



Library Board of Trustees

Cravath Lakefront Conference Room
312 W Whitewater St., Whitewater, WI, 53190
*In Person and Virtual

Wednesday, January 22, 2025- 6:30 PM

Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.

Please click the link below to join the webinar:

Join Zoom Meeting

<https://us02web.zoom.us/j/86466506574?pwd=i1cBVjs1Bxve8McDM7IRbvSjd6DoFw.1>

Meeting ID: 864 6650 6574

Passcode: 9ecPcctT

Telephone: +1 (312) 626-6799 US (Chicago) (Houston)

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum.

AGENDA

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

A committee member can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the council to be implemented. the agenda shall be approved at each meeting even if no changes are being made at that meeting.

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

1. Approval of the minutes of the December 16, 2024 meeting
- [2.](#) Approval of Payment of Invoices for December 2024
- [3.](#) Acknowledgement of Receipt of December 2024 Statistical report
- [4.](#) Acknowledgement of Receipt of December 2024 Financial report
- [5.](#) Acknowledgement of Receipt of December 2024 Treasurer's reports

HEARING OF CITIZEN COMMENTS

No formal Committee action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Committee discusses that particular item.

To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

OLD BUSINESS

6. Library Building Project
 - a) General Update
7. Review and approval of the revised Public Records Request Policy
8. Approval of the 2024-2025 budget

NEW BUSINESS

9. Approval of the 2025 Annual Addendum to the Bridges Library System Member Library & CAFÉ Agreements
10. Review and approval of the Home Delivery Service Policy

CONSIDERATIONS / DISCUSSIONS / REPORTS

11. Library Director's report
12. Assistant Director's report
13. Youth Educational Services report
14. Programming & Makerspace report
15. Bridges Library System Staff reports
16. Board reports.

FUTURE AGENDA ITEMS**CONFIRMATION OF NEXT MEETING**

17. Adjournment into Closed Session

I. Adjournment into Closed Session **NOT TO RECONVENE** per Wisconsin State Statute 19.85(1) (c) "Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility."

Item to be discussed:

- a) Performance evaluation for the Library Director

ADJOURNMENT

Anyone requiring special arrangements is asked to call the Library Director (262-473-0530) at least 72 hours prior to the meeting.



Monday, December 16, 2024 - 6:30 PM

MEETING MINUTES

CALL TO ORDER at 6:32 pm.

ROLL CALL

Present: Jennifer Motszko, Alyssa Orlowski, Kathy Retzke, Camden Harlan, Brienne Diebolt-Brown, Doug Anderson, Sallie Berndt joined at 6:36 pm

Absent: None

Staff: Diane Jaroch, Rachel Clift

Guests:

APPROVAL OF AGENDA

A committee member can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the council to be implemented. the agenda shall be approved at each meeting even if no changes are being made at that meeting.

MSC Retzke/Anderson to approve the Agenda as amended.

Ayes: Jennifer Motszko, Alyssa Orlowski, Kathy Retzke, Camden Harlan, Doug Anderson, Brienne Diebolt-Brown

Nays: none

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

1. Approval of the minutes of the November 18, 2024 meeting
2. Approval of Payment of Invoices for November 2024
3. Acknowledgement of Receipt of November 2024 Statistical report
4. Acknowledgement of Receipt of November 2024 Financial report
5. Acknowledgement of Receipt of November 2024 Treasurer's reports

MSC Harlan/Orlowski to approve the Consent Agenda.

Ayes: Jennifer Motszko, Alyssa Orlowski, Kathy Retzke, Camden Harlan, Doug Anderson, Brienne Diebolt-Brown

Item 2.

Nays: none

OLD BUSINESS

6. Library Building Project

a) General Update

NEW BUSINESS

7. Discussion and approval of setting a limit on the expense of a mobile mill, kiln time, and woodworker project.

MSC Anderson/Retzke to approve the expense limit of \$2000 for the mobile mill and kiln time, including mileage and hours.

Ayes: Jennifer Motszko, Alyssa Orlowski, Kathy Retzke, Camden Harlan, Doug Anderson, Sallie Berndt, Brienne Diebolt-Brown

Nays: none

8. Review and approval of the revised Public Records Request policy.

Will return to this during January's meeting.

9. Review and approve the revised Inclement Weather Policy.

MSC Diebolt-Brown/Harlan to approve the revised Inclement Weather Policy as amended.

