Conference/Training Expense	\$ 6,500	\$ 3,000	\$ 5,000
48	Memberships Expense	\$ 5,000	\$ 5,000	\$ 5,000
49	Continuing Education Expense	\$ 9,000	\$ 9,000	\$ 9,000
50	Office Supplies Expense	\$ 1,000	\$ 1,500	\$ 1,500
51	Copy Machine Maint. Expense	\$ 2,500	\$ 1,750	\$ 2,500
52	MCFLS Printing Expense	\$ 500	\$ 500	\$ 500
53	MCFLS Printing for Mem Expense	\$ 5,000	\$ 2,500	\$ 5,000
54	MCFLS WI Pub Lib Consortium Ex	\$ 5,605	\$ 5,605	\$ 5,855
55	MCFLS Buying Pool	\$ 135,000	\$ 148,000	\$ 140,000

56	MCFLS Database Expense	\$ 21,700	\$ 21,700	\$ 21,953
57	Member Database Expense	\$ 62,174	\$ 62,160	\$ 81,035
58	MCFLS Catalog Enhancement Expe	\$ 84,790	\$ 84,799	\$ 81,119
59	Member Catalog Enhancement Exp	\$ 29,648	\$ 29,648	\$ 29,648
60	MCFLS Postage Expense	\$ 600	\$ 600	\$ 600
61	Member Postage Expense	\$ 25,000	\$ 25,000	\$ 20,600
62	Member Forms/Supplies Expense	\$ 20,000	\$ 20,000	\$ 23,800
63	Telephone Expense	\$ 5,000	\$ 5,000	\$ 5,000
64	Meetings Expense	\$ 500	\$ 500	\$ 500
65	Insurance Expense	\$ 11,700	\$ 11,429	\$ 11,700
66	Legal Expense	\$ 500	\$ 3,450	\$ 500
67	Audit Expense	\$ 12,250	\$ 13,000	\$ 13,000
68	Payroll Service Expense	\$ 5,200	\$ 5,200	\$ 5,400
69	III Software Support Expense	\$ 225,976	\$ 231,298	\$ 228,749
70	III Telephone Notification Subscr Exp	\$ 12,224	\$ 12,224	\$ 12,224
71	Member Telecomm. Expense	\$ 16,800	\$ 16,800	\$ 16,800
72	MCFLS Telecomm. Maint. Expense	\$ 5,000	\$ 3,250	\$ 5,000
73	OCLC Expense	\$ 135,047	\$ 135,047	\$ 135,047
74	MCFLS Computer Room Equipment	\$ 5,000	\$ 3,500	\$ 5,000
75	MCFLS Software Expense	\$ 3,000	\$ 1,500	\$ 3,500
76	MCFLS Equipment Expense	\$ 6,000	\$ 8,000	\$ 16,000
77	Member Special Projects Expens	\$ 80,000	\$ 80,000	\$ 75,000
78	Sorting and Delivery Expense	\$ 291,700	\$ 291,700	\$ 291,700
79	South Central Delivery Expense	\$ 22,066	\$ 22,066	\$ 21,856
80	Auto Payment/Maintenance Exp.	\$ 1,000	\$ 1,000	\$ 1,000
81	MPL Resource Contract Expense	\$ 178,457	\$ 178,457	\$ 178,457
82	MPL Rent Lease Contract Exp.	\$ 129,815	\$ 129,815	\$ 129,815
83	ILS Expense	\$ 36,450	\$ 36,450	\$ 36,450
84	MCFLS Catalog Cont Exp to MPL	\$ 271,255	\$ 271,255	\$ 256,979
85	Member Catalog Contract Exp.	\$ 163,716	\$ 163,716	\$ 187,546
86	MCFLS Collection Dev Tool	\$ 23,800	\$ 24,752	\$ 25,935
87	Internet Expense	\$ 20,500	\$ 20,500	\$ 21,635
88	Contingency Expense	\$ 29,451	\$ 37,865	\$ 33,411
89	Member Digital Content Exp	\$ 256,414	\$ 256,414	\$ 267,583
90	Marketing	\$ 10,000	\$ 5,000	\$ 10,000
91	Marketing Consultant/Contract Exp	\$ 40,500	\$ 12,000	\$ 40,500
92	Cooperative Purchasing Sub Exp	\$ 2,000	\$ 2,200	\$ 2,200
93	Member PC Management License Exp	\$ 1,875	\$ 1,875	\$ 1,875
94	LSTA Technology Grant Expense	\$ 11,200	\$ 43,266	\$ 10,000
95	Member MKE Mixer Expense	\$ 1,400	\$ 1,400	\$ 1,400
96	Member Replacement Fines Exp	\$ -	\$ 10,500	\$ 12,000
97	Member OverDrive Advantage Exp	\$ -	\$ 20,000	\$ 15,000
98	<b>Total General Expenditures</b>	\$ 3,007,606	\$ 3,065,293	\$ 3,107,507
99				
100	<b>Special Expenditures</b>			
101	W. Milwaukee Borrowing Expense	\$ 49,079	\$ 49,079	\$ 31,467
102	RB - MCFLS Payment Expense	\$ 1,085,020	\$ 1,085,020	\$ 1,056,468
103	Ecommerce Expense	\$ 200,000	\$ 200,000	\$ 175,000
104	<b>Total Special Expenditures</b>	\$ 1,334,099	\$ 1,334,099	\$ 1,262,935
105				
106	<b>Total Expenditures</b>	\$ 4,341,705	\$ 4,399,392	\$ 4,370,442
107				
108				
109	<b>Revenue/Expenditures +/-</b>	\$ -	\$ -	\$ 0

