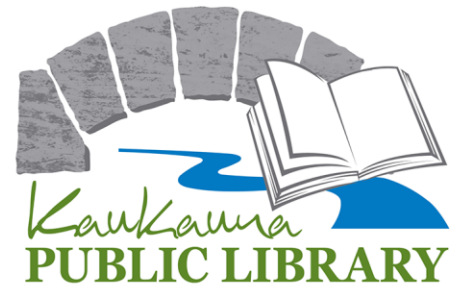


# LIBRARY BOARD MEETING

City of Kaukauna  
Kaukauna Public Library

207 Thilmany Rd STE 200, Kaukauna

Tuesday, November 22, 2022 at 5:30 PM



## AGENDA

1. Call Meeting to Order
2. Roll Call of Membership
3. Reading and Approval Minutes
  - a. Approve Tuesday October 25, 2022 meeting minutes
  - b. Tuesday, October 25, 2022 Closed Session Meeting Minutes under 19.85(1)(e)
  - c. Tuesday, October 25, 2022 Closed Session Meeting Minutes under 19.85(1)(c)
4. Public Participation and Communications
5. Action Items
  - a. Bill Registers October 2022
6. Information Items
  - a. Directors Report
  - b. 2023 - 2026 Marketing Plan
  - c. Adult Services Librarian Report
  - d. Trustee Topic 1
  - e. Statistics
7. Adjournment

## NOTICES

**IF REQUESTED THREE (3) DAYS PRIOR TO THE MEETING, A SIGN LANGUAGE INTERPRETER WILL BE MADE AVAILABLE AT NO CHARGE.**

In person meeting in Library Conference room and via Zoom

Join Zoom Meeting

<https://us06web.zoom.us/j/83172836515>

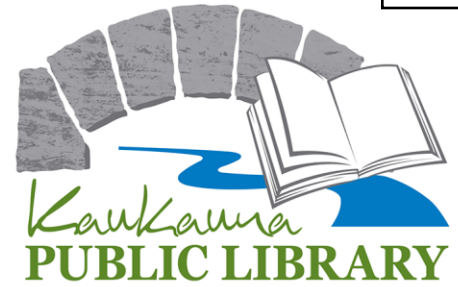
Meeting ID: 831 7283 6515

One tap mobile

+13017158592,,83172836515# US (Washington DC)

+13092053325,,83172836515# US

**In-Person and Remote Teleconference via Zoom**



## LIBRARY BOARD MEETING MINUTES

City of Kaukauna

Kaukauna Public Library

207 Thilmany Rd STE 200, Kaukauna

Tuesday, October 25, 2022 at 5:30 PM

### Library Board Room In-Person & Zoom Teleconference Hybrid Meeting

1. Call meeting to order
  - a. The meeting was called to order at 5:23p.
2. Roll call of membership
  - a. Present: J. Lucas, A. Neumeier, C. Fallona, M. Kilgas, C. Van Boxtel, J. Van De Hey, J. Vondracek, A. Thiem-Menning, A. Schneider
  - b. Excused: K. Hietpas
  - c. Unexcused: M. Aquirre
3. Approval of minutes from previous meeting
  - a. Tuesday, September 27, 2022 Meeting Minutes
    - i. M. Kilgas made a motion to approve the minutes of September 27, 2022. Seconded by C. Van Boxtel. Motion carries; all in favor.
4. Public Participation and Communications
  - a. None.
5. Action Items
  - a. Bill Register September 2022
    - i. M. Kilgas mad a motion to approve the September 2022 Bill Register. Seconded by C. Fallona. Motion carries; all in favor.
  - b. 2023 Budget Approval
    - i. Thiem-Menning went over the proposed 2023 budget line by line.
    - ii. J. Van De Hey made a motion to approve the 2023 budget. Seconded by M. Kilags. Motion carries; all in favor.
6. Information Items
  - a. Directors Report
    - i. A. Thiem-Menning went into greater detail about her reports. A. Thiem-Menning noted that an MOA will need to be signed with the Friends in 2023; it is currently being reviewed by the City Attorney.
  - b. Local Historian's Report
    - i. The Local Historian shared a written report after having attended the Wisconsin Historical Society's Preservation Conference virtually.
  - c. Trustee Topic Appendix A
    - i. This topic was on employment and equal rights laws.
  - d. Statistics
    - i. September statistics are lower, which is an annual occurrence due to school starting and a lull in programming until the end of the month when storytimes resume.

- ii. The Board thanked A. Schneider for sharing her time and talent with the library as the Assistant Director.
  - iii. J. Vondracek mad a motion to place the reports on files. Seconded by C. Van Boxtel. Motion carries; all in favor.
- 7. Closed Session
  - a. Adjourn to Closed Session pursuant to State Statute 19.85(1)(e) for review of proposed third lease amendment.
    - i. J. Vondracek made a motion to adjourn to Closed Session at 6:50p. Seconded by C. Fallona. Motion carries; all in favor.
  - b. Return to open session for possible action.
    - i. C. Fallona made a motion to return to open session at 7:00p. Seconded by J. Vondracek. Motion carries; all in favor. No action taken.
  - c. Adjourn to Closed Session pursuant to State Statute 19.85(1)(c) for the performance evaluation of the Library Director.
    - i. M. Kilgas made a motion to return to closed session at 7:01p. Seconded by C. Fallona Motion carries; all in favor.
  - d. Return to open session for possible action.
    - i. J. Van De Hey made a motion to return to open session at 7:25p. Seconded by M. Kilgas. Motion carries; all in favor. No action taken.
- 8. Adjournment
  - a. The meeting adjourned at 7:25p.