Ayes: Jennifer Motszko, Alyssa Orlowski, Kathy Retzke, Camden Harlan, Doug Anderson, Brienne Diebolt-Brown, Sallie Berndt

Nays: none

10. Approval of the 2024-2025 budget.

Will return to this during January's meeting.

11. Approval of the 2025 Jefferson County Library Contract.

MSC Diebolt-Brown/Retzke to approve the 2025 Jefferson County Library Contract.

Ayes: Jennifer Motszko, Alyssa Orlowski, Kathy Retzke, Camden Harlan, Doug Anderson, Sallie Berndt, Brienne Diebolt-Brown

Nays: none

12. Library Director Evaluation discussion.

CONSIDERATIONS / DISCUSSIONS / REPORTS

13. Library Director's report
14. Assistant Director's report
15. Youth Educational Services report
16. Programming & Makerspace report
17. Bridges Library System Staff reports
18. Trustee Training workshop report by Jennifer Motszko.
19. Board reports.

FUTURE AGENDA ITEMS

- a. Review and approval of the revised Public Records Request policy.
- b. Review and approval of the 2024-2025 budget.

CONFIRMATION OF NEXT MEETING Wednesday, January 22, 2025 at 6:30 pm in the Cravath Lakefront Conference Room.

ADJOURNMENT at 7:31 pm.

MSC Diebolt-Brown/Retzke to adjourn.

Ayes: Jennifer Motszko, Alyssa Orłowski, Kathy Retzke, Camden Harlan, Doug Anderson, Brienne Diebolt-Brown, Sallie Berndt

Nays: none

Minutes respectfully submitted by Alyssa Orłowski on Monday, December 16 2024.

INVOICES**December 2024**

Category	Claimant	Invoice #	Amount
Audiovisual-adult	Midwest Tape	606395517	\$ 311.93
Audiovisual-adult	Amazon	n/a	\$ 550.53
Audiovisual-adult	Midwest Tape	506449314	\$ 94.98
Audiovisual-adult	Midwest Tape	506484773	\$ 59.17
Audiovisual-adult	Midwest Tape	506503302	\$ 59.99
			\$ 1,076.60
Audiovisual-digital	Midwest Tape/Hoopla	506554372	\$ 270.58
Audiovisual-juvenile	Midwest Tape	506503303	\$ 11.89
Audiovisual-juvenile	Midwest Tape	506395519	\$ 12.74
Audiovisual-juvenile	Midwest Tape	506484115	\$ 25.49
Audiovisual-juvenile	Playaway	484069	\$ 1,059.80
			\$ 1,109.92
Books-adult	B&T	203873405	\$ 998.72
Books-adult	B&T	3307555	\$ 869.18
Books-adult	Amazon	n/a	\$ 64.89
			\$ 1,932.79
Books-digital	Midwest Tape/Hoopla	506554372	\$ 58.84
Books-juvenile	Ingram	85157157	\$ 505.26
Grounds Maintenance-mats	Alsco Uniforms	IMIL2079067	\$ 77.74
Library Building Project	Bloomerang	503809	\$ 1,911.23
Office Supplies	Walmart	n/a	\$ 69.82
Office Supplies	Thermal Paper Direct	606267-TPD	\$ 138.97
Office Supplies	Amazon	n/a	\$ 15.81
Office Supplies	Shred-It	8009360570	\$ 100.96
			\$ 325.56
Periodicals-adult	APG Southern WI	n/a	\$ 39.33
Periodicals-adult	Journal Sentinel	n/a	\$ 78.00
			\$ 117.33
Program supplies-juvenile	OTC	n/a	\$ 162.84
Technical supplies	Demco	n/a	\$ 87.30

