



HALESCORNERSLIBRARY.ORG

**HALES CORNERS LIBRARY
BOARD OF TRUSTEES
Thursday, August 29, 2024
6:30 PM Meeting Notice / Agenda**

Notice is hereby given that the Library Board will meet at the above date and time, in the **Library Board Room** (5885 S. 116th Street, Hales Corners).

[Notice is given that a majority of the Village of Hales Corners Board of Trustees may attend this meeting to gather information about the subject matter listed below. This meeting may constitute a meeting of the Village of Hales Corners Board of Trustees per *State ex rel. Badke v. Greendale Village Board*, even though the Board of Trustees will not take formal action at this meeting.]

1.0 CALL TO ORDER AND ROLL CALL

2.0 PUBLIC COMMENTS (3-minute limit per speaker)

3.0 CONSENT AGENDA

3.1 Minutes: July 25, 2024

3.2 Minutes: Special Meeting: August 13, 2024

3.3 Approval of Library Budget Report & Board Fund – July 2024

3.4 Approval of Library Payroll (#15-16)

3.5 Next Library Board meeting is Thursday, September 26

4.0 COMMITTEE & LIAISON REPORTS

4.1 Friends of the Library Liaison- S. Lewin-Lane

4.2 Strategic Planning Committee- S. Lewin-Lane

4.3 Library Foundation & Fundraising Updates- Wilkes

4.4 Whitnall School District Liaison- L. Komars

4.5 Village Liaison- M. Bennett

5.0 DIRECTOR'S REPORT

5.1 Staffing Update

6.0 AGENDA ITEMS

6.1 Budget draft for 2025

6.2 Library Director Annual Review

The Library Board may enter closed session pursuant to Wis. Stat. §19.85(1)(c), for consideration of the employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility for the performance evaluation of the Library Director over which the governmental body has jurisdiction or exercises responsibility, and to re-enter open session at the same place thereafter to act on such matters as discussed therein as it deems appropriate

7.0 ADJOURNMENT

Stephanie Lewin-Lane (e-signature)

Stephanie Lewin-Lane, Library Director
August 23, 2024

cc: Library Board, Library Staff, Library Bulletin Board, Village Board, Village Administrator, Village Hall Bulletin Board, Press
Note: Issues that require public input or for which citizens are present will receive priority on the agenda.

If you are a disabled individual who requires special services, please notify the Library Director in advance of the meeting.

The meeting was called to order at 6:32 pm by Chair Kiernan.

- 1.0 ROLL CALL** – Present: T. Kiernan (Chair), Trustees: B. Shaw, N. Wilkes, L. Komas, E. Leonard, P. Harycki (arrived after Election of Officers), Library Director S. Lewin-Lane, Assistant Library Manager S. Harrison, Village Liaison M. Bennett, Absent and excused: Trustee D. Sweet
- 2.0 PUBLIC COMMENT** – no comment
- 3.0 ANNUAL MEETING**
 - 3.1 Election of Officers 2024-2025 – Action
 - Motion (Leonard/Shaw) moves to nominate Tom Kiernan for President – passed 5-0-2
 - Motion (Wilkes/Shaw) moves to nominate Emeran Leonard as Vice President – passed 5-0-2
 - Motion (Leonard/Komas) move to nominate Bernie Shaw as Treasurer – passed 5-0-2
 - Motion (Wilkes/Shaw) moves to nominate Lori Komas as Secretary – passed 5-0-2
- 4.0 CONSENT AGENDA**
 - 4.1 Motion (Shaw/Leonard) moves to approve minutes from 6/27/24 Library Board Meeting – passed 6-0-1
 - 4.2 Motion (Shaw/Leonard) moves to approve minutes from 5/28/24 special meeting – passed 6-0-1
 - 4.3 Motion (Shaw/Leonard) moves to approve Library Budget Report and Board Fund June 2024 – passed
 - 4.4 Motion (Shaw/Leonard) moves to approve Library Payroll #13-14 – passed 6-0-1
 - 4.5 Motion (Shaw/Leonard) moves to have next Library Board meeting on Thursday, August 22nd, 2024 – passed 6-0-1
- 5.0 COMMITTEE AND LIAISON REPORTS**
- 6.0 DIRECTOR'S REPORT**
- 7.0 AGENDA ITEMS**
 - 7.1 Resolution #L24-01 to transfer MCFLS funds of \$67,000 to Village
 - Motion (Leonard/Harycki) moves to transfer \$67,000 to the village – passed 6-0-1
 - 7.2 Request to close library on Friday, October 25th at 1pm for half-day of training
 - Trustee Shaw asked how this will be communicated to the public. Through the normal means of social media, in-house signage, etc. Trustee Komas mentioned that this is also a no-school day at Whitnall
 - Motion (Shaw/Wilkes) move to close the library at 1pm for a half day of training on Friday, October 25th – passed 6-0-1
 - 7.3 Update employee handbook sick day and overtime policy to match Village
 - Motion (Harycki/Leonard) moves to update the Library Handbook verbiage to mirror the Village's Handbook – passed 6-0-1
 - 7.4 Library staff pay scale update
 - Director Lewin-Lane gave a brief history of the current staff pay scale and the