**Kaukauna Public Library**  
2022 Revenue Report

						County Allocation for Library Services				Total Library Revenue to City	Lost/ Replacement/ Bills Transferred to Materials
	Total Fines	Computer Printing/ Photocopies	Faxes	Laminating	Total Library Generated Revenue	Outagamie County Appropriation	Calumet County Appropriation	Brown County Appropriation	Total County Allocations		
January	\$ 19.17	\$ 280.00	\$ 80.75	\$ 1.00	\$ 380.92					\$ 380.92	\$ 105.78
February	\$ 9.39	\$ 354.46	\$ 45.30	\$ 1.00	\$ 410.15					\$ 410.15	\$ 71.06
March	\$ 1.69	\$ 333.75	\$ 75.75	\$ 1.00	\$ 412.19					\$ 412.19	\$ 77.98
April	\$ 31.76	\$ 485.14	\$ 72.70	\$ 1.00	\$ 590.60	\$ 92,735.50	\$ 82,081.00	\$ 23,687.00	\$ 198,503.50	\$ 199,094.10	\$ 52.45
May	\$ 23.21	\$ 496.10	\$ 60.00	\$ 3.00	\$ 582.31					\$ 582.31	\$ 63.33
June	\$ 26.99	\$ 292.10	\$ 48.50	\$ 53.00	\$ 420.59					\$ 420.59	\$ 31.14
July	\$ 38.81	\$ 354.41	\$ 70.70	\$ 2.00	\$ 465.92					\$ 465.92	\$ 137.87
August	\$ 35.06	\$ 554.87	\$ 43.85	\$ 2.00	\$ 635.78	\$ 92,753.50			\$ 92,753.50	\$ 93,389.28	\$ 74.11
September	\$ 21.61	\$ 352.74	\$ 58.60	\$ 15.00	\$ 447.95					\$ 447.95	\$ 366.66
October	\$ 38.84	\$ 471.91	\$ 39.00	\$ 8.00	\$ 557.75					\$ 557.75	\$ 78.50
<b>Totals</b>	<b>\$ 246.54</b>	<b>\$ 3,975.48</b>	<b>\$ 595.15</b>	<b>\$ 87.00</b>	<b>\$ 4,904.17</b>	<b>\$185,489.00</b>	<b>\$82,081.00</b>	<b>\$23,687.00</b>	<b>\$291,257.00</b>	<b>\$ 296,161.17</b>	<b>\$ 1,058.87</b>
<b>2022 Budget</b>	\$500.00	\$1,600.00	\$500.00	\$50.00	\$2,650.00	\$185,507.00	\$82,081.00	\$23,687.00	\$291,275.00		
<b>Balance</b>	<b>(\$253.46)</b>	\$2,375.48	\$95.15	\$37.00	<b>\$ 2,254.17</b>	<b>(\$18.00)</b>	\$0.00	\$0.00	<b>(\$18.00)</b>	\$296,161.17	\$ 1,058.87
<i>% of Budget Accrued</i>	49%	248%	119%	174%	185%	100%	100%	100%	100%		

As Financial Secretary I have reviewed and approved this report:

\_\_\_\_\_  
Jane Vondracek  
Financial Secretary

# General Ledger

## Expense vs Budget

User: lizf  
 Printed: 11/15/2022 - 11:51 AM  
 Period: 10, 2022  
 Fiscal Year: 2022  
 JE Number: 0



Account Number	FP	JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail	
55110			Public Library								
10/27/2022	GL	10	85 REGULAR PAYROLL		DR	20,202.39					
10/13/2022	GL	10	57 REGULAR PAYROLL		DR	21,070.97					
101-55110-5101			Regular Payroll	512,181.00		41,273.36	407,795.68	104,385.32	0.00	104,385.32	20.38
10/27/2022	GL	10	85 PART-TIME/SEASONAL		DR	674.54					
10/13/2022	GL	10	57 PART-TIME/SEASONAL		DR	1,493.02					
101-55110-5104			Temporary Payroll	9,277.00		2,167.56	18,301.01	-9,024.01	0.00	-9,024.01	-97.27
101-55110-5107			Overtime Pay	0.00		0.00	50.36	-50.36	0.00	-50.36	0.00
101-55110-5119			Longevity Pay	0.00		0.00	0.00	0.00	0.00	0.00	0.00
10/13/2022	GL	10	57 WI RETIREMENT		DR	935.15					
10/27/2022	GL	10	85 WI RETIREMENT		DR	943.36					
101-55110-5151			Retirement Plan	23,160.00		1,878.51	20,772.14	2,387.86	0.00	2,387.86	10.31
10/27/2022	GL	10	85 RESIDENCY		DR	107.88					
10/13/2022	GL	10	57 RESIDENCY		DR	94.72					
101-55110-5152			Residency	2,435.00		202.60	1,940.41	494.59	0.00	494.59	20.31
10/13/2022	GL	10	57 SOCIAL SECURITY		DR	804.72					
10/27/2022	GL	10	85 MEDICARE		DR	302.41					
10/27/2022	GL	10	85 SOCIAL SECURITY		DR	850.65					
10/13/2022	GL	10	57 MEDICARE		DR	316.78					
101-55110-5154			Social Security	29,518.00		2,274.56	23,244.01	6,273.99	0.00	6,273.99	21.25
10/13/2022	GL	10	57 GROUP HEALTH INSURAN		DR	5,273.66					
101-55110-5157			Group Health Insurance	65,684.00		5,273.66	55,136.60	10,547.40	0.00	10,547.40	16.06