		City of Whitewater	3,517		
Jefferson County				Dodge County	
City	102			City	0
Rural	323			Rural	0
TOTAL	425			TOTAL	0
Rock County				Waukesha County	
City	109			City	66
Rural	313			Rural	0
TOTAL	422			TOTAL	66
Walworth County					
City	9			Other Counties	26
Rural	610				
TOTAL	619			Out of State	0
Dane County					
City	0			Total Nonresident	1,572
Rural	40				
TOTAL	40				
				TOTAL	5,089
	ADULT	2,869	CHILDREN	194	
ACCESS & USAGE		INFORMATION SERVICE			
Days Open	23	Reference	116	Attendance	0
Hours Open	231				
Library Visits	2,702	REGISTRATION			
		Resident	3,517		
UDEM Y	56	Non-Resident	2,163		
		Total Registered Borrowers	5,680		
OVERDRIVE	1,592	New Users	18	PRE-RECORDED PROGRAMS	
				Children 0-5 Programs	0
MAKER SPACE	18	INTERLIBRARY LOAN		Attendance	0
		Lending	1,350	Children 6-11 Programs	0
MEETING ROOMS	12	Borrowing	984	Attendance	0
				Children 12-18 Programs	0
HOOPLA		VOLUNTEERS		Attendance	0
Checkouts	126	Participants	0	Adult Programs	0
Cost	\$ 329.42	Hours worked	0	Attendance	0
		HOME DELIVERY		All Ages	0
COLLECTION MAINTENANCE		Participants	19	Attendance	0
Books added	134	Items Delivered	180	SELF-DIRECTED PROGRAMS	
Audio materials added	20			Children 0-5 Programs	1
Video materials added	35	IN-PERSON PROGRAMS		Attendance	2
Other materials added	0	Children 0-5 Programs	0	Children 6-11 Programs	2
Materials withdrawn	8	Attendance	0	Attendance	86
		Children 6-11 Programs	0	Children 12-18 Programs	0
		Attendance	0	Attendance	0
		Children 12-18 Programs	0	Adult Programs	1
		Attendance	0	Attendance	50
		Adult Programs	0	All Ages	
		Attendance	0	Attendance	

FRIENDS OF THE LIBRARY FINANCIAL REPORT

9/30/2022

Balance Last Statement	\$ 5,282.40
Book Shop Deposit	\$ 32.03
Amazon Smile	\$ 12.79
PayPal	\$ 170.04
Interest	\$ 0.10
Balance This Statement	\$ 5,497.36

10/31/2022

Balance Last Statement	\$ 5,497.36
Book Shop Deposit	\$ 69.25
Interest	\$ 0.24
Balance This Statement	\$ 5,566.85

11/30/2022

Balance Last Statement	\$ 5,566.85
Book Shop Deposit	\$ 43.64
Annual WI Dept of Rev Fee	\$ 25.00
Amazon Smile Deposit	\$ 15.45
Interest	\$ 0.23
Balance This Statement	\$ 5,601.17

12/30/2022

Balance Last Statement	\$ 5,601.17
Book Shop Deposit	\$ 83.20
Paypal Transfer (Donations)	\$ 97.52
Interest	\$ 0.24
Balance This Statement	\$ 5,782.13

FRIENDS OF THE LIBRARY FINANCIAL REPORT

Jan-24

Beginning Balance		\$	2,747.50
Deposit	\$ 133.50	\$	2,881.00
Interest	\$ 0.13	\$	2,881.13
Ending Balance		\$	2,881.13

Feb-24

Beginning Balance		\$	2,881.13
Deposit	\$ 114.80	\$	2,995.93
Interest	\$ 0.12	\$	2,996.05
Ending Balance		\$	2,996.05

Mar-24

Beginning Balance		\$	2,996.05
Deposit	\$ 98.75	\$	3,094.80
Check #4014	80.9	\$	3,013.90
Check #4015	50	\$	2,963.90
Interest	\$ 0.12	\$	2,964.02
Ending Balance		\$	2,964.02

Apr-24

Beginning Balance		\$	2,964.02
Deposit	\$ 95.10	\$	3,059.12
Interest	\$ 0.13	\$	3,059.25
Ending Balance		\$	3,059.25

May-24

Beginning Balance		\$	3,059.25
Deposit	\$ 214.05	\$	3,273.30
Interest	\$ 0.14	\$	3,273.44
Ending Balance		\$	3,273.44

Jun-24

Beginning Balance		\$	3,273.44
Deposit	\$ 230.85	\$	3,504.29
Check #4016	\$ 2,447.00	\$	1,057.29
Interest	\$ 0.05	\$	1,057.34
Ending Balance		\$	1,057.34

Jul-24

Beginning Balance		\$	1,057.34
Deposit		\$	179.55
Interest		\$	0.05
Ending Balance		\$	1,236.94

Aug-24

Beginning Balance	\$	1,236.94
Deposit	\$	121.70
Interest	\$	0.06
Ending Balance	\$	1,358.70

Sep-24

Beginning Balance	\$	1,358.70
Deposit	\$	185.65
Interest	\$	0.06
Ending Balance	\$	1,544.41