October 19, 2020

To: MCFLS Board

From: Steve Hesel, MCFLS Director

Re: 2021 proposed MCFLS Budget

An explanation of some of the changes in 2021:

#### Revenues

- Lines 3, 4—State and county revenue expected to remain flat for 2021.
- Lines 5, 31—West Milwaukee revenue for libraries is lower than normal based on lower circulation from Oct 2019 through Sept 2020.
- Line 11—Member III Software Basic line will be in year 2 of 3 of 0% maintenance increase for members.
- Line 15—Member cataloging contract amount increasing from 2020 and will then remain flat through 2024.
- Line 20—Estimating a lower carryover amount for 2021.
- Line 24—LSTA grant availability is unknown at this time. Using a \$10,000 estimate.

#### Expenditures

- Line 55— Buying pool for hoopla increases to \$140,000. Member share for hoopla will remain at \$85,000.
- Line 73— OCLC costs to remain flat for 2021.
- Line 76—Equipment expense increased to pay for Fortinet firewalls replacing gateway routers at five member libraries in 2021.
- Line 91—Marketing consultant and contract worker line restored to 2020 level.

Plans for changes to these areas may be made if state aid is cut by 5% or 10%. Deeper cuts to administration and other system budget areas will be sought first. If state aid is reduced by 10%, the system may, at the discretion of the Board, seek renegotiation of the 2021 reciprocal borrowing payout and reduced costs for other contracts, including cataloging and delivery.

Category	Proposed Budget	5% cut to state aid	10% cut to state aid
State Aid	\$2,855,319	\$2,712,553	\$2,569,787
Member Cataloging	\$187,546	\$200,395	\$213,244
Administration	\$197,215	\$181,215	\$181,215
Electronic Resources	\$497,076	\$477,076	\$467,076
Technology	\$1,315,114	\$1,277,197	\$1,272,350
Reciprocal Borrowing	\$1,056,468	\$1,056,468	5% or 10% reduction

2022 Reciprocal Borrowing Payment

The 2022 reciprocal borrowing payment is based on net positive circulation transactions from 10/1/19 through 09/30/20. As per the ILS, Resource Sharing and Technology Agreement, the 2022 payment is 37% of 2021 system aid, which is \$2,855,319. The total reciprocal borrowing payment for 2022 is \$1,056,468 and will be sent out in February 2022.