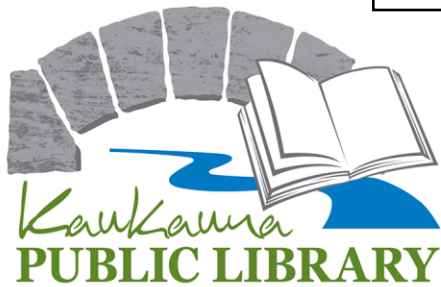
Account Number	FP	JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
10/13/2022	GL	10	57 GROUP LIFE INSURANCE	DR	42.10					
10/27/2022	GL	10	85 GROUP LIFE INSURANCE	DR	3.19					
101-55110-5160			Group Life Insurance	520.00	45.29	400.57	119.43	0.00	119.43	22.97
10/27/2022	GL	10	85 WORKERS COMPENSATION	DR	39.69					
10/13/2022	GL	10	57 WORKERS COMPENSATION	DR	40.59					
101-55110-5163			Workers Compensation	991.00	80.28	846.26	144.74	0.00	144.74	14.61
101-55110-5166			Unemployment Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
101-55110-5208			Travel - City Business	1,400.00	0.00	2,538.26	-1,138.26	0.00	-1,138.26	-81.30
101-55110-5211			Education & Memberships	1,030.00	0.00	838.53	191.47	0.00	191.47	18.59
10/27/2022	GL	10	85 CELL REIMBURSEMENT	DR	25.00					
101-55110-5303			Communications	300.00	25.00	250.00	50.00	0.00	50.00	16.67
10/21/2022	AP	10	48 September Gas - Library	DR	28.96	Ck: 117559	We Energies			
101-55110-5306			Heating Fuels	6,500.00	28.96	4,549.88	1,950.12	0.00	1,950.12	30.00
10/7/2022	AP	10	12 Water, Sewer, & Electric - Library	DR	1,822.05	Ck: 117454	Kaukauna Utilities			
101-55110-5309			Water Sewer & Electric	14,200.00	1,822.05	12,202.47	1,997.53	0.00	1,997.53	14.07
10/14/2022	AP	10	35 October - Maintenance	DR	8,820.00		Grand Kakalin LLC			
101-55110-5312			Maintenance - Buildings	130,000.00	8,820.00	104,304.00	25,696.00	0.00	25,696.00	19.77
10/14/2022	AP	10	35 October - Rent	DR	11,993.00		Grand Kakalin LLC			
101-55110-5313			Lease - Buildings	143,916.00	11,993.00	119,930.00	23,986.00	0.00	23,986.00	16.67
10/21/2022	AP	10	48 Janitorial Service	DR	2,122.90	Ck: 117533	Advanced Maintenance Solutions			
101-55110-5325			Contractual Services	28,400.00	2,122.90	23,413.69	4,986.31	0.00	4,986.31	17.56
101-55110-5328			Advertising	1,050.00	0.00	579.12	470.88	0.00	470.88	44.85
101-55110-5331			General Insurance	7,847.00	0.00	7,847.00	0.00	0.00	0.00	0.00
101-55110-5332			Shared Service Allocation	94,151.00	0.00	94,142.00	9.00	0.00	9.00	0.01
101-55110-5401			Office Supplies	5,000.00	0.00	4,023.80	976.20	0.00	976.20	19.52

Account Number	FP	JE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
101-55110-5402			Desktop Printing Expense	3,000.00	0.00	3,894.51	-894.51	0.00	-894.51	-29.82
101-55110-5422			Data Processing Supplies	3,500.00	0.00	2,766.73	733.27	0.00	733.27	20.95
101-55110-5431			Postage	800.00	0.00	764.13	35.87	0.00	35.87	4.48
101-55110-5439			Lost & Paid Purchased Material	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10/21/2022	AP	10	48 Books	DR	1,341.26	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	507.51	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	276.50	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	82.58	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	67.84	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	216.02	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	25.82	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	26.24	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	32.60	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	1,815.31	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	589.27	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	107.30	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	90.45	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	57.41	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	65.79	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	175.97	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	19.63	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Books	DR	400.00	Ck: 117542	Ingram			
10/21/2022	AP	10	48 Library Materials	DR	632.24	Ck: 117551	Midwest Tape			
10/21/2022	AP	10	48 Library Materials	CR	306.72	Ck: 117551	Midwest Tape			
10/21/2022	AP	10	48 Library Materials	DR	252.90	Ck: 117551	Midwest Tape			
10/21/2022	AP	10	48 Library Materials	DR	632.31	Ck: 117551	Midwest Tape			
10/21/2022	AP	10	48 Library Materials	DR	211.37	Ck: 117551	Midwest Tape			
10/21/2022	AP	10	48 Library Materials	DR	23.24	Ck: 117551	Midwest Tape			
10/21/2022	AP	10	48 Library Materials	DR	153.42	Ck: 117551	Midwest Tape			
10/21/2022	AP	10	48 Cell Phone Service - September	DR	347.08	Ck: 117555	Sprint			
10/28/2022	AP	10	69 Replacement Componenet	DR	12.44	Ck: 117601	The Penworthy Company LLC			
101-55110-5441			Library Materials	63,552.00	7,855.78	41,393.44	22,158.56	0.00	22,158.56	34.87
10/21/2022	AP	10	48 Copier Lease & Usage	DR	1,154.98	Ck: 117548	Marco			
101-55110-5442			Service Contracts	46,795.00	1,154.98	45,682.19	1,112.81	0.00	1,112.81	2.38

Account Number	FPJE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
101-55110-5444		Library Programs	2,000.00	0.00	1,539.03	460.97	0.00	460.97	23.05
101-55110-5499		Miscellaneous	400.00	0.00	639.51	-239.51	0.00	-239.51	-59.88
101-55110-5804		Office Equipment	4,000.00	0.00	4,010.85	-10.85	0.00	-10.85	-0.27
55110		Public Library	1,201,607.00	87,018.49	1,003,796.18	197,810.82	0.00	197,810.82	16.46



Account Number	FPJE	Description	Budgeted Amount	Period Amount	YTD Amount	YTD Var	Encumbered	Available	% Avail
		Report Totals:	1,201,607.00	87,018.49	1,003,796.18	197,810.82	0.00	197,810.82	16.46



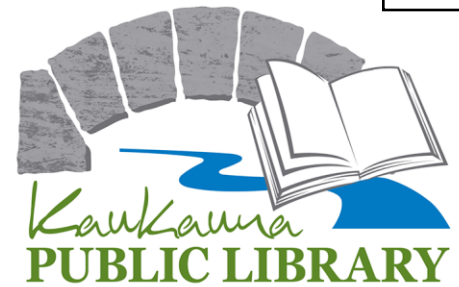
To: Kaukauna Public Library Board of Trustees  
From: Library Director Ashley Thiem-Menning  
Date: 11/15/2022  
Re: CIP

The final steps in the Capital Improvement Safety & Security Upgrade are taking place and should be completed by year end. We approved a quote with Lappen for \$15,247.60. This is for a server replacement to host the nine additional cameras we are getting, as well as a switch, and the wall mounts.