discrepancies that were pointed out by village administration. The pay scale was adjusted for all positions based off of village administration's suggestion.

Motion (Leonard/Shaw) moves to approve the new pay scale – passed 6-0-1

7.5 Creation of Circulation Team Lead position

Director Lewin-Lane discussed the history of staffing since she started and the needs that need to be filled. Created this new position to fill gaps and help delineate tasks more accurately.

Motion (Shaw/Komas) moves to create the Circulation Team Lead position reporting to Seth Harrison– passed 6-0-1

7.6 Set date for Special Meeting: Book Reconsideration Appeal

August 13th, 2024 was decided upon by board members.

8.0 **ADJOURNMENT** Motion (Harycki/Leonard) moves to adjourn meeting – passed 6-0-1

Seth Harrison/ (e-signature)

Seth Harrison, Assistant Library Manager

Distribution: Library Board, Library Director, Library staff, Village Administrator, Village Board, MCFLS
Post: Library Bulletin Board, Village Hall Bulletin Board, Fire Department

The meeting was called to order at 6:31 pm by Chair Kiernan.

1.0 ROLL CALL – Present: T. Kiernan (Chair), Trustees: B. Shaw, N. Wilkes, E. Leonard, P. Harycki, D. Sweet, Library Director S. Lewin-Lane, Adult Services Librarian J. Barr, Attorney Hector de la Mora, Absent and excused: Trustee L. Komas

2.0 BOOK RECONSIDERATION APPEAL

2.1 Presentation of petition for appeal

Karen Schram, who initially completed the reconsideration forms to remove three items from the Hales Corners Library, presented arguments that the library staff and library board did not follow the policy and procedure.

2.2 Comments from members of the public regarding procedure followed for reconsideration

At this time, Library Board trustees asked questions of Director Lewin-Lane about the procedure of the book reconsiderations. Director Lewin-Lane explained the process that she and library staff followed to review these items and mapped out the timeline from K. Schram's initial discussion with library staff in February, 2023, up through tonight's meeting. Board trustees asked additional questions about the review process as well as questions regarding children's use of the library and parental oversight with regards to library card sign-up.

2.3 Library Board deliberations on procedural review

Attorney Hector de la Mora repeated that the purpose of tonight's meeting will have one of two results, the Board overrides Director Lewin-Lane's review of the reconsideration, or the Board will uphold Director Lewin-Lane's review. Each Trustee was given an opportunity to speak regarding the appeal and arguments brought forth by K. Schram.