OWNING LIBRARY/HOME LIBRARY NET CIRCULATION Oct19-Sep20 (HOME LIBRARY)

		P A T R O N   R E S I D E N C E																
		Milwaukee	Franklin	South Milwaukee	Greenfield	Greendale	Oak Creek	Wauwatosa	West Allis	St. Francis	Brown Deer	North Shore	Cudahy	Shorewood	Whitefish Bay	Hales Corners	Total	
O W N I N G	Milwaukee	0	-16510	-9772	-59521	-16169	-9864	-141754	-98104	-23209	-41975	4608	-61309	-56819	-9491	-10098	-549987	
	Franklin	16510	0	386	6632	12467	-2633	2124	328	-769	-1270	1455	-1988	366	795	-1192	33211	
L I B R A R Y	South Milwaukee	9772	-386	0	744	252	-192	2322	-390	-1107	-227	1530	-8627	610	1047	-279	5069	
	Greenfield	59521	-6632	-744	0	-4869	18	1729	-2422	-440	-261	1746	-3205	406	952	-16152	29647	
	Greendale	16169	-12467	-252	4869	0	427	839	1053	-163	-421	810	-1765	224	360	-2623	7060	
	Oak Creek	9864	2633	192	-18	-427	0	-190	-1344	-564	-783	922	-5258	-533	41	-1186	3349	
	Wauwatosa	141754	-2124	-2322	-1729	-839	190	0	-13916	-2122	-675	2978	-3057	100	639	-2024	116853	
	West Allis	98104	-328	390	2422	-1053	1344	13916	0	-592	78	3153	-1325	1459	2730	-1783	118515	
	St. Francis	23209	769	1107	440	163	564	2122	592	0	294	1719	-5937	748	1254	10	27054	
	Brown Deer	41975	1270	227	261	421	783	675	-78	-294	0	3702	-104	224	227	-27	49262	
	North Shore	-4608	-1455	-1530	-1746	-810	-922	-2978	-3153	-1719	-3702	0	-2920	-5414	-19829	-1588	-52374	
	Cudahy	61309	1988	8627	3205	1765	5258	3057	1325	5937	104	2920	0	1232	1658	146	98531	
	Shorewood	56819	-366	-610	-406	-224	533	-100	-1459	-748	-224	5414	-1232	0	1017	-755	57659	
	Whitefish Bay	9491	-795	-1047	-952	-360	-41	-639	-2730	-1254	-227	19829	-1658	-1017	0	-954	17646	
	Hales Corners	10098	1192	279	16152	2623	1186	2024	1783	-10	27	1588	-146	755	954	0	38505	
	Total	549987	-33211	-5069	-29647	-7060	-3349	-116853	-118515	-27054	-49262	52374	-98531	-57659	-17646	-38505		

Net Positives 602361

	Net positive	% positive	2022 Payment
Milwaukee	-	0.0%	\$ -
Franklin	33,211	5.5%	\$ 58,248
South Milwaukee	5,069	0.8%	\$ 8,890
Greenfield	29,647	4.9%	\$ 51,997
Greendale	7,060	1.2%	\$ 12,382
Oak Creek	3,349	0.6%	\$ 5,874
Wauwatosa	116,853	19.4%	\$ 204,946
West Allis	118,515	19.7%	\$ 207,861
St. Francis	27,054	4.5%	\$ 47,449
Brown Deer	49,262	8.2%	\$ 86,400
North Shore	-	0.0%	\$ -
Cudahy	98,531	16.4%	\$ 172,811
Shorewood	57,659	9.6%	\$ 101,127
Whitefish Bay	17,646	2.9%	\$ 30,949
Hales Corners	38,505	6.4%	\$ 67,533
Total	602,361	100.0%	\$ 1,056,468