The cable, cable pulls, and electrical work to make the cameras operational will be completed by Reliable Cable and their subcontractor. That bid came in at \$15,444. The work will include nine CAT6 cables, new conduit pathways, new chases, two data jacks, and the paint to match the existing piping and boxes.

We were able to come in under budget on this project.





To: Kaukauna Public Library Board of Trustees  
 From: Library Director Ashley Thiem-Menning  
 Date: 11/18/2022  
 Re: Staffing Updates

Jenny Schink was hired as the Communications Coordinator and started in her full time position on 11/3. Jenny will be celebrating her five year anniversary with the library next year. Jenny is the creative mastermind behind our popular Dinovember theme.

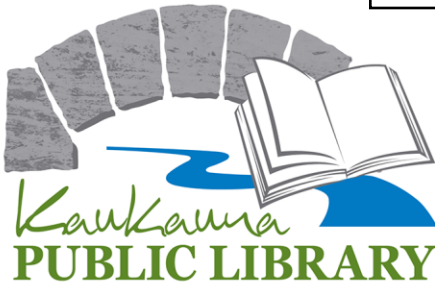
Jenny and I will be working on the five year Marketing Plan that Assistant Director Schneider created prior to her resignation. Each year we will target an audience to focus some of our communications on. This does not mean that our communication efforts will change in promoting the library, simply that on top of regular promotions, we will also be making an effort to promote to a specific audience to disseminate information about the library.

In 2022, Assistant Director Schneider and Communications Coordinator Schink worked together on a marketing grant project, as part of the project, they created a mailer, which was sent to lapsed users (those with expired library cards) in an effort to share with them the programs and services the library has to offer. In 2023, we have decided to target educators/educational administrators. When reviewing which audience to target for the next calendar year, it made the most sense to start targeting educators in 2023, as we will be working on connecting our new Youth Services librarian with them.

Sarah Miller was hired as the Youth Services Librarian and started her position on 11/17. Sarah has been a part time Library Assistant here since June 2021. Sarah is currently teaching our three to five year old storytime, as well as our one year old class, and our two year old class. She will continue to teach those classes next semester.

Prior to her departure, Assistant Director Schneider had set up a majority of the winter-spring semester of programs to ensure that training could be completed for the new Youth Services Librarian. The winter-spring schedule is complete now and our goal is to begin working on the summer schedule in February as a team.

We are also changing the calendar plug in on our website in the New Year as it is not meeting our needs. At this time, the events for next year will not be available on our website until probably January. We will rely on print marketing and Facebook to get us through that period, which luckily also happens to be a quiet programming time coming down from the holiday season. James has been sitting through vendor demos and has narrowed the new calendar software down to two vendors. The new vendor will be selected prior to the end of the month.



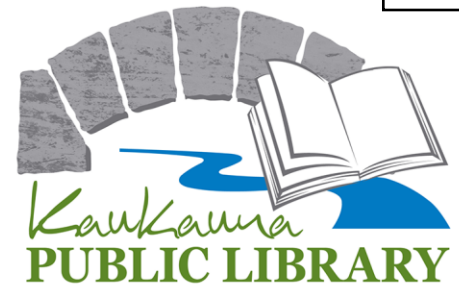
To: Kaukauna Public Library Board of Trustees  
From: Library Director Ashley Thiem-Menning  
Date: 11/18/2022  
Re: Performance Reviews

All regular staff have had their reviews conducted, which have also been sent over to HR. I plan to do a check in with our On-Call staff during regular shifts prior to yearend to ensure that they too feel confident in skills and procedures. I felt that the new City form made the review process simpler for me and I was able to block thirty minutes to meet with each staff member. Prior to yearend, staff will also be setting a developmental goal for themselves for next year and I will be setting a group technology goal.

The City is very close to finishing their compensation plan and I have met with HR to discuss individual issues for our department as a result of the compensation study. When that information is more readily available, I will share it with staff and the Board. The City has also selected December 8<sup>th</sup> as a time for staff to attend a meeting regarding this topic.

I also met with C. Fallona and President J. Lucas on 11/11 to go over my review. I want to thank you all for your flexibility in our changing the process yet again. I hope that you found it to be a bit easier. Thank you also to C. Fallona for compiling all the reviews into one document and submitting it to HR for Mayoral review. Thank you all for your kind remarks. C. Fallona brought me a list of comments from Board members and I certainly appreciate you recognizing how much I enjoy being your Library Director.





To: Kaukauna Public Library Board of Trustees  
 From: Library Director Ashley Thiem-Menning  
 Date: 11/18/2022  
 Re: Operational Updates

With the changes in positions here, we have had to get creative in terms of staff workspace as we currently have no additional offices or desk areas for staff.

The old Assistant Director's office will become the Youth Services Librarian's office. As our full-time Communications Coordinator needs a space now, we have opted to turn Study Room A into an office. The Adult Services Librarian will move to Study Room A. That shift will open a cubicle space in the workroom, which will be for our Communications Coordinator then. At some point in the future, if the space does not need to be an office, it can easily go back to being a study room. BSI has been contacted regarding office signage, blinds and a desk. This is not the most ideal arrangement given how popular our study rooms are post-pandemic, but it is necessary because our staff needs to have appropriate space to work in.