Motion (Harycki/Leonard) moves that the Library Board of Trustees moved in the right director following all procedures regarding the reconsideration request and to uphold the decision of Director Lewin-Lane and library staff – passed 6-0-1

3.0 ADJOURNMENT Motion (Harycki/Wilkes) moves to adjourn meeting – passed 6-0-1

Seth Harrison/ (e-signature)

Seth Harrison, Assistant Library Manager

Distribution: Library Board, Library Director, Library staff, Village Administrator, Village Board, MCFLS
Post: Library Bulletin Board, Village Hall Bulletin Board, Fire Department

Hales Corners Library - Library Board Funds

GIFTS AND DONATIONS RESTRICTED

Bailey, Aiden (Grandmother Gift)	\$	8.30	Checking Account	\$	13,824.78
Gapinski Memorial	\$	100.00	CD Money Market	\$	19,510.61
Gorzalski, Garret Memorial	\$	-			
Hain, Alice - Newberry Award	\$	148.52	Total	\$	33,335.39
Humpal Memorial	\$	(7.85)			
Lego Club	\$	196.43			
Licau, Kathy Memorial	\$	93.60			
Medrano Law (candy for Trunk-or-Treat)	\$	-			
Riebs, Priscilla Memorial (prairie restoration)	\$	70.00	Interest on CD		
Ruesch, Bob	\$	100.00	July	\$	1.65
Senior Programs	\$	850.00			
Weber, Anne Memorial	\$	3.01			
TOTAL RESTRICTED	\$	1,562.01			

Gifts and Donations- Unrestricted

Deposits					
Hain (7/30/24)	\$	2,823.97		\$	100.00
Aletha's Daycare (7/30/30)				\$	50.00
Perspective Brewing (7/30/24)				\$	100.00

LIBRARY BUILDING FUND

100 Women Challenge - Library Expansion	\$	7,000.00			
Architectural and Engineering Study	\$	15,746.30			
Hain, Alice Memorial	\$	5,975.00			
Meyer, Dennis Memorial (child vehicle seat)	\$	228.11			

TOTAL LIBRARY BUILDING FUNDS

	\$	28,949.41	Withdrawals		
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TOTAL ALL ACCOUNTS

	\$	33,335.39			
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Updated 8/20/24 SMH

**VILLAGE OF HALES CORNERS
PAYROLL TIME SHEET RECAP - LIBRARY**

PAY PERIOD: #15
7-6-24 to 7-19-24

NAME	REG	OT1.5X	OT2.0X	VACATION	SICK	FUNERAL	HOLIDAY	AUTO	MISC
Arzamendi, Justen	18								
Bantz, Ryan	58							\$8.58	
Barr, Joseph	77				3 pers time				
Frank, Natalie	18								
Hansen, Cheryl	20.5								
Harrison, Seth	72			8					
Jones, Owen	20.5								
Lewin-Lane, Stephanie	80								
Mann, Liliana (NEW)	8								
Raap, Carole	12.5								
Rech, Laura	26								
Schmidt, Merri	25								
Strandt, Mary Kay	27								
Zimmerman, Mark	80								

Prepared by: SMH
Approved by: 

Total Auto: \$8.58
Pay Day: 7/25/2024

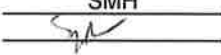
Other:

Library Board approval date: 7/25/2024

**VILLAGE OF HALES CORNERS
PAYROLL TIME SHEET RECAP - LIBRARY**

PAY PERIOD: #16
7-20-24 to 8-2-24

NAME	REG	OT1.5X	OT2.0X	VACATION	SICK	FUNERAL	HOLIDAY	AUTO	MISC
Arzamendi, Justen	18								
Bantz, Ryan	29.5			28				\$8.98	
Barr, Joseph	80								
Frank, Natalie	34								
Hansen, Cheryl	14								
Harrison, Seth	78				2 pers time				
Jones, Owen	21.25								
Lewin-Lane, Stephanie	76				4 pers time				
Mann, Liliana	10								
Raap, Carole	12								
Rech, Laura	31								
Schmidt, Merri	33.5								
Strandt, Mary Kay	27								
Zimmerman, Mark	72						8 floating		

Prepared by: SMH
Approved by: 

Total Auto: \$8.98
Pay Day: 8/8/2024

Other: _____

Library Board approval date: 8/29/2024

Hales Corners Public Library Patron Survey Debrief

Hales Corners Public Library released a public survey for patrons as part of the strategic planning process. The survey questions were created collaboratively with Consultant Rachel Arndt and the Hales Corners Public Library Strategic Planning Committee. The survey was designed to collect data about how frequently and in what way patrons use the library, patron preferences about library materials, patrons feedback about the library building, and patron feedback about library programs. The notes in this debrief document and the category headings were created by the consultant. These ideas represent aggregate feedback and patron feedback may have been re-worded for clarity. In some cases, charts are reproduced directly from Google Forms. The raw survey results have been downloaded and Hales Corners Public Library and the Strategic Planning Committee have access to the data and may repurpose that data however they see fit.