Per-circ rates and costs for West Milwaukee Residents			
10/01/19-09/30/20 (2021 payout)			
Library	Circulation	Per-circ rate	Cost
Brown Deer	76	\$ 2.25	\$ 171
Cudahy	192	\$ 2.73	\$ 524
Franklin	152	\$ 2.74	\$ 416
Greendale	108	\$ 2.98	\$ 322
Greenfield	169	\$ 4.41	\$ 745
Hales Corners	41	\$ 3.77	\$ 155
Milwaukee	1,240	\$ 4.61	\$ 5,716
North Shore	47	\$ 3.60	\$ 169
Oak Creek	64	\$ 3.01	\$ 193
St. Francis	50	\$ 4.03	\$ 202
Shorewood	56	\$ 2.84	\$ 159
South Milwaukee	68	\$ 4.35	\$ 296
Wauwatosa	296	\$ 2.65	\$ 784
West Allis	5,490	\$ 3.90	\$ 21,411
Whitefish Bay	87	\$ 2.34	\$ 204
	8,136	\$ 3.35	\$ 31,467
		Average	



Directions	Activity	Description/Update	Staff	Due Date	Status
1A. Training	Identify and provide web-based training opportunities	Use survey to identify opportunities. Also investigate options through SEWI and other systems.	Jennifer Schmidt	2020-02-11	Partially completed
1A. Training	Create short videos and instructional content that is practical, task specific, and related to system-wide ILS, digital resources, and technology member libraries and patrons use	Kate will take leadership on this. Use training survey results and feedback from member libraries through subcommittees to determine content. This has been delayed due to other priorities that have emerged because of the COVID-19 pandemic.	Jennifer Schmidt, Kate Strattner		
1A. Training	Develop train the trainer opportunities to increase technology expertise at member libraries	Use training survey to develop opportunities and work with Laurie Freund at Bridges to develop opportunities.	Jennifer Schmidt		
1A. Training	Offer regular technology "office hours" or "Q&A's" for real time access to one on one and group learning assistance	Implemented and Jen is holding these every two months. Survey will determine content of future Q&As	Kate Strattner	2020-02-11	Completed
1A. Training	Provide up to date tracking of changes, with regular reviews of the different resources to existing technology, platforms and resources such as Hoopla, Baker & Taylor, Badgerlink, CollectionHQ and Overdrive.	Updates for shared resources. MCFLS staff would forward any change notices to Kate. Kate will update the libguides site and communicate any changes to members.	Jennifer Schmidt, Kate Strattner	2020-10-31	Completed
1A. Training	Develop and provide plug and play instructions for patrons' use of technology, ILS, County Cat app, and online resources that libraries can use (ex. MCFLS Spotlight)	Identify what pieces need to be developed first and then create those with Jen's help. Spotlight these instructions and pieces developed by members.	Jennifer Schmidt, Kate Strattner	2020-10-31	Ongoing. Initial pieces ready by end of October
1B. User Experience	Identify accessibility issues for users and develop strategies and solutions to improve	Include as part of user survey that will be implemented by consultant. 7/13/20: MCFLS may inquire with staff what they see as current obstacles to MCFLS or library-specific information or resources? It's possible improvements may be suggested for the format of the information OR the location as to when the patron encounters it?	Jennifer Schmidt, Steve Hesel		
1B. User Experience	Continue to identify new opportunities and needs for system online resource subscriptions	Ongoing activity. Use opportunities and survey member libraries for ideas related to new resources. 2020 3rd quarter: MCFLS is now brokering subscription for 7 member libraries to online tutoring and job assistance through Brainfuse. A demo for WhoFi was held on October 7th. WhoFi packages wireless statistics for public libraries to more easily use.	Hieu Tran, Jennifer Schmidt, Judy Kaniasty, Steve Hesel	Ongoing	