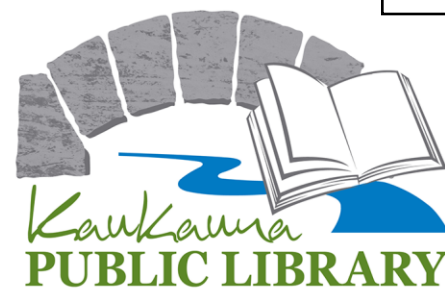
In the future, when we add back the Assistant Director, there will be no existing office available for the position. At that time we will be forced to construct something. In terms of timing, this will actually work out quite well as we had planned to add an RFID sorting machine to our workroom as part of a capital improvement. However, sorting machines take up space, so full time staff members would have to be moved out of the space anyway. I am proposing a Capital Improvement now to build offices off of the IT Room in Adult Fiction combined with the sorting machine. We can remove two cases of books and relocated them to the open space by the garden in the adult fiction space to make room for them. In the future, if we wouldn't need the offices in that location as office space, they could easily be used as study rooms, which we can always use more of.

In an effort to increase our service hours to meet Tier 1 standards, we will also be opening M-F at 8:00a at the start of the New Year. This is the most cost-effective way to increase hours with little to no change to our work schedule and personnel budget line. At a Board level, we did discuss changing Saturday hours as well. We currently have a survey available on Facebook and our webpage asking patrons if they prefer 8:00a-12:00p or 9:00a-1:00p for school year Saturdays. While it is still early, 80% of participants are in favor of the current hours of 9:00a-1:00p.

While it may seem like an easy adjustment to shift to opening at 8:00a versus 9:00a, there are still a lot of unknowns in terms of opening at the same time staff are reporting in for work. We are unsure as to how much coverage we will need at the desks; will one need to be staffed or both? How will this work with opening the building paired with the other opening tasks and procedures?

We are also currently working with our On-Call staff to develop a schedule where staff only work one Saturday a month instead of the current schedule of every third Saturday. We hope to begin this new schedule in 2023.



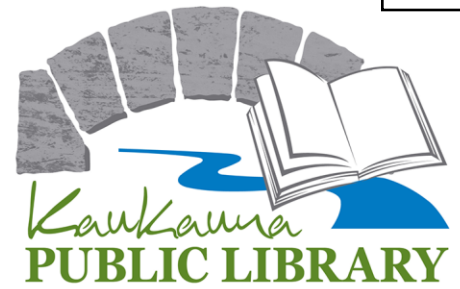


To: Kaukauna Public Library Board of Trustees  
 From: Library Director Ashley Thiem-Menning  
 Date: 11/18/2022  
 Re: Foundation/Friends Update

With the resignation of the Assistant Director, we have opted to do a scaled back Planters for a Purpose this year since it is listed in the city calendar as an event. On December 1, at 5:30p, Michael Avanzi, GM of Kaukauna Utilities, will be turning on the lights in the David and Rita Nelson Interactive Learning Garden for our annual light display, which will run until mid-January. After the lighting, we will have drop in crafts, refreshments, and final bidding on items will go until 7:15p. Communications Coordinator Schink has already sent a press release, which was already covered as a story on Fox 11's website. The news story was shared to the Kaukauna Community New Group on Facebook, and a comment included another story about the lights from last year courtesy of Go Valley Kids that was very well done. I have also been invited to WHBY to talk about the lights with Haley Tenpas on November 29<sup>th</sup>.

In an effort to make things simpler for the fundraiser this year, we are going back to patrons asking for a bidder number at the service desk and it will be a silent auction. We plan to have items out on display by 11/21. The committee is not setting aside time to create this year and we are using up what is left of the items in the storage unit. Staff members Jenny and Carrie have also come up with a cute book tree decorations and will be making five of them with used books for the event. Additional décor that is not being used will be sold at the book sale or put in the Little Free Pantry. The Friends and Foundation are also jointly sending out an end of year donation request letter as they anticipate less participation in the Planters event. Going forward as a new organization, the group will determine the best path forward in terms of fundraising.





To: Kaukauna Public Library Board of Trustees  
From: Library Director Ashley Thiem-Menning  
Date: 11/17/2022  
Re: KHS Civic Engagement Class

Two students from the KHS Civic Engagement class, Audrey & McKenna, took on a food and hygiene drive for the Little Free Pantry as their project. The students were wildly successful in their collection and the Kaukauna community was exceedingly generous with their donations.

The students created a website and flyer for the event. Over the course of three days, they collected from all over Kaukauna. After, they checked dates and sorted all of the food for us and boxed it all up.

On 11/17 the Mayor, Street Superintendent Van Gompel and some of the DPW staff members brought trucks to the high school to help bring the items over to the library. The students then came here to help unload all three vehicles.

It was a very exciting day and the Little Free Pantry will be well stocked for months now. We extend our gratitude to Audrey, McKenna, instructors Mr. Roehrig and Mr. Lee, and all the students that helped sort and carry boxes.





## Kaukauna Public Library

### 2023-2026 Marketing Plan

#### Library Mission Statement:

The Kaukauna Public Library educates, inspires, and connects individuals and the community through materials, services, and programs.

#### Introduction

The Kaukauna Public Library is a popular destination for residents and the surrounding Fox Cities communities. The Library has an extended service population of 21,784. Prior to the pandemic, the library averaged 115,283 visitors a year. The library currently houses 64,724 physical materials and prior to the pandemic hosted library events annually with 16,859 attendees.

The Kaukauna Public Library's strengths are the variety of programs offered for all ages, the growing "Library of Things" collection, featuring Wi-Fi hotspots, musical instruments, and STEAM learning kits for ages 4-12. Patrons value the technology support they receive and the commitment of staff to meeting basic needs that support the community as a whole. We are known to partner with other City departments and local businesses to offer programs in and outside of the library. We also support the growing City of Kaukauna by reaching out to our new neighbors to let them know all the ways the Library can support them inside and outside of our building.