24-Oct

Beginning Balance	\$	1,544.41
Deposit	\$	113.00
Interest	\$	0.07
Ending Balance	\$	1,657.48

Nov-24

Beginning Balance	\$	1,657.48
Deposit	\$	-
Interest	\$	0.07
Ending Balance	\$	1,657.55

Dec-24

Beginning Balance	\$	1,657.55
Deposit	\$	-
Interest	\$	0.12
Ending Balance	\$	1,657.67



January 07, 2025

Statement Period:
December 01, 2024 - December 31, 2024

Irvin L. Young Memorial Library
431 W Center St
Whitewater, WI 53190

Contact Us

- For personal assistance, call:
414-961-6600
- Visit us online:
www.americandeposits.com
- Questions on products & services:
- Mail correspondence to:
W220N3451 Springdale Road
Pewaukee, WI 53072

American Money Market Account™			
Account Number-Description	Average Monthly Balance	Net Earnings	Delivered Rate
CIRVIN01 - General	\$ 332,488.98	\$ 1,216.09	4.45 %

CIRVIN01 - General

Balance Summary

Beginning Balance:	\$	330,747.05
Total Deposits:	\$	3,216.09
Total Withdrawals:	\$	0.00
Ending Balance:	\$	333,963.14
Average Balance:	\$	332,488.98

Transaction Detail

DEPOSITS

Date	Description	Amount
12/05/2024	Deposit	\$ 2,000.00
12/31/2024	Accrued Interest Earned	\$ 1,216.09
Total Deposits:		\$ 3,216.09

Summary of Financial Institutions

FDIC/ NCUA	Name	Balance
24077	Altra, FCU	\$ 3,372.69
24540	Bank of New England	\$ 12,648.48
57368	Bankwell Bank	\$ 57,033.86
27237	Enterprise Bank & Trust	\$ 248,500.00
3832	Old National Bank	\$ 4,105.50
3832	Old National Bank	\$ 1,411.41
59112	Studio Bank	\$ 1,405.28
6560	The Huntington National Bank - Repurchase Agreement	\$ 1,216.09
18344	UBank (TX)	\$ 2,894.56
26626	United Texas Bank	\$ 1,375.27
Ending Balance:		\$ 333,963.14

American Deposit Management LLC applied a period ending Nov 2024 Deposit Advisory Fee of \$78.06 to your account. American Deposit Management LLC has received a Program Fee for the management and servicing of the American Money Market Account across all program participants. For this statement cycle ending Nov 2024, the Program Fee of 0.04 was applied to gross earnings of \$1,381.82 for a total of \$55.27.

The interest rate you earn on your American Deposit Management, LLC ("ADM") Deposits may fluctuate daily based on market conditions. ADM will inform you of the interest earned on your deposit accounts from program banks on your periodic account statement. ADM will also provide you with a blended interest rate earned reflecting the total yield on all of your deposits managed under the program.

American Deposit Management, LLC is acting as your agent. Certificates of Deposit may be subject to early withdrawal penalties. Additional information is available upon request. This is not intended as investment advice. If a depositor is subject to restrictions with respect to the placement of funds in depository institutions, it is the responsibility of the depositor to determine whether the placement of the depositor's funds through the program satisfies those restrictions. Financial Institutions listed are insured under the Federal Deposit Insurance Corporation (FDIC) or National Credit Union Administration (NCUA).

First Citizens State Bank, 207 W. Main St., PO Box 177, Whitewater, WI 53190
Money Market Account #132732

DATE	Activity	Interest/Dep	Withdrawal	Balance
12.31.24	Balance			\$1,085.10

ADM - American Deposit Management Company CIRVIN01 W220 N3451 Springdale Road, Pewaukee, WI 53072				
Date	Activity	Interest/Dep	Withdrawal	Balance
12.31.24	Balance			\$333,963.14



Irvin L. Young Memorial Library

Public Records Requests

The Library Director has been designated as the legal custodian of all public records maintained at the Irvin L. Young Memorial Library, except for Library financial records that are under the control of the City of Whitewater Financial Office.

The Irvin L. Young Memorial Library has normal service hours of 9:00 a.m. to 8:30 p.m. on Monday through Thursday, 9:00 a.m. to 5:30 p.m. on Fridays and 9:00 a.m. to 3:00 p.m. on Saturdays. Requests to inspect records or to receive copies of records should be made directly to the City of Whitewater Municipal Clerk's office by telephone at 262-473-0102 or by email at cityclerk@whitewater-wi.gov.