1B. User Experience	Keep discovery layer relevant	Ongoing. Review discovery layer options and state discovery options that will be available later in 2023.	Jennifer Schmidt	2023-07-11	
1B. User Experience	Shift financial resources so that all libraries have access to the same resources.	Ongoing. Completed for 2020.	Steve Hesper	2019-10-21	Completed
1B. User Experience	Develop an ILS evaluation plan that studies how well Sierra is or is not serving member library and/or patron expectations and gather information about other ILS options	Start in late 2020. 3rd Quarter 2020: Jen has started the process of identifying key components of our current ILS. Review state environment, technology environment and system requirements for an ILS software vendor.	Jennifer Schmidt, Steve Hesper	2021-06-30	
1B. User Experience	Identify and compile system-wide data, including gathering feedback from users, that could inform standardization discussion and decision making	Compile data and feedback from members. Look at low hanging fruit and identify areas of possible cooperation. 1st Quarter 2020: We investigated a common fee card and members decided not to pursue this as of March 5th, 2020. Will look at other avenues.	Jennifer Schmidt, Steve Hesper	Ongoing	
1B. User Experience	Research, prepare and implement new CountyCat Mobile application	Completed December 16, 2019	Jennifer Schmidt	2019-12-16	Completed
1C. Infrastructure	Identify and share best practices to establishing a library technology plan	Included in system technology report released June 2020.	Hieu Tran, Steve Hesper	2020-05-27	Completed
1C. Infrastructure	Develop and share equipment replacement schedules	Provided by Hieu and included in system technology report.	Hieu Tran, Steve Hesper	2020-05-27	Completed
1C. Infrastructure	Develop and share recommended hardware lists	Provided by Hieu and will be included in system technology report.	Hieu Tran	2020-06-30	Completed
1C. Infrastructure	Develop and share recommended browser, PC, and printer settings	Provided by Hieu and included in system technology report.	Hieu Tran	2020-05-27	Completed
1C. Infrastructure	Explore more cooperative purchasing of equipment for member libraries	Ongoing activity. 3rd Quarter 2020: 11 member libraries now take advantage of cooperative purchasing benefits offered through WILS and paid for by MCFLS. MCFLS will work through DPI to explore more collaborative purchasing opportunities through the PLSR process.	Judy Kaniasty, Steve Hesper	Ongoing	
1C. Infrastructure	Investigate shared servers for printers and PC management services	Ongoing activity.	Hieu Tran	Ongoing	

1C. Infrastructure	Identify and manage large-scale project opportunities for scale shared technology project, including investigating opportunities at ALA and through statewide and LDAC discussions	Ongoing activity. Examples include the backup project, state digitization kits, Dell cooperative purchasing and other opportunities. - June 2020: Director Heser took part in developing infrastructure for a technology committee as part of the WPLC for advancing new collaborative projects. - In July 2020, MCFLS took lead on a cybersecurity grant involving five systems total. The grant will save money for the system in the long term. Implementation occurred in September 2020.	Steve Heser	Ongoing	
1C. Infrastructure	Provide timely and regular environmental scans to identify potential and emerging technology trends	Ongoing activity. Provide as part of the annual report.	Hieu Tran, Jennifer Schmidt, Judy Kaniasty, Steve Heser	2020-06-30	Completed
1C. Infrastructure	Vet and test potential new technologies for libraries	Ongoing. 3rd quarter 2020 update: MCFLS is brokering purchase of Brainfuse for 7 member libraries and demoed the WhoFi service.	Hieu Tran	Ongoing	
1C. Infrastructure	Connect more with other library systems to share technology ideas	Ongoing activity. Tech-a-talka, Tech Days, SEWI, WLA would be potential sources of information. Steve Heser will be part of a group of WPLC board members coordinating new technology projects for systems.	Hieu Tran, Jennifer Schmidt, Judy Kaniasty, Steve Heser	Ongoing	
1C. Infrastructure	Distribute annual technology report to member libraries by June 30th each year.		Hieu Tran, Steve Heser	2020-05-27	Completed
2A. System Marketing	Create a marketing and advocacy committee made up of library and outside experts	Working group proposed membership, scope. New committee will meet 1Q 2020.	Jennifer Schmidt, Steve Heser	2020-02-01	Completed
2A. System Marketing	Hire marketing consultant to provide high level planning.	RFP for marketing consultant process completed in September after RFP sent out a second time in August. Top three were interviewed on September 14th and STIR selected soon after. Awaiting approval of the statement of work by the MCFLS Board on October 19th.	Steve Heser	2020-10-19	Completed
2A. System Marketing	Create a statement of work for a contract employee responsible for ground level activities.	This position will be developed after consultation with STIR and MAC the first half of 2021.	Steve Heser	2021-06-30	