The survey was promoted to patrons and community members through the library website, library newsletter, in-library signage, flyers, and through the village newsletter. There were 156 total responses to the survey. Fifty-four percent (54%) of respondents self-identified as adults between the ages of 18 – 54 and 41% of respondents self-identified as adults age 55 and older. This survey represents less than 1% of the village population of 7,720.¹ In SWOT analysis performed by the Strategic Planning Committee and information gathered at the library's community listening sessions, it is apparent that a lack of centralized community news in Hales Corners negatively impacts library awareness and marketing efforts. Within the survey, a wide range of responses reinforce that community members find information through a variety of sources. The library used many of these sources to promote the survey.

The survey also included questions for those who did not visit the library or felt unwelcome at the library. There were 22 total responses to these questions and responses varied from their experiences with staff, preference for other libraries, the location of the building, or preference for libraries with larger collections. Surprisingly, five respondents noted that they did not know there was a Hales Corners Public Library and 17 noted that they use library services either in-person or online.

Hales Corners Public Library is within a short drive (7.5 miles or closer) of six different libraries. MCFLS members have some circulation and program data that supports the observations of staff that patron-sharing occurs and this is reinforced by survey results. In addition, two of the libraries that respondents visit are located in Waukesha County (Bridges Library System) and patrons do not benefit from reciprocal borrowing, rather they must purchase a fee card to check out materials at these libraries. While public libraries are not in direct competition with one another; understanding how, when, and why patrons may choose one library over another is valuable to the Strategic Planning Committee and library leadership for determining future strategic priorities.

(con't next page)

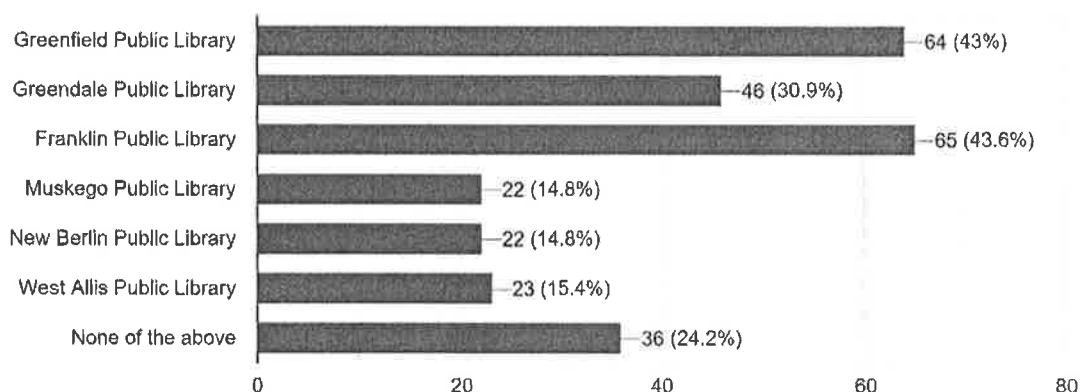
¹ United States Census Bureau

https://data.census.gov/profile/Hales_Corners_village,_Milwaukee_County,_Wisconsin?g=060XX00US5507932075

This chart shows that survey respondents are choosing to visit one or more nearby libraries for reasons such as: larger library collections, prefer more modern buildings, more space, easy to drive to other locations, and interest in programs/services at other libraries. Respondents had the option to select more than one library in this question.

Which of the following nearby libraries do you also visit?

149 responses



SWOT Analysis

Strengths

- 92% of respondents have visited Hales Corners Public Library recently
 - 29.5% visit weekly
 - 46% visit once a month
 - 16.5 % visited within the past six months
- 96% of respondents feel welcomed at Hales Corners Public Library
- Children's area and summer reading program are valued by respondents.
- Library of Things are valued by respondents, especially access to attractions passes.
- Library materials are appealing and there is great benefit to patrons with reciprocal borrowing agreements through MCFLS member libraries.
- Positive experiences with staff, library specialists, and library director.

