

Columbia County Library Systems Board

March 16, 2018

Meeting Minutes

Board Members in Attendance:

Dianne Effinger

Nan Hughes

Nancy Long

Betty Reiter

Board Members Absent (With Notice)

Susanna Bradley

Susan Martin

Library Directors in Attendance:

Jennifer Tallman, Cambria & Wyocena

Cindy Fesemyer, Columbus

Christine Millard, Lodi

Terry Miller, Pardeeville

Jessica Bergin, Portage (also Board Resource Librarian)

Lindsey Ganz, Poynette

(Absent: Trish Frankland, Lodi; Kristie Nielson Corning, Pardeeville; Peggy Potter, Randolph; Jenna Assmus, Rio, Cathy Borck, Wisconsin Dells.

Visitors and Guests in Attendance:

Peter Kalland – President of the Columbus Library Board and member of the South Central Library Foundation, Beth Ann Scott, nominated board member, Mark Ibach, South Central Library System consultant, and Jonathan Stefonek, Portage Daily Register.

Board President Nan Hughes called to order at 9:05. Nan called the roll, and noted that the meeting was properly posted. She welcomed the guests and thanked them for attending the meeting.

Approval of Agenda:

Dianne Effinger moved to approve the agenda and Nancy Long seconded it. It was approved unanimously.

Approval of the Minutes of January 19, 2018 Meeting:

Nancy Long moved that the minutes be approved as presented. Dianne Effinger seconded it noting the change to the paragraph titled “County Library Advocacy Initiates”. It was approved without dissent.

SCLS Library Advocacy Presentation and Discussion:

Mark Ibach, SCLS Consulting Services Coordinator, came to discuss library advocacy. Mark suggested that one of the first things we need to do is form a committee or work group. We

should have a vision as to where we want to go, create a statement and create the end goal. There needs to be a consensus, and common message among library boards, directors and the county library board. We need a message and goal. Advocacy is about building an understanding of the value of libraries. We need to promote our programs and show what libraries are doing in their communities to validate their value. What is the story we want to tell? Be sure to involve the local newspaper. Mark handed out the Green County Library Facts 2016. He described what they did and how they worked together. They failed because they never utilized it. If something similar is prepared it needs to be shared with the local municipal board, and civic organizations. In 2004-2005 there was a statewide survey that showed 60% of non-library users saw the value of the public Library. Mark suggested we have a regular presence at local and county meetings. This presence keeps the library in front of these board members. When municipalities fund library projects be sure to go back and thank them, let them know how the funds were used. People like to know the value of their investment. Be sure to collect and share stories. WLA has a "web site, "Wisconsin Libraries Transform". This site will be available to utilize with local library stories this spring. Stories can be in print, video, or audio. Each library needs to find their own story. Collect these stories and use them. Nancy shared a recent article about libraries from Wisconsin Counties Association. The March issue has an article about the value of local libraries. Jody Hosley, SCLS Data Services Consultant is available to help with demographics.

Form Advocacy Work Group:

Jessica will help form this group. She will send the email to inform librarians and they can forward it to their friends group. The organizational meeting is tentatively set for May 18th in Rio. Jessica would like to have a press release when the committee is formed. An idea was shared that we highlight a library on a monthly or bi-monthly basis. Jessica would like to have a press release when the committee is formed.

Library Directors Share:

Kristine Millard, Lodi – They have had success with an adult project called "Artful Adults" with simple crafts. 7 come every month. "Rock the real world" is a teen group that teaches basic life skills. The library takes story time to different buildings in the town such as the bank, grocery store, etc. Cindy Fesemyer, Columbus shared that she applied for an IMLS Federal grant. If approved she will work with the city to help with a strategic growth plan. They badly need to expand their library. Once a month a librarian goes to the Columbus and Fall River school during lunch for a book talk. Wyocena/Cambria- Jennifer Tallman. goes to a weekly story time at the day care. They are building a relationship with the 4H group. The Chamber of Commerce is working with the library to advance knowledge of the library. The Economic Development Committee meets at the library with plans to improve housing and to provide better services. In Wyocena, the library is reinstituting the Easter egg hunt. They plan to highlight each holiday in a special way. Lindsey Ganz –Poynette reaches out to the daycares to telling a story weekly. At the elementary school staff meeting, she gave teachers their own personal library card and a classroom card. She emphasized the availability of

ordering multiple copies of books. At the high school staff meeting, Lindsey emphasized student use of [Tutor.com](http://www.tutor.com). The County recently increased funding so it is now unlimited. The library paid for local author, Valarie Beal, to go the school for a book talk and then they hosted a writing session in the library with 15 students attending. In their 55+ group she goes weekly to a reading club. Prizes are also provided for that event. Jessica Bergan, Portage, their library has tried to identify needs in the community and tailor the programs toward that goal. They are reinstating the Literacy Counsel. Since January they no longer charge fines for overdue children's books. The library also has instituted wireless printing. Patrons can now print from their home, laptop, tablet or smart phone. They have been trying to say, "Yes" more. They participated in the Living Windows event. They reenacted Little Red Riding Hood in a local store front window.

Announcement of Advocate of the Year:

The Friends of the Library, Wyocena was the 2018 winner. Jessica presented a plaque to Jennifer Tallman. Special thanks to Bob Westby for volunteering to prepare the plaque for this event.

Resource Library Report:

Jessica said the main topic was replacing integrated library system. Options were presented and the consensus was to update the current system. Jessica handed out the 2017 Annual Report. The format is the same but statistical changes were made. The summary was rewritten. She noted that one third of our loans go to patrons that don't have a village library available to them. The next county librarians meeting is April 17th.

Nancy Long, shared an article from [The Nation](http://www.thenation.com) titled, "Libraries are a Space Everyone Belongs". Susanna Bradley asked her to share this with us.

Reports on library visits:

None this month.

Agenda for the May meeting:

Our action plan is online. The county needs this before the next meeting. In May, we will set the new rotation for library visits.

Our next meeting will be Friday, May 18th in Poynette.
We adjourned at 11:2.

Respectfully submitted,



Betty Reiter, Secretary
5/23/18