



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved MADISON PUBLIC LIBRARY BOARD

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Thursday, March 6, 2008

4:30 PM

Madison Public Library  
201 W. Mifflin St., Rm. 201

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### 1. CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:31 p.m.

**Present:** 6 -

David L. Wallner; Larry Palm; Carol Carstensen; Tracy K. Kuczenski; Ann L. Falconer and Theodore C. Widder, III

**Absent:** 1 -

Gregory Markle

**Excused:** 2 -

Allen A. Arntsen and Barbara J. Karlen

**Also Present:** Lee, Roughen, Dimick, Sawyer, Benno, Ald. Clausius, Froistad

### 2. APPROVAL OF MINUTES

A motion was made by Falconer, seconded by Carstensen, to Approve the Minutes as corrected (Change the time of adjournment to 5:12 p.m.) The motion passed by voice vote/other.

### 3. CORRESPONDENCE

[09416](#)

Holtzman Memo re Election Day

A motion was made by Wallner, seconded by Falconer, to Accept the letter from Ald. Holzman complimenting the Alicia Ashman Branch staff on how well they handled the influx of citizens on election day. The motion passed by voice vote/other.

### 4. PUBLIC COMMENT

Ald. Clausius, alder for the far far east side of Madison expressed his interest in working with the Library Board in siting a future library in his area of the city.

**ROLL CALL**

**Present:** 7 -

David L. Wallner; Larry Palm; Carol Carstensen; Barbara J. Karlen; Tracy K. Kuczenski; Ann L. Falconer and Theodore C. Widder, III

**Absent:** 2 -

Allen A. Arntsen and Gregory Markle

**5. BOARD INFORMATION EXCHANGE**

There was none.

**6. REPORTS**

[09420](#)

March 2008 Director's Report

**A motion was made by Wallner, seconded by Karlen, to Accept the Director's report. The motion passed by voice vote/other.**

**ROLL CALL**

**Present:** 8 -

David L. Wallner; Larry Palm; Carol Carstensen; Barbara J. Karlen; Tracy K. Kuczenski; Ann L. Falconer; Theodore C. Widder, III and Gregory Markle

**Absent:** 1 -

Allen A. Arntsen

**7. FINANCIAL REPORT**

[09417](#)

Final December 2007 Summary

**At first glance, it appears the library is overspent by \$216,488 at year end. Once the reserves applied (\$399,570) is added, however, the library has a fund balance of \$183,082. This fund balance was allocated as follows: \$127,759 for 2007 encumbrances; \$22,523 for dedicated fund balance for items budgeted in '07, but not yet purchased; and \$31,799 for unrestricted fund balance.**

**A motion was made by Palm, seconded by Carstensen, to Approve the 2007 year-end Summary Financial Report. The motion passed by voice vote/other.**

[09418](#)

2008 Rev. Operating Budget

**Staff has recommended adjustments to the 2008 council approved budget. At the time the budget was submitted, the exact revenue figures for the Dane County walk-in service and interest from the M&I trust fund were not known.**

As it turns out these were estimated too high. The revenues, therefore, need to be reduced by \$22,860 to reflect the correct numbers. In addition, the 2007 fund balance was applied. The adjusted 2008 budget is now \$13,534,667.

It was noted the contingency fund was not increased for 2008. A general rule of thumb is to set aside 5% of the levy for the contingency. This would have been a significant amount of money and would have left the library without enough funds to operate for 2008. After consulting with the comptroller, it was agreed the library needed the money more for operating funds than it did for contingency funds.

The 2008 expenditures were adjusted somewhat to equal revenues.

A motion was made by Palm, seconded by Carstensen, to Approve the revised 2008 Operating Budget. The motion passed by voice vote/other.

[09419](#)

January 2008 Financial Statement

The January 2008 financial report was reviewed. The Capital Projects page taken from the city accounts is incorrect. It does not include funding for South Madison and does include money for a southwest branch. The Comptroller's office is aware of the errors; we expect to have a corrected Capital Project statement next month.

A motion was made by Palm, seconded by Wallner, to Approve only the Revenues, Expenditures and Gifts portions of the January 2008 Financial Report and not the Capital Projects. The motion passed by voice vote/other.

## NEW BUSINESS

### 8. LIBRARY FACILITIES PLANNING

There are two parts to the facilities planning process--planning for existing facilities and planning for new facilities. The focus will be on existing facilities today.