2A. System Marketing	Marketing plan: Identifying current and new data collection priorities to support marketing development and implementation including utilizing tools (surveying system residents, focus groups, market segmentation, GIS mapping, methods to capture user stories, etc.) as appropriate to gather and analyze system-wide data	Consultant will form data collection plan. Possible first step in determining marketing plan objectives,	Steve Hesar	2021-01-31	
2A. System Marketing	Marketing plan: A targeted plan for marketing system-wide services and resources to different audiences through various communication channels with a focus on reaching underserved populations and those that do not or infrequently visit and use our member libraries.		Steve Hesar	2020-12-31	
2A. System Marketing	Marketing plan: Providing and centrally maintaining standardized, easy to access, and easy to use (plug and play marketing toolkits) marketing messaging, information, and materials for system provided resources and services	Contract worker would be responsible for this area with help from MCFLS staff. Judy would help manage contract worker role.	Jennifer Schmidt, Steve Hesar	2021-06-30	
2A. System Marketing	Develop a plan to regularly communicate to member libraries what the system is actively doing to meet library market and meet member and county resident needs for system services and resources.	Developed by MAC committee	Steve Hesar	2021-01-31	
2A. System Marketing	Collaborate with other library system and statewide marketing and related data gathering efforts	Ongoing activity. Dependent upon consultant activity.	Steve Hesar	Ongoing	
2B. Advocacy	Advocacy plan: Identifying current and new data collection priorities to support advocacy efforts including utilizing tools (surveying system residents, focus groups, methods to capture user stories, etc.) as appropriate to gather and analyze system-wide data	Dependent upon committee work.	Steve Hesar	TBD	
2B. Advocacy	Advocacy plan: Creating an ongoing advocacy engagement and communication plan to build relationships and support for the system and its member libraries for a variety of audiences (legislators, local Friends groups, community as whole, etc.) with a focus on the impacts of libraries in the county, region, and state		Steve Hesar	TBD	

2B. Advocacy	Advocacy plan: Providing and centrally maintaining standardized, easy to access, and easy to use (plug and play advocacy toolkits) advocacy messaging, information, and materials for the system and member libraries		Steve Hesper	TBD	
2B. Advocacy	Advocacy plan: Providing advocacy training for system and library staff and boards	Responsibility of marketing and advocacy committee. Training done by outside consultant or statewide resource.	Steve Hesper	TBD	
2B. Advocacy	Develop a plan to regularly communicate to member libraries what the system is actively doing to advocate for the system and member libraries	Goes hand in hand with reporting done for marketing. Provided by contract worker in consultation with the committee.	Steve Hesper	TBD	
2B. Advocacy	Collaborate with other library system and statewide advocacy and related data gathering efforts	Ongoing activity. Library legislative day, etc. Participation in LD&L by system staff or member libraries		Ongoing	
2C. Library Marketing	Gather and compile data, information, and stories to use for local library marketing to identify priorities, audiences, messages, and metrics	Assistance from MCFLS staff. Contract worker is responsible for creating the content and working with consultant to collect this information.	Jennifer Schmidt, Steve Hesper	TBD	
2C. Library Marketing	Marketing plan support: Create a marketing plan toolkit	Primary responsibility of contract worker. Part of their statement of work. Content determined by committee and consultant	Steve Hesper	TBD	
2C. Library Marketing	Marketing plan support: Help libraries connect with experts in the community for help (library schools, marketing experts at local companies, etc.)		Steve Hesper	TBD	
3A. Data Collection	Data Collection: Establish data collection priorities including review of current data that is gathered and new data that could be gathered such as salaries and benefits, money for suburban library renovation, in-house circulation by municipality (hourly and by day), reference question, room use, who is using the library remotely versus physically etc.	Data collection was to be a primary consideration of the marketing consultant, but the reworking of the RFP for marketing services will cause us to have to look elsewhere for this information.	Jennifer Schmidt, Steve Hesper	TBD	
3A. Data Collection	Data collection: Establish standard collection tools and equipment (wireless access points, etc.)	Jen would work with consultant to determine collection tools and equipment and coordinate with Hieu.	Hieu Tran, Jennifer Schmidt, Kate Strattner, Steve Hesper	TBD	
3A. Data Collection	Data collection: Work with member libraries to determine standards for a variety of useful data points such as salary data, annual data reporting, etc.	Possible help from consultant to determine what those standards are. Needs more fleshing out.	Steve Hesper	TBD	