Patron feedback from the 2021 Strategic Plan Community Survey indicated that the depth of resources available at the library is not known, even by our frequent users. There is also a demand for new services to support unmet needs from current and non-users in our community.

#### Development of the Marketing Plan:

The Library has made a commitment to ongoing marketing efforts by making it one of five goals included in our 2022-2026 Strategic Plan. View our objectives and goals for Advocacy here:

<https://drive.google.com/file/d/1r1HYZQu029umX4JG2vUzsGaTtaOcC41t/view?usp=sharing>

The feedback received during the planning process resulted in a renewed focus for the library to "Educate. Inspire. Connect." its community members to information and each other.

The Marketing Plan is conceived as a five-year plan covering 2022 to 2026, in line with the Strategic Plan. The Plan will be re-evaluated and updated as needed annually. The intent of the Plan is to provide staff guidance on which segments of our service area should be targeted for marketing and outreach efforts and general goals for each year's focus. By focusing on each audience, we can complete a full marketing cycle to ensure we are accurately identifying their needs, wants, and barriers to access. From there, targeted promotion and outreach efforts can be created to connect them with existing and new services, programs, and resources.

Also included in this plan are:

- Brand Identity
- Strategies and Tactics
- Target Audiences
- Roles and Responsibilities
- Annual Planning Document Format

## Objectives

The overarching objectives of this Marketing Plan are:

- Complete a marketing audit of current practice
- Create a recognizable, visible, and consistent image and brand
- Educate the public on the existing services, resources, and programs available at KPL
- Identify needs of target audiences and opportunities for KPL to meet those needs with new services or advertising and outreach efforts
- Create opportunities for community members and organizations to become ambassadors of the library to promote our services
- Explore new channels for advertising and marketing, including paid print and digital media

## Brand Identity:

The Kaukauna Public Library will use brand identity and standards developed by the City of Kaukauna in our marketing and communication efforts.

## Strategies and Tactics:

Kaukauna Public Library currently promotes its services in a number of ways, including: social media, press releases to print and television news media throughout the year, monthly email newsletter, monthly events feature in local newspaper, twice annual mailer in all City of Kaukauna resident utility bills, promotion on monitors in the building, events calendars in city newsletter and City recreation guides, cross promotion with community partners, bookmarks in the library.

## Target Audiences

Based on community survey and goals of the library's Strategic Plan, each year Kaukauna Public Library will focus on one of these identified target audiences with an annual marketing plan:

2022: Lapsed KPL library cardholders

2023: Educators/education administrators

2024-2026: Options include homeschool families; new residents with children under 5; new residents over age 55; entrepreneurs; job seekers; non-English speakers; new residents without children; school district families; tourist and visiting non-residents; potential and existing library donors and volunteers.

## Roles and Responsibilities:

To be outlined with full time staff in early 2023 after hiring and orientation of Youth Services Librarian and Communications Coordinator are complete.

## Annual Planning Document Format:

Each fall library administration, librarian, and communication coordinator will identify a target audience to be the focus of the following calendar year's marketing effort. Using the marketing cycle format developed by the state of Wisconsin an annual plan will be drafted to include:

- Needs of Target Audiences
- Identifying Products and Services
- Competitors
- Goals
- Plan for Promoting Products and Services
- Evaluation Criteria and Timeline

**Source:** <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://wvls.org/wp-content/uploads/2020/03/Marketing-Plan-Template-2-1.pdf>

# Adult Services Librarian Report

## WLA

I attended WLA the first month of November, courtesy of a scholarship from OWLS. I attended 6 sessions on varying topics, some of which ended up relevant to the Kaukauna Library.

## Landlord Tenant Law Resources

Occasionally, I help patrons find housing at the library. Most often, they don't have the technology skills necessary to navigate the internet to find available housing. I thought it would be beneficial to be able to offer them general renting resources in addition to teaching them how to find places to rent.

Evictions are more time sensitive than many reference topics librarians encounter. An eviction must go through multiple phases before it is finalized: Notice, Filing, Hearing, Judgment, and Eviction. It is vital to offer patron's resources during the Notice phase, ideally getting the landlord and tenant talking to avoid continuing on to the other phases. In addition to eviction help, patrons may seek general renting knowledge or rental assistance. Our job as librarians is to connect tenant with resources that can meet these needs without giving legal advice.

### Resources:

- AARP or United Way Tax preparers may be able to help patrons fill out legal forms.
- Outagamie Clerk of Courts Resource Page.
- Just Shelter keeps a list of housing assistance, legal aid, tenant rights, and educational resources for each state.
- Legal Action of Wisconsin's Eviction Defense Project is focused on Dane and Milwaukee counties, but provides helpful starting points.
- Consumer Financial Protection Bureau has a Help for Renters section.
- U.S. Department of Housing and Urban Development has a section on Rental Assistance
- The Wiscap website offers resources for Wisconsin Emergency Rental Assistance Program funds that are still available.
- The Wisconsin Law Library website has resources for the Green Bay Eastern District of Wisconsin which Outagamie County is in.

I will link to most of these resources on the Adult Resources page of the library's website.

## State of DPI

There are many new things happening in the Library Services division of DPI. They just finished a comprehensive evaluation by WiLS, who noted many things Library Services does well, but mentioned they could improve their service in a few ways. First, the team could do a better job at communicating what Library Services and Technology Act (LSTA) funds at DPI. This is a federal program that funds many of the operations of the library services team. Second, WiLS recommended that the team be more systematic with their data collection, particularly when concerning the end users and patrons. Finally, WiLS recommended conceptually shifting the team's existing Community Engagement and Inclusive Services to a lens to view their work through, rather than being a goal itself, as it currently is.

