

CITY OF GLENDALE LIBRARY REVIEW COMMITTEE

Meeting Minutes

March 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 February 3, 2021 Meeting Minutes

Motion by Ms. McCracken, seconded by Ms. Cinealis, to approve the February 3, 2021 minutes. The motion carried unanimously.

Discussion with Consultant of Community Outreach Process

A. Survey/Review Committee Expectations

Ms. Armstrong discussed the survey results gathered from Glendale city staff and Common Council members. Ms. Glass asked how many people received the survey and the amount of people who completed it. Administrator Safstrom and Ms. Armstrong explained that 17 of 81 individuals responded to the survey. Ms. Cinealis, Ms. McCracken, and Ms. Glass were concerned that more common council members did not complete the survey. Ms. Armstrong will reach out to the common council members individually for their input on the library.

Ms. McCracken feared that a traditional library may not meet the long-term needs of the community based on the survey responses, and Ms. Armstrong explained that the small sample size may be skewed.

Ms. Glass wanted to ensure that residents know the North Shore Library was heavily used. Administrator Safstrom explained that 25% of Glendale residents have a library card and 50% of these individuals are going to other local libraries. Ms. Seligman, Ms. Cinealis, and Ms. Hansen suggested to add a survey question asking residents their top three visited libraries in Milwaukee County and their reasoning. There is a similar question on the survey.

Ms. Seligman was worried that funding was a major concern for Glendale city staff. Administrator Safstrom explained that this is a common theme in employees.

Ms. Glass questioned whether libraries may be included in the next recovery funding. Administrator Safstrom stated the funding is for COVID-19 related expenses only.

B. Public Education

Ms. Armstrong stated that there will be a library survey posting on Facebook and Nextdoor, along with a city webpage. Ms. Armstrong will retrieve Ann Deuser's email

list for information distribution to raise the profile of the survey. Administrator Safstrom stated there have not been questions regarding the survey from the electronic newsletter. Ms. Armstrong explained there is not a current need for a live event and questioned whether the city has texting capabilities. Administrator Safstrom stated some residents have signed up for news and announcements. Ms. Armstrong explained the benefits of having a press release and an incentive for the survey. The committee provided local restaurants who may benefit from being involved in the incentive; Solly's Grille, Bistro in the Glen, and Johnson's Green 7.

Ms. Armstrong will ask the community leaders if they are willing to share the survey information with their networks. Ms. Armstrong stated she will create a graphic for the committee to dispense and postcards for mail distribution, per Ms. Smanz's request.

Ms. Seligman, Ms. Hansen, Ms. Armstrong, and Administrator Safstrom discussed how to make questions more positive throughout the survey. Ms. Armstrong confirmed that it is possible to add drop-down options on the survey. Ms. Armstrong will update sections of the survey and send it to the committee for approval.

Ms. Hansen and Ms. Seligman shared the importance of including an educational piece to the survey and Ms. Wood suggested to include more granular data for more potential support.

Mr. Koziol questioned how answers may vary between the paper and online surveys. Ms. Armstrong assured that Survey Monkey will be used for consistency.

Ms. Armstrong described the funding request options and the committee agreed on the first option with alterations. Administrator Safstrom suggested including funding tiers based on other libraries, with the base level being equivalent to the North Shore Library. Ms. Armstrong explained the importance of showing the residents how much they are currently paying and explaining that this is an operational service that does not include funding for a building.

C. Draft Community Survey

Ms. Armstrong explained the categories of the survey, ensured the emphases on completing one survey per household, and explained that the survey will be time-tested, and a time stamp will be used. Ms. Armstrong stated revisions will be done midweek next week.

Ms. Armstrong questioned whether feedback via email was acceptable for the committee. Administrator Safstrom explained that she will distribute the information, committee members should then respond to Administrator Safstrom alone, and she will compile responses and send to Ms. Armstrong.

Set Next Meeting Date

Ms. Wood stated the March 23, 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 March 3, 2021 at 7:11 p.m. The motion carried unanimously.