Weaknesses

- Dated, unattractive building
- Digital media demand versus digital media availability (ebooks, audiobooks, etc.) Limited space for comfortable reading
- Limited space for meetings
- Perception of staff engagement, staff roles
- Respondents may over-estimate the value of using library space for rental

Opportunities

- Available programmatic and meeting space in the W. Ben Hunt Room / library lower level
- Demographics: adults were majority respondents
- Demographics: adults placed value on children's materials, children's programming, and the summer reading program, showing that youth patrons are a priority to respondents.
- Physical materials are valued by survey respondents.
- Reference and library work has changed and staff roles and responsibilities have shifted.

Threats

- Community may not understand municipal finances, library governance, or library's statutory standing well enough to make informed decisions about library's future.
- Libraries perceived as obsolete; that nearby libraries could serve as "replacements" for a municipally funded library.
- Perception of an "underutilized" library.
- Without strong municipal relationships, library could be deprioritized in decision-making or deprioritized financially.

Easy Wins

This category represents concepts that would be simple to implement in the strategic plan, may have an immediate positive effect, or require few resources to initiate.

Advocacy

- Boosting public communication through a variety of media about topics of strategic importance, emphasizing evidence-based successes.
- Develop Friends of the Library membership and mobilize members as library advocates.

Patron Experience

- Collection development responsive to patron needs.
- Local-specific resources such as Library of Things, attraction passes.
- Resources, education targeting use of digital materials, underutilized collections, etc.
- Staff engagement, customer service

Staff Engagement

- Consistent professional development and customer service training

Timely Topics

This category represents concepts that are time sensitive or must happen first in a sequence in order to establish a base for more complex concepts. In addition, this category has ideas that have urgency or a sense of immediacy to them.

Awareness

- Communications plan to regularize processes, increase promotional efforts, and spread the labor across staff.
- Consistent, branded messages over diverse communication formats (e.g. same information, different channels) to combat dearth of local news outlets.

Facility

- Continued maintenance of effort to prevent deferring issues of significance.
- Visible improvements to library exterior/interior that update both look and performance of facility and furnishings.

Municipal Relationships

- Advocacy is key to ongoing and future support for library governance and necessary funding.
- Identification and plan for areas of overlay with Village of Hales Corners Comprehensive Plan Update 2050. This may develop allies within the community or within village leadership.
- Mobilize advocacy from Library Board; library supporters.

Rocket Boosters

This category represents concepts that require mid to long range planning, may require smaller goals to be achieved first, or may have a transformational effect once implemented.

Library Data

- Compare patron satisfaction over time
- Identify non-users, low users
- Understand evolving patron needs

Facility

- Activated space in library lower level.
- Useful meeting space for patron, community use.

Hales Corners Public Library Identity

- Community awareness of library resources, programs, and services.
- Community engagement with library; organizations see library as valuable partner to reach shared audiences. Support across community for library efforts.
- Staff engagement and enthusiasm in library mission and vision.

Emerging Ideas/Themes:

- Hales Corners community members may not be aware of everything the library has to offer and non-users can benefit from library resources. Library awareness and marketing are increasingly difficult as local news sources such as community newspapers have ceased production and community news increasingly moves online and to social media. A strategic communication plan not only standardizes how the library promotes itself but also creates processes and templates that are transparent models for all staff members.
- Hales Corners Public Library patrons desire access to high-quality, in-demand resources. A strategic review of collection development policies and procedures and the collection itself may help drive demand and circulation. Examine data and use available technology to benefit collection development. Weed or discontinue collections that see low use; prioritize collections that are in demand. Use the patron preferences from the survey as starting point for data evaluation. Continue promotion of Library of Things collection and work to developing the collection with support from community partners and/or Friends of the Library.
- Hales Corners Public Library patrons experience reliable, quality service at the library. Library staff receive regular patron service training and customer service is a key performance indicator for staff members. Continue developing staff culture through yearly in-service and routinely celebrating patron service success stories.
- Hales Corners Public Library will benefit from strong community advocates. This can be achieved by strengthening the library's existing Board of Trustees and Friends of the Library group. The Library Board may benefit from governance and advocacy training. The Friends of the Library group may benefit from membership growth, strategic projects, and advocacy training while working towards increasing visibility in the community.
- While there are many positive takeaways from the survey, there is a minority of survey respondents with negative perceptions of the library as an institution, the library facility, library collections, and the value of library staff. This perception is troubling and could indicate there are community members that might vocally advocate against library interests. With this knowledge, the library can proactively work on its messaging, friend-raising, and advocacy efforts to combat these perceptions and prepare a strong defense against this line of thought.