In addition, Library Services has a 5 year plan in place that libraries can look forward to. They are planning to improve access to information on their website and databases and have commissioned a Database Inventory and Needs Assessment Study, the results of which will be released soon, though they did mention they will offer access to newspapers in 2023 and new databases in 2024. Also part of their plan is the addition of an Internet Discount Finder on their website which is set to launch in early 2023.

They are also planning on providing services that support library staff directly. They are working on a professional learning calendar that will join all the continuing education systems in the state, complete with days of significance on it. It will likely be on OWLS or DPI's website when finished. The Library Services team is working on providing intellectual freedom resources to librarians in light of the recent increase in book challenges. A study will also be conducted examining how librarians use data from DPI, so that both the library data reporting process may be easier, as well as the ease of interpreting the data. Additionally, they have just begun working with the Wisconsin System Resource Library Administrators to complete a compensation study of library staff. This is estimated to be completed by June 30<sup>th</sup> 2023. Finally, it remains their goal to reduce the number of library system in Wisconsin. The recent success of the Lakeshore and Arrowhead library systems will inform recommendations for future library systems.

## Navigating Legal Reference Questions

This session stressed that library staff should be very careful to avoid accidentally engaging in the unauthorized practice of law. Most librarians know they cannot give legal advice, but this session pointed out that even something as simple as giving an opinion on which legal form to fill out, or answering the question, "Is this everything I need?" qualifies as the unauthorized practice of law.

Best practices to avoid the unauthorized practice of law are as follows.

- Staff should provide resources to patrons in the form of guides, if available. Many legal resources have created guides that can answer questions that librarians cannot.
- Librarians should provide legal forms as specific to their county as possible.
- Staff can also provide sample forms of a type that matches the legal form the patron is requesting. These are also commonly available on law library websites.

- Use phrases like “the law states”, “in general”, or “I understand”. Do not comment on a patron’s situation with phrases like “That’s terrible that happened to you”, “It’s going to be ok”, or “That’s not fair”.
- Don’t tell a patron that a law does or doesn’t exist. If you look up laws for a particular subject and don’t see the law, give the patron the source you used to determine if a law exists themselves.
- Staff can email or call the State Law Library to refer patrons for more help. They have a hand out they give to patrons.

## Badgerlink for Library Staff

DPI offered this session to keep librarians informed regarding the current resources on Badgerlink, as well as what they have planned for the future.

Badgerlink features a page on their website titled For Library Staff that provide marketing resources, resource guides, training materials, programming ideas, and a form to request training. It appears that many librarians didn’t use the page, so they spent time explaining that these resources were available for library staff to utilize. They recommend that libraries do not link to Badgerlink’s homepage, because there are too many options for patrons to get lost or confused with. Instead, link to one of the resources guides or directly to the database or resource whenever possible. On June 30<sup>th</sup> 2024 Badgerlink databases will expire and switch to a procurement model. DPI is planning a needs assessment study to inform this process.

The library links to many resources, and I will review the website to see if there is an opportunity to link to their resource guides in addition to the resources itself.

## Programming

I recently met with the Heart of the Valley Chamber of Commerce to discuss collaboration possibilities. We hosted their business card exchange here on November 10<sup>th</sup>. It was well attended by just shy of 30 people.

Chad Lewis presented on Tuesday, November 15<sup>th</sup> to an eager crowd of just under 20 people. The library hopes to have him back during October next year.

Library programming through May has been finalized and we will be offering new educational opportunities for adults via a few presentations from the Bureau of Consumer Protection, an educational series via a partnership with St. Paul Elder Services on Alzheimer’s as it relates to those with the disease as well as their caregivers, a coffee and conversation program with the Kaukauna Police Department, various partner programs with 1,000 Islands, and a Puzzle Palooza competition where participants race to see which team can put together a 500 piece puzzle the fastest! I will also continue my technology classes here at the library as well as at various assisted living and senior centers in the community.

## Library Event and Room Management Software

I have narrowed down the possibilities for a new library event and room management software solution and have been testing the features of the software for the past week. Pending another week of testing and a presentation to library staff, we should hopefully be able to have the new software live on our website by the new year. The software has so far proven to be easier for staff to use, require less data entry, and allow for greater customization.

# Trustee Training

Chapter 1

## What is a trustee?

- Participate as a member of a team (the library board) to protect and advance the interests of the broader community by effectively governing the operations and promoting the development of the local public library.

## Principle Activities

1. Prepare for and attend regular board meetings.

*While you and your fellow trustees are busy people, it is important that the full board meet on a monthly basis to conduct business. You can contribute to the library by encouraging regular meetings and assuring that the meetings are properly noticed in accordance with Wisconsin's open meetings law.*

## Principle Activities

2. Work with the municipal governing body to obtain adequate library funding. Assist in the review and approval of the annual budget and monthly expenditures as presented by the library director.

*As a trustee, your focus should be on those services and what is required to provide them to the public in the most beneficial manner. Trustees should attend the governing body meetings when budget requests are presented so that they can answer questions about need and account for how previous appropriations benefited the citizens and the community. By law, only the library board has the authority to approve expenditures made by the library.*

## Principle Activities

3. Participate in the development and approval of library policies. Review policies on a regular, systematic schedule.

*Each trustee acts as a contact with other members of the community and has the chance to hear about concerns or desires relating to the library. The comments you receive from the public can help you and the other members of the board address the community standards through thoughtful and fair policies. It can be helpful for the board to establish a routine procedure for reviewing policies to be sure that they remain current.*

## Principle Activities

4. Help determine and advocate for reasonable staff salaries and benefits.

*By providing The Trustee Job Description TE1-3 adequate compensation for staff, the library board will help local officials and the public generally to understand the importance of the library and the complexity of the tasks involved with providing good library services.*

