



City of Madison

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

Meeting Minutes - Approved MADISON PUBLIC LIBRARY BOARD

Thursday, April 3, 2008

4:30 PM

Alicia Ashman Branch Library
733 N. High Point Rd.

1. CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:30 p.m.

Allen Arntsen was welcomed as a new Board member while Carol Cartstensen was bid a fond adieu and thanked for her insight and judgement.

Present: 8 -

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

Absent: 1 -

Gregory Markle

Also present: Olson, Dimick, Sawyer, Froistad, Roughen, Benno, Lee

2. APPROVAL OF MINUTES

It was noted that Arntsen should have been listed as excused rather than absent from the meeting.

A motion was made by Karlen, seconded by Carstensen, to Approve the Minutes as corrected. The motion passed by voice vote/other.

3. CORRESPONDENCE

There was none.

4. PUBLIC COMMENT

There was none.

5. BOARD INFORMATION EXCHANGE

There was none.

REPORTS

6. [09782](#) April, 2008 Director's Report

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

ROLL CALL

Markle arrived at 4:40 p.m.

Present: 9 -

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

7. **FINANCIAL REPORT**

- [09775](#) February 2008 Financial Statement

There isn't much to report since it's so early in the year. The Capital Projects Statement has been corrected and appears in a new format. A motion was made by Markle, seconded by Carstensen, to Approve the February, 2008 Financial Report. The motion passed by voice vote/other.

8. **LIBRARY FACILITIES PLANNING**

Today we'll look at an overview of Madison libraries and library usage and the different ways people are using the library and then specifically at the Meadowridge Branch Library.

Ms. Dimick presented a map of the City containing a colored dot to indicate every household that had something checked out from any MPL library on March 13. Another map showed which branches draw users from which census tracts in the city. The southwest side of the city was most notable as being the most diffuse in terms of where people were going--to Ashman, Verona, Middleton, Sequoia and Meadowridge.

Population changes from 1990 to 2000 indicated the peripheral areas are growing the most; inner-city in some cases showed no growth or a negative growth. A comparison of dwelling units between 2000 and 2007 spoke to the development of the city correlating with the population changes.

Statistics indicated that 88% of check-outs by Madison residents took place at City of Madison libraries in 2007. The remaining 12% used libraries outside of the city--most notable were Middleton at 4.7%, Monona at 2.1%, and Verona at 2.8%. It was noted that while Middleton and Monona are similar, Middleton gets more Madison users. The reason is that it is more accessible and has no fines; Monona

is more off the beaten track.

Statistics showed that in 2007 83.6% of Madison library users lived in Madison, 16.4% lived in other communities (Fitchburg - 4.3% and Middleton - .9%). The remainder lived in other areas of Dane County.

The map indicating area library locations has been updated to include proposed libraries in Fitchburg, Cottage Grove and Grandview Commons (Madison).

The new Verona library has really impacted usage at Madison libraries. Over the last three years Verona residents using Meadowridge decreased 53.8%; town of Verona residents decreased 47.8%; Fitchburg residents decreased by 11.7% and Madison residents decreased by 2.4%. (Given the small size of Meadowridge, the branch is still doing a good business.) Sequoia's experience was somewhat different. Users of Sequoia by city of Verona residents decreased by 2.5%; town of Verona actually increased 10.6%; Fitchburg decreased by 12.7% and Madison residents increased .2%.

Usage at Verona from people living in Madison over the last three years increased 269.5%; Fitchburg residents increased 120.7%; town of Verona up by 27.3% and city of Verona up 50.7%.

Residents in census tract 4.03 in the Meadowridge service area primarily use the Ashman Library, while the remainder primarily use Meadowridge. In this service area, there were 13,295 dwelling units or 27,920 people in 2000; in 2007 there were 19,150 dwelling units and an approximate population of 35,872.

As has been discussed at previous meetings the Southwest Neighborhood Plan calls for a larger Meadowridge Branch Library. The Jacobson's space adjacent to the library is now vacant. The library director walked through the space with Mary Charnitz of CDBG and Heidi Fisher of City Real Estate. She was given a proposal for what it would cost to take over the 3100 square feet which would get Meadowridge close to 9000 square feet if we were to expand there. The library lease at Meadowridge is up July 1, 2009. The current rental rate is \$9.94 per square foot. With common area maintenance and taxes it comes to \$12.16 per square foot. The proposal doesn't raise the rent substantially, but there is a 5% upper every year on the total square footage. (5% was deemed to be quite excessive; 3% is more the norm.) The management company would allow the library a \$60,000 building improvement allowance. The cost as determined by the city for a major capital improvement project would be approximately \$150 per square foot; \$125 for a minor improvement. To make the building usable and attractive--to do the project right--we would be looking at the \$150 price range. An entrance would need to be eliminated, plumbing removed, work done to the roof and a makeover of the interior.

The library has no money now to do another capital project, but CDBG does. The Southwest Neighborhood plan also talks about the need for a community center in the Meadowridge area. They would like to take over the Jacobson's 3,100 square feet on an interim basis until they could locate something better. This seems like an ideal solution--it would give the library time to further analyze what should be done at Meadowridge. In the meantime we could partner with the community center on various programs and find out what impact a community center would have on the library.

There was discussion about the Dane County Library Service reciprocal borrowing agreement and the impact on MPL's payment due to more Madison users using Verona than Verona users using Madison. Are any of MPL's costs eliminated by not having to serve these people? Not really, we have fixed costs that have to be covered and they would be supported by fewer dollars.

Karlen moved, seconded by Kuczenski, to authorize the Library Director to explore and obtain additional information on the CDBG development of a community center adjacent to the library and report back to the Library Board. The motion passed by voice vote/other.

At the next meeting we'll review each branch and its service area, the branch siting criteria and variations, look at the emerging service areas in the peripheral areas and develop new standards and criteria for how we look at new branches.

[09781](#)

Madison Public Library Facilities Development Plan, April 2000

9. FRIENDS' UPDATE

The Book Club Cafe scheduled for April 10 is sold out.

The Friendship book shop manager has resigned and will be leaving at the end of April. The hunt for a new manager is underway.

10. FOUNDATION UPDATE

Ms. Olson presented an update on the Sequoya campaign. The total amount raised including interest is \$1,045,000. \$69,000 remains outstanding for pledges not yet due. We have reached the goal and efforts to fund raising are winding down. Another letter will be sent to donors that are near a particular recognition level offering them the opportunity to reach that next level.

Several author events were held. Future public events will be centered around the opening of the new branch.

The Foundation is working with the Central Friends to host an event May 14 to honor the families of people who have made bequests to the Lakeview, Pinney and Hawthorne Branches recently. A representative from the Madison Community Foundation will be present to explain endowments. It is the Foundation's hope to establish an endowment fund for each branch. The Foundation will make a determination at its next meeting about what to do with excess funds in a capital campaign.

A fund-raising event will be held at Blackhawk Country Club November 8. All the money raised will go toward the South Madison Branch Capital Campaign.

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 Arntsen, seconded by Carstensen, to Adjourn at 5:35 p.m.
The motion passed by voice vote/other.