Parking Lot of Ideas

This category represents some of the applicable ideas suggested by respondents in the free text part of the survey. Complete responses are available in the raw survey data. These may be immediately useful to HCPL staff or may be reserved for strategic planning.

Collection

- Attraction passes in the Library of Things
- Expand print collection
- Spanish language materials

Library Policy & Procedure

- Evening and weekend hours, programming availability.

Programming

- Adult fitness/health programs
- All-ages programs such as game nights or crafting.
- Musical performances, particularly with school children.
- “No-reading required” book club in which participants share what they are reading or have enjoyed so all can get new ideas.
- Youth movement programs such as yoga/pilates.

Technology

- Scan option for public use

Hales Corners Public Library Community Conversations Debrief

Two facilitated community conversations were held on June 11, 2024 and June 13, 2024 in the Hales Corners Public Library W. Ben Hunt Room. Attendees included the Library Director, two (2) Strategic Planning Committee members, three (3) Library Friends members, seven (7) community members. The sessions were promoted by the library through in-building signage, the library website, social media, and flyers posted at businesses along Highway 100. The library offered light refreshments courtesy an anonymous donor. Participants each received an entry for an e-reader tablet, drawn after the second session. The Friends of the Library group tabled in the back of the room to provide information about membership.

This turnout was smaller than expected given the wide promotion of these two dates. The two groups were almost entirely female-presenting and most could be categorized as older adults. This creates some limitations to the data collected, especially lacking the opinions of male patrons, children, young adults, and new and middle-aged adults. Some of these demographics may be captured in the library's survey, which may have a wider audience.

Conversations covered several key areas of interest for the Strategic Planning Committee. The concepts are listed by category which were created by the consultant and placed in alphabetical order or the order in which presented during the session. No priority is implied by the order in the debrief document. These ideas represent aggregate feedback across both sessions and phrases may have been re-worded for clarity. The original notes were captured by the consultant and Library Director and have been saved and shared with the Strategic Planning Committee.

SWOT Analysis

Strengths

- Appealing building and location
- Copy/Print
- Library of Things, especially passes
- Patrons benefit from MCFLS shared resources and nearby MCFLS libraries
- Parking lot
- Youth programming

Weaknesses

- Awareness of library resources (collections, events, programs, etc.)
- Accessibility between two levels of the building
- Community support for financial investment in library
- Few meeting spaces or study rooms
- Financial support from community
- Lack of centralized or robust communication tools for village news
- Nearby MCFLS and Bridges libraries may be unintentional competition

SWOT Analysis (con't)

Opportunities

- W. Ben Hunt room and previous Health Department space as rental/programming space
- Library campus is beautiful and inviting with room for events
- Location near school.

Threats

- Community members/leaders who do not value the investment in the library
- Politicization of the library and its materials
- Reliance on electronic communication excludes certain audiences in community

Mission Minded

To provide the community with a space dedicated to the power of knowledge and technology, the world of culture, and the joy of reading by providing excellence in library services, resource, and programs.

Explore, Learn, Read

Through the conversations, participants expressed their strong identities as *readers* and that checking out books was their primary objective when visiting the library. Nearly all participants had placed items on hold from other MCFLS libraries or had visited other libraries for books or programs. This flexibility was valued by many. While patrons understood the benefit of this arrangement, it was implied that HCPL should spend more on their collection, despite needs being met through reciprocal borrowing. There was agreement that the staff is perceived as friendly and helpful. There was limited focus on technology in our conversations with exceptions being those who used Libby and Hoopla, those who used library copy/print services, and those who felt that technology would appeal to younger users. Participants also expressed the value of the library as a place for families and children to connect and learn.