## Principle Activities

5. Assist in the hiring, supervising, and evaluating of the library director.

*If this is required, deciding how the process is conducted and who is finally selected will be among the most important decisions a library board will ever make. A library director can be around for many years and have a significant impact on the tone and quality of library service.*

*Finally, in order to assure that you do not have to go through this process unnecessarily, the library board needs to establish a regular procedure and schedule for assessing the performance of the director and providing suggestions for improvements.*

## Principle Activities

6. Study the needs and interests of the community and see that they are addressed, as appropriate, by the library.

*As a community liaison, you are in a unique position to survey the community, learn of its needs and wants, and include those interests in discussions relating to library development.*

## Principle Activities

7. Act as an advocate for the library through contacts with civic groups and public officials.

*It has been written that the core of effective politics is the building of rapport. Since local politics are personal, your contacts on behalf of the library with public officials from the municipality, the county, and the state will advance the cause of your institution.*

## Principle Activities

8. Become familiar with principles and issues relating to intellectual freedom and equitable provision of public library services.

*It is a responsibility of your library board, and each member of that board, to make a commitment to the community's freedom of inquiry and expression, and to be prepared to address calmly and respectfully the challenges that may come before you.*

## Principle Activities

9. Assist in the formulation and adoption of a strategic plan for the library. Periodically review and revise strategic plan.

*Trustees, as the citizen representatives with detailed information about how the library functions, are in an ideal position to assist with planning. Your important role in planning will be to investigate, along with the library director, different planning options and then decide on the most appropriate process for your library.*

## Principle Activities

10. Attend Wisconsin Library Association conferences, regional The Trustee Job Description TE1-5 system workshops, and other training opportunities in order to expand knowledge of effective leadership, and consider membership in the Wisconsin Library Trustees and Friends (WLTF).

*One way to maintain energy and enthusiasm, as well as to increase understanding of trusteeship, is to participate in the various opportunities for education that are available to trustees.*



## Analysis of Activities

- What activities are trustees good at already?
- What activities could be improved upon?

2022 Statistics											2021 Statistics				
Circulation	January	February	March	April	May	June	July	August	September	October	2022 Y-T-D	October 2021	2021 Y-T-D	Monthly Difference from 2021	% +/-
Total Circulation and Renewal	9,049	9,116	10,949	12,384	12,189	15,697	13,945	13,335	10,517	10,775	117,956	9,370	107,563	1,405	15%
Overdrive Usage	2,085	1,953	2,196	1,993	1,861	1,825	2,045	2,013	1,873	1,914	19,758	1,644	18,580	270	16%
Hoopla Usage		107	206	199	259	276	285	304	293	301	2,230	New	Service		
Items Loaned	1,734	1,798	2,182	1,809	1,840	1,755	1,917	1,865	1,935	1,902	18,737	1,705	16,089	197	12%
Items Borrowed	3,219	3,211	3,415	3,629	3,351	3,200	3,143	3,240	3,284	3,047	32,739	3,212	33,299	-165	-5%
Teacher Packs	4	3	0	3	3	2	4	2	5	3	29	5	34	-2	-40%
Door Count	4,371	4,742	6,374	7,028	7,122	9,011	8,221	7,889	5,942	7,329	68,029	4,536	40,318	2,793	62%
Overdrive Magazine	50	58	61	42	37	35	56	32	45	28	444	40	1,012	-12	-30%

Services	January	February	March	April	May	June	July	August	September	October	2022 Y-T-D	October 2021	2021 Y-T-D	Monthly Difference from 2021	% +/-
Public Internet Usage/Hr.	194	173	225	280	193	241	225	243	202	214	2,190	215	1,745	-1	0%
Wireless Usage by Session	956	849	1,173	1,414	1,499	1,646	1,452	1,303	1,175	1,353	12,820	953	9,206	400	42%
Youth Programs	11	18	23	10	88	27	26	20	22	34	279	21	261	13	62%
Youth Program Attendance	255	430	594	250	2,494	1,772	2,361	2,525	682	1,126	12,489	951	9,037	175	18%
Adult Programs	6	6	9	8	7	13	10	4	8	12	83	24	111	-12	-50%
Adult Program Attendance	39	46	122	62	89	244	148	177	163	144	1,234	438	1,362	-294	-67%
Meeting Room Usage	25	36	51	48	58	57	60	53	39	79	506	55	127	24	44%
Study Room	66	54	50	64	81	99	88	97	64	70	733	53	255	17	32%
Volunteer Hours	85	83	114	126	130	64	106	98	99	108	1,013	109	869	-1	-1%
Local History Inquiries	16	10	17	12	15	16	14	15	12	15	142	13	121	2	15%
Technology Instruction 1:1	5	9	13	13	7	16	8	8	9	15	103	9	114	6	67%
Proctor	2	0	1	0	1	1	0	0	0	0	5	0	0	0	0%
Notary	8	3	0	2	1	4	1	4	2	0	25	4	25	-4	-100%

Webpage Statistics	January	February	March	April	May	June	July	August	September	October	2022 Y-T-D	October 2021	2021 Y-T-D	Monthly Difference from 2021	% +/-
Total Pageviews	3,410	3,349	4,273	4,129	4,159	5,232	4,616	5,121	3,720	3,743	41,752	3,135	36,212	608	19%
Facebook "Likes"	16	34	80	87	40	83	62	58	61	65	586	65	505	0	0%

Items Held by Library	January	February	March	April	May	June	July	August	September	October	Month to Month # +/-	October 2021	# +/-
Total Titles Held by Library	59,020	59,312	60,858	60,879	61,076	61,483	61,708	61,847	61,461	61,591	-386	58,192	3,399
Total Items Held by Library	62,888	63,310	64,724	65,064	65,296	65,731	66,006	66,191	65,863	66,032	-328	61,861	4,171
Kaukauna Card Holding Patrons	11,064	11,604	10,431	10,431	10,431	10,955	10,955	10,955	10,955	11,327	0	11,346	-19

Quarterly Report