3A. Data Collection	Data collection: Find management products to help maintain data collection standards such as Gimlet for reference statistics or Edge Report for computer use analysis	Dependent upon data standards.	Jennifer Schmidt, Steve Heser	TBD	
3A. Data Collection	Data collection: Educate member libraries on standards	Work with data collection and consultant. Responsibility of director to communicate standards for data.	Steve Heser	TBD	
3A. Data Collection	Seek, develop, and engage in collaborative opportunities related to gathering and using data regionally and statewide, including gathering data from other metropolitan areas in the country	Ongoing activity.	Steve Heser	TBD	
3A. Data Collection	Dashboard: Additional data points such as by year ranges and community size		Jennifer Schmidt, Steve Heser	2021-12-31	
3A. Data Collection	Dashboard: Include additional data tracked through annual report work such as budget levels, hours, staffing numbers, collection spending, etc., and new data that is prioritized to be collected.		Jennifer Schmidt, Steve Heser	2021-06-30	
3A. Data Collection	Improve use of data: Develop system level packaged data, analysis, and summaries to provide plug and play information that can more easily be utilized for decision making.	Include plug and play elements for annual report statistics. Provide templates by system staff to provide boilerplate statistical reporting.	Jennifer Schmidt, Steve Heser	TBD	
3A. Data Collection	Improve use of data: Explore new tools and software for gathering, compiling, visualizing, and analyzing data		Jennifer Schmidt, Steve Heser	TBD	
3A. Data Collection	Identify training needs of members and develop and deliver training related to understanding data and using data tools and software		Jennifer Schmidt, Steve Heser	2021-08-31	
3B. Connections	Review and redevelop system committee structure and communities of practice to support system and member needs, including identifying and developing areas for system coordination and support for member library YS and inclusive programming needs.	Review bylaws and collect information on these subcommittees to review and submit to LDAC for input.	Steve Heser	2022-06-24	
3B. Connections	Develop and coordinate, as needed, county-wide programming and services, (ex. memory cafes)	Ongoing activity. Use input from LDAC and outside sources to investigate adding additional services.	Jennifer Schmidt, Steve Heser	Ongoing	

