

CITY OF GLENDALE LIBRARY REVIEW COMMITTEE

Meeting Minutes

February 3, 2021

Meeting was called to order at 6:00 p.m. by the Chair via Zoom

Roll Call: Present: Amanda Seligman, Catherine Hansen, Helaine Glass, Benjamin Koziol, Lin McCracken, Mary Lynn Cinealis, Lyndsay Smanz, Katie Wood. Absent: None.

Other Officials Present: Rachel Safstrom, City Administrator, Sarah Armstrong, Consultant, and Kaela Sullivan, Administrative Secretary.

Approval of the January 13, 2021 Meeting Minutes

Motion by Ms. Hansen, seconded by Ms. McCracken, to approve the January 13, 2021 minutes. The motion carried unanimously.

Discussion with Consultant of Community Outreach Process

A. Survey/Review Committee Expectations

Ms. Armstrong provided a brief overview of the previous meeting she had with Ms. Wood and Administrator Safstrom, along with background information and next steps in the committee's process for the library. Ms. Armstrong commented on the committee member survey stating there is an agreement of having a full-service library and improving the current library service by possibly adding a coffee shop and/or community space. The most significant challenge is securing funding.

Ms. Hansen questioned the amount of funding that would be received for the Glendale Library. Administrator Safstrom explained the North Shore Library received roughly half-a-million dollars for the North Shore Library, which would be used for this library. Administrator Safstrom also suggested to provide a community survey prior to proposing a referendum to ascertain the amount of potential funding from residents.

Ms. Seligman asked when the library referendum would take place and if it could include funding tiers like Nicolet's recent referendum. Administrator Safstrom stated she will retrieve a copy of the survey for Ms. Armstrong to possibly include funding tiers. Administrator Safstrom also commented that a referendum would not occur until April or November 2022. Ms. McCracken commented it would be beneficial to have a gap between the Nicolet referendum and the library referendum for community support and for proper community education. Ms. Armstrong added that 'EveryLibrary' is a good resource for library referendum campaigns.

Ms. Glass stated the importance of hiring a certified librarian.

B. Public Education

Ms. Armstrong explained that she spoke with Ms. Wood and Administrator Safstrom about a possible public education campaign for the April 2021 election and how to explain the reasoning of surveying to the residents. Ms. Wood added that it is critical to

include the process of what happened with North Shore Library and suggested presenting flyers at the election sites to make the public aware of the survey. Ms. Wood questioned whether library flyers can be placed in absentee envelopes and Administrator Safstrom stated she will check with the City Clerk and suggested to place information in the city newsletter in March.

Ms. Armstrong asked whether City Hall has ever done a virtual event. Administrator Safstrom stated the Nicolet school board worked on a candidate forum that had over 2,500 views. Ms. Armstrong questioned whether community leaders are informed of the library. Administrator Safstrom stated that the community and business leaders may not even know that the North Shore Library is a resource for them.

Ms. Seligman suggested asking the Mayor and Alderpersons to help educate the public on this topic. Ms. Seligman and Ms. Hansen asked what would be included in the survey and whom it would be directed towards. Ms. Armstrong stated it may be best to survey a household response for household usage and the survey would retrieve feedback for what the residents would want in a library.

Ms. Wood asked how the survey will ask residents about funding amounts and what they may want in a library when the committee is unsure of how much a library will cost. Ms. Armstrong and Administrator Safstrom stated the survey will have flexible ranges and examples of the potential options. Ms. Armstrong will send budgets of other municipalities and prepare a survey draft for the next committee meeting.

Ms. Glass stated her opinion on the important to have a strong bond between the library and schools. She suggested that schools could potentially promote summer reading programs to increase participation, and in return, the committee could promote public schools to hire librarians again.

Ms. Wood and Ms. Hansen suggested promoting information in school newsletters and the city website. Ms. Seligman mentioned that Glen Hills may promote the library through their information videos and Thursday Folders, and ELA teachers may also help spread the word. Ms. Wood asked if committee members can go to events to educate residents and Ms. Armstrong stated that this may be beneficial.

Ms. Wood asked what percentage of the community would be deemed successful to collect information from. Ms. Armstrong stated more than five percent of the community.

Ms. Seligman questioned if there will be a question of whether a survey respondent lives in Glendale and Ms. Armstrong stated there will.

Ms. Armstrong reiterated that information for the community will be provided in the community-wide city newsletter, electronic newsletter, in a Facebook Live or a virtual event, through school events or Thursday Folders, in the city website, and throughout all social media channels to create a fluid effort. Administrator Safstrom will ask Ann Deuser to connect with Ms. Armstrong to share her community contacts.

Ms. Seligman stated the final decisions are made by taxpayers but questioned the impact that the local business owners have on the library. Ms. Armstrong believed that having representatives will help and she would rather receive as much feedback as possible.

Ms. Seligman asked how many surveys would be dispersed and Ms. Armstrong stated there would be one survey for residents, however; more information will be needed to extend a survey or interview business owners. Ms. Wood then asked if there is a tolerance for community contribution with the survey and Ms. Armstrong replied, yes depending on how the organizations would work with the library.

Ms. Glass questioned whether it would be beneficial to form focus groups. Ms. Armstrong stated this would be beneficial after a survey to conduct in-depth conversations.

Ms. Armstrong confirmed that she will create a draft for the newsletter and present it to Ms. Wood and Administrator Safstrom and provide a draft to the committee during the next Library Review Committee meeting and would like to survey the city staff and common council.

Set Next Meeting Date

Ms. Wood stated the March 3, 2021 Library Review Committee meeting will be hosted via Zoom at 6:00 p.m.

Adjournment

Motion by Ms. Cinealis, seconded by Ms. Hansen, to adjourn the Library Review Committee meeting of February 3, 2021 at 6:49 p.m. The motion carried unanimously.