Current Madison Public Library sites as well as some in surrounding areas were pointed out on a map. It was requested that Grandview Commons, which is due to be built by 2015 and the Fitchburg and Cottage Grove libraries be added as well.

A review of each of the existing branches included statistics for circulation, visits and program attendance in 2007.

All of the library locations have been updated in the last seven years except Monroe Street, Meadowridge and Central. Monroe Street is part of a possible development for the entire block it sits on. There is money to upgrade it, but we're holding off until we know what might happen there. There are also plans for a Central Library upgrade so that leaves Meadowridge as the lone library with no plans for upgrading. Our focus needs to be on it.

There was discussion about what the size of a service area is. To establish a new branch our criteria calls for a maximum future population of 25-40,000 people. Existing branches are much different. The library's data is kept by census tract which doesn't always match with where people go to use a library. It's very hard to determine. We do have indications of what we know about the services for Meadowridge, however.

Jacobson's has vacated the space next to Meadowridge. There has been a lot of speculation in the community about what should be done with that space.

The southwest neighborhood as defined by the group that developed the Southwest Planning process included census tract 4.04 and part of 5.02. Meadowridge is located on the southeast corner of this. The library definition of the service area has included areas west and south of the current location.

One of the goals of the Southwest Neighborhood Planning group is expansion of the Meadowridge Branch. The opportunity is now here. The Library Board now has to decide if that's a good thing.

The population for the service area as described in the southwest neighborhood plan is going down. Circulation numbers are dropping in census tract 4.04 as well, but the areas further west and south have had tremendous growth.

Statistics show a high increase in usage at Verona from people living in Madison and Fitchburg. MPL lost a lot of business when the new Verona library opened. Can we recapture the business lost to Verona?

The political reality is that once a branch is in place it's there to stay. Therefore, rules for existing branches may differ from those of new branches.

If we came up with an attractive plan to relocate Meadowridge with additional amenities would the neighborhoods want it?

What about the library program--if we stay and increase the size and don't get a new branch, what would that mean to this service area? What does that mean to the service area further west and south if that is the decision?

To date, we've provided a full service concept at all locations. What is doable in this space (with Jacobsons) and what would meet the goals of the Southwest Neighborhood group? Do we want to get in the business of providing a branch very unique to the neighborhood (specialized programs, help for people seeking employment) and de-emphasize other aspects (collection taking a back seat to technology)? We would still be space challenged. If we provided unique service here would other neighborhoods expect the same for them?

Meadowridge is struggling because it's small, because of the library's role as bus stop shelter, and because the architecture is such that people congregate in front of the doors. Kids hanging around after school make it difficult for others to enter.

There are no other social service agencies in the area. The library can be a collaborative partner, but not a community center driver. To provide this direct community service we would be starting a business within our business which

is not our primary mission. We can't be the intake center, but we can be a resource to such an agency.

There are a lot of possible choices: do nothing, add on the adjacent space, build a new large branch, package the library with a community center, or maintain a small Meadowridge and add a second larger branch in the near future.

The library has already made some changes that addressed the needs of the southwest planning group. A 75% youth services librarian has been added to the staff and hours have increased in 2008.

If we do something with Meadowridge, how does that affect our current plan? Does it jump ahead of other projects?

We are concerned about the decrease in circulation, but we know that the library is still doing very well considering its small size.

Staff was asked to provide the following information for next month's meeting:

- Best estimate for what the service area for each of the branches is
- The growth at each location
- The cross border figures (reciprocal borrowing between municipalities)
- The optimum size of service areas in other libraries in WI and what does it depends on
- Rental costs and capital improvement costs for the additional space
- Options and list of pros/cons for each as well as costs

**ROLL CALL**

- Present:** 7 -  
 David L. Wallner; Carol Carstensen; Barbara J. Karlen; Tracy K. Kuczenski;  
 Ann L. Falconer; Theodore C. Widder, III and Gregory Markle
- Absent:** 1 -  
 Allen A. Arntsen
- Excused:** 1 -  
 Larry Palm

**9. FRIENDS' UPDATE**

There as no report.

**10. FOUNDATION UPDATE**

There was no report.

**11. SOUTH CENTRAL LIBRARY SYSTEM UPDATE**

There was no report.

**12. DANE COUNTY LIBRARY SERVICE UPDATE**

There was no report.

**13. ADJOURNMENT**

A motion was made by Markle, seconded by Falconer, to Adjourn. The motion passed by voice vote/other. The meeting adjourned at 6:10 p.m.