Conversation Prompts

Participants were invited to provide written responses to the following prompts. These were recorded on oversized sticky pads which were photographed after each session. The original images are provide here.

1. What is your favorite thing about Hales Corners Public Library?
2. How can the library help to make Hales Corners a great place?
3. Imagine 5 years into the future, what would you like to see happen at the library?
4. If I were in charge of the library, I would make sure to...

Conversation Prompts (con't)

Participants were asked a variety of questions in the following categories and they responded conversationally. The questions were identical in both sessions though the facilitator may have provided different contexts or examples as participants asked questions or sought clarity.

General Category

- Hours generally worked well for attendees, though some expressed an interest in later close for evening programs and Sunday hours (school year)
- Many attendees self-identified as readers and books were an important library offering and were a primary reason to visit the library
- Monthly library newsletter, library bulletin board, and village newsletter are common methods of obtaining current information

Collection Development

- Crafting and creativity tools in collection and Library of Things
- Increase youth and YA collections

Programs & Events

- Active adults: fitness, movement, walking, yoga
- Gaming for tweens and teens
- Media and tech literacy for youth and teen audiences
- Nature/Outdoor recreation
- Outreach to schools, seniors, community events
- Seasonal programming

Facility Upgrades

- Elevator
- Enhance outdoor space for library visitors and community use
- Inviting furniture for those who want to read or study

Priorities & Library Support

- Prioritize the collection and facility
- Lack of awareness about Friends of the Library
- Tepid support for volunteering

Technology & Equipment

- Copy/Print are valuable resources
- STEM tools may attract younger patrons
- WiFi used for remote work

Emerging Goals/Themes

- Assets for remote workers and students are available at HCPL (WiFi, copy/print, study space) but the building does not currently have enough meeting space or study carrels to accommodate an increase in these types of visits. Library may examine expansion or renovation plans that include smaller spaces for these purposes.
- Community awareness is a significant hurdle. A library communication plan may help regularize library marketing and allow for staff delegation.
- Community members desire connection. This can be seen in the current passive engagement tables in the library and the attendee's idea of a coffee cart. Explore ideas and actions that can create intentional connections between patrons.
 - Patrons may see the library as an opportune site and organization to promote social connection. The library may explore structured and unstructured programs and space utilizations that are connected to the library mission and collections.
- Consistent and dependable programming schedules may develop more regular attendance and can offset awareness and communication challenges.
- Greenspace on HCPL property has the potential for improvements that could create useable outdoor space, overall beautification, and reservable space for program and events.
- A plan for library advocacy may benefit the library's municipal relationships, budget requests, friend-raising, fundraising, and overall community support.
 - Collecting data, patron feedback, and outcomes will be necessary supports for telling these stories. This may also have overlap with the communication plan.
- An ongoing and easy-to-use feedback system may assist HCPL to gauge interest and satisfaction and measure marketing and program effectiveness.
- Understanding the collections, programs, and events at nearby libraries and communities may help strengthen library offerings, increase participation/usage, and uncover specific niches for HCPL.
 - Targeted education on Libby and other MCFLS resources may help patrons recognize all the ways they can maximize their library card.

Parking Lot of Ideas

This category represents ideas that were shared during the community conversations that either are outside the library's decision-making sphere or are dependent on the work of other organizations or agencies. While they may impact the library, significant work may be needed to affect these issues.

Adjacent Property

- Hales Corners Park (Milwaukee County Parks System) adjacent to the library's property creates the illusion of space and complexity for the library parking lot. The space cannot be used by the library without permit. Lack of County investment in parks diminishes the audience drawn to the park (i.e. shuttering of the pool).

Business Community

- Advocacy, awareness, and sponsorships could all be enhanced with a greater relationship with the local business community. Outreach capacity and a clear pitch on what is needed would need to be developed to increase the chances of success. A strong Chamber of Commerce may support this effort as well.

Communication

- Lack of a community news source harms awareness of many kinds. How can the Village and Chamber of Commerce support a centralized source of community news and events calendar?

Other Municipal Departments

- Several attendees mused about the new Health Department location and its impact on the community as well as what the Recreation Department offers for kids and teens and how this might impact the library's programmatic offerings.