3B. Connections	Promote and support grant opportunities including support for grant writing, acting as a fiscal agent, and connecting with others that are seeking grants or grant partners	Provide opportunities for members and provide updates on possible grants. Communication piece. 3rd Quarter 2020: the system has communicated several grants and participated in three so far in 2020: connectivity grant, IMLS Cares Act grant (for technology), and cybersecurity grant.	Steve Hesper	Ongoing	
3B. Connections	Develop an online space to serve as a clearinghouse with lists and resources that members could update and add to that would include information such as:	3rd Quarter 2020 Update: Jen is in the process of migrating our system website to Wordpress and expanding use of Libguides to allow more sharing between members. Two committees: Circulation Services & Youth Services have clearinghouse areas for content to be shared. On the MCFLS web site, there is an area being created for job opportunities seen by all member staff	Jennifer Schmidt	2020-12-31	
4A. System Interests	Engage in statewide efforts, including any implementation activities related to the PLSR Steering Committee recommendations, that will impact funding, legislation, and services to systems	Ongoing. System and member library staff will participate in PLSR activities as opportunities arise. Steve Hesper is working as part of a WPLC led-group to further new technology projects in line with PLSR goals. 3rd Quarter 2020: Opportunities for collaboration on electronic resources, data, and marketing were identified by system directors via a survey.	Hieu Tran, Jennifer Schmidt, Steve Hesper	Ongoing	
4A. System Interests	Engage with regional partners to explore ideas and models developed by PLSR workgroups that can improve service to member libraries	Ongoing activity.	Hieu Tran, Jennifer Schmidt, Steve Hesper	Ongoing	
4A. System Interests	Be informed and an active partner with other library systems	Ongoing activity. Active participation in opportunities such as LAWDS and grant collaboration through LSTA are two recent examples.	Hieu Tran, Jennifer Schmidt, Kate Strattner, Steve Hesper	Ongoing	
4B. Funding	Based 2020-21 state aid funding, realign budget allocations as needed to support system services and strategic plan initiatives and activities	Completed for 2020-2024. Adjusted contract amounts to support strategic planning objectives.	Steve Hesper	2020-01-01	Completed
4B. Funding	Reciprocal Borrowing; Establish guidelines for process and discussion	MCFLS staff will initiate with data collection help from consultant. Start 2021.	Steve Hesper	TBD	
4B. Funding	Reciprocal Borrowing: Perform data collection and analysis	MCFLS staff will initiate with data collection help from consultant.	Steve Hesper	TBD	

4C. Operational Support	Make necessary annual budget adjustments to fund strategic plan activities and needs	Ongoing activity	Hieu Tran, Jennifer Schmidt, Steve Hesar	2020-01-01	Completed
4C. Operational Support	Analyze staffing levels and review job descriptions	Will start in late 2022.	Hieu Tran, Jennifer Schmidt, Steve Hesar	2022-11-09	
4C. Operational Support	Clarify and disseminate information about the roles of MCFLS staff	Hand in hand with staff job description review.		TBD	
4C. Operational Support	Staff learning support: project planning and management	Supporting staff learning and continuing education to support strategic plan initiatives,	Steve Hesar	TBD	





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October 19<sup>th</sup>, 2020

## September/October 2020 Director's Report

### Summary of activities

1. MCFLS system staff and member library directors started meeting every other week starting September 17<sup>th</sup>. We'll continue meeting every other week unless circumstances dictate we meet more often.
2. Will continue to meet with DPI and system directors each Tuesday morning through at least the end of the year to talk through pandemic-related issues and share information from our systems. Meeting through this group has been incredibly helpful.
3. Continue to meet with system staff each Tuesday morning for a 45 minute check-in. We are now in the offices on a staggered schedule.
4. Sat in on a virtual site visit with the Shorewood Public Library team on September 25<sup>th</sup> to learn more about their needs and concerns. We've already made one change as a result of our meeting to help them with an earlier delivery time.
5. Met with new trustee Howard Snyder on September 30<sup>th</sup> for an orientation to his new role on the MCFLS Board.
6. Our MAC interview team met and selected STIR as our marketing consultant to guide us through the process of creating a multi-year marketing plan for the system.
7. Spoke with and assisted the Glendale Village Administrator to prepare them for the process of establishing their own municipal library. Glendale has a little less than three years before their financial obligation to the North Shore Library expires and they can go on their own.
8. Completed the proposed 2021 MCFLS Budget and shared it with member libraries at the October 1<sup>st</sup> LDAC meeting.
9. Continuing to work with the County Executive's office to fill the open position for a library board member on the MCFLS Board. I've reached out to member libraries to help collect demographic information to assist the County Exec's office.
10. Set up a demo for a data gathering resource called WhoFi, which packages wireless statistics for public libraries. Directors will provide feedback at the October 15<sup>th</sup> LDAC Update on a possible purchase for the system.

### Upcoming Activities

1. Begin work with the MAC group and STIR to begin the process of data collection for the multi-year marketing plan.
2. Review goals and activities in the system technology plan to make sure they align with the strategic plan and activities for 2021.
3. Work with the County Exec's office to fill the remaining board opening.