Library Statistics

July 1 – July 31

<u>July of 2024</u>	2022	2023	2023 compared to 2022	2024	2024 compared to 2023
Patron Count	4,151	5,728	38%	5,726	0%
Circulation (in library)	8,216	8,008	-3%	8,259	3%
Digital Material Circulation	931	1,273	37%	1,421	12%
Wi-Fi Users (average/day)	52	46	-12%	34	-26%
Computer Use (sessions)	418	350	-16%	326	-7%
Reference Questions	367	313	-15%	278	-11%
Paging Slips	972	904	-7%	1,114	23%
Room Use (groups)	51	43	-16%	53	23%
Room Use (attendees)	1686	1176	-30%	1534	30%
Library Card Registrations	26	39	50%	32	-18%
Library Card Renewal	103	124	20%	103	-17%
Adult Program Attendance	157	93	-41%	64	-31%
Teen/Tween Program Attendance	5	1	-80%	5	400%
Children's Program Attendance	1278	1138	-11%	1,138	0%

Outreach Statistics	July
	12

Friends of the Library Trivia	July
Participants	10

Library Volunteers	July
Sessions	25
Hours	37.5

Community Vote	July
Vote #68	15
Puzzles Completed	6

	B	C	D	E	M	N	O	P	Q	R	S	T
2			2025 Budget									
3		Account	Description		Actual	Actual	Amended Budget	2024	2025	% Change 2024-2025		Notes
4	551	51100	Permanent Salaries		195,735	214,095	246,096	248,648	248,648	1.04%		
5	551	51200	Temporary Salaries		97,826	85,685	103,649	100,071	102,172	-1.42%		
6	551	51300	Overtime		948	-	-	-	-			
7	551	51400	Holiday Pay		9,707	11,257	-	-	-			
9	551	51600	Vacation Pay		14,351	14,509	-	-	-			
10	551	51650	Sick Leave		1,251	8,522	-	-	-			
11			Total Salaries	\$	319,818	334,068	349,745	348,719	350,820	0.31%		with merit , new librarian,adj. for updated pay plan, and 2 FLSA
12												
13												
14	551	52100	Social Security		23,643	24,256	26,755	22,220	26,979	0.84%		
15	551	52200	Wisconsin Retirement Fund		17,169	19,557	20,498	19,192	21,025	2.57%		
16	551	52300	Life & Disability		438	519	519	530	529	1.99%		
17	551	52400	Health & Dental		80,561	102,714	114,793	115,625	104,567	-8.91%		
18	551	52450	General Adjustment		-	-	-	-	-			
19			Total Benefits	\$	121,811	147,046	162,565	157,567	153,100	-5.82%		per sandy
20												
23	551	53000	Postage	\$	141	41	125	\$88	500	300.00%		inc. marketing plan mailer
24	551	53100	Office & Processing Supplies		1,348	3,290	4,000	\$3,376	4,000	0.00%		
25	551	53150	Technical Services Supplies		2,577	-	-	\$0	-			
26	551	53300	Equipment Repairs		-	210	-	\$0	-			
27	551	53500	Telephone		3,912	4,326	5,287	\$5,952	6,131	15.96%		adj. for higher monthly rate/ new vendor
28	551	53600	Professional Development		40	563	700	\$337	1,800	157.14%		adj. to include chamber membership & staff CE
29	551	53700	Conference & Training		2,223	-	-	\$0	-			
30	551	53800	Auto Allowances		836	853	650	\$486	700	7.69%		
31	551	53900	Utilities		23,376	21,966	25,360	\$21,702	22,965	-9.44%		per sandy
35	551	54000	Risk Management		5,480	5,675	5,977	\$2,877	4,640	-22.37%		per sandy
36	551	54100	Building Maintenance		16,672	11,532	9,000	\$7,653	10,000	11.11%		board room update
37	551	54560	Contr Serv - Landscape		8,389	447	1,000	\$907	900	-10.00%		
38	551	54570	Contr Serv - HVAC Maintenance		7,896	8,262	5,500	\$5,356	5,500	0.00%		

[illegible]