No cost will be charged for the inspection of available public records. There is no charge for the first 15 printed copies. However, you will be charged \$.10 for each additional page. Photos will be charged \$.75 and any Audio/Video will be charged \$1.00 per DVD. Postage will be based on the current rates. The cost of records review is based on the employee's time spent locating and reviewing records (if applicable) and will be charged if the cost exceeds \$50.00 and may require prepayment.

2024-2025 Budget
General Fund
Young Library Facility

Informational Only: Falls under direction of General Fund Park & Recreation.

YOUNG LIBRARY FACILITY

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2023 ACTUAL	2024 BUDGET	2024 YTD-Oct	2024 ACT-EST	2025 ORIG BUDGET	2025 ADJ BUDGET
100-55111-111	SALARIES/PERMANENT	7,318	7,382	7,828	10,600	7,686	9,992	10,838	11,131
100-55111-112	SALARIES/OVERTIME	-	-	-	-	-	-	-	-
100-55111-113	WAGES/TEMPORARY	-	870	-	-	-	-	-	-
100-55111-117	LONGEVITY PAY	180	105	180	30	-	-	30	-
100-55111-118	UNIFORM ALLOWANCES	-	-	-	14	-	-	14	27
100-55111-150	MEDICARE TAX/CITY SHARE	113	134	114	154	116	150	158	176
100-55111-151	SOCIAL SECURITY/CITY SHARE	485	572	486	660	494	643	675	751
100-55111-152	RETIREMENT	492	498	544	734	544	707	734	776
100-55111-153	HEALTH INSURANCE	1,331	835	2,086	3,714	2,460	3,198	3,900	864
100-55111-154	HRA-LIFE STYLE ACCT EXPENSE	75	75	75	486	-	-	486	90
100-55111-155	WORKERS COMPENSATION	272	264	181	208	171	223	208	214
100-55111-156	LIFE INSURANCE	2	2	2	4	2	2	4	4
100-55111-157	L-T DISABILITY INSURANCE	-	-	-	-	-	-	-	-
100-55111-158	UNEMPLOYMENT COMPENSATION	-	-	-	202	-	-	204	204
100-55111-221	WATER & SEWER	3,273	3,580	3,879	2,828	3,095	3,500	2,856	2,856
100-55111-222	ELECTRICITY	10,203	11,320	13,656	11,750	9,129	13,600	11,868	13,600
100-55111-223	NATURAL GAS	5,318	6,623	4,575	4,500	2,472	4,500	4,545	4,545
100-55111-244	HVAC	1,302	744	1,437	1,250	847	1,250	1,263	1,263
100-55111-245	FACILITY IMPROVEMENTS	5,937	3,562	2,972	3,030	28	500	3,060	3,060
100-55111-246	JANITORIAL SERVICES	14,324	16,400	13,849	15,750	10,072	12,000	15,908	16,380
100-55111-355	REPAIR & SUPPLIES	7,173	2,904	3,192	2,020	3,198	3,500	2,040	2,040
	Total:	57,800	55,867	55,057	57,934	40,313	53,764	58,790	57,980

**2024-2025 Budget
Fund Summary
Library**

(821,087.24)

0.00

Informational Only: Library Board solely controls this budget based on outside revenue sources.

REVENUES

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2023 ACTUAL	2024 BUDGET	2024 YTD-Oct	2024 ACT-EST	2025 ORIG BUDGET	2025 ADJ BUDGET
INTERGOVERNMENTAL REVENUES									
220-43720-55	CONTRACT REVENUE	233,020	213,740	229,240	219,768	219,770	219,770	219,768	219,768
	Total Intergovernmental Rev.	233,020	213,740	229,240	219,768	219,770	219,770	219,768	219,768
FINES & FORFEITURES									
220-45300-55	FINE REVENUE	-	-	-	-	-	-	-	-
220-45310-55	LOST MATERIAL FINE	2,691	3,852	2,297	3,300	2,347	3,300	3,300	3,300
220-45320-55	SALES-SUMMER LIBRARY PROGRAM	-	-	-	-	-	-	-	-
220-45330-55	COPY MACHINE REVENUE	2,913	3,196	3,579	3,000	3,808	4,000	3,000	4,000
	Total Public Charges - Services	5,604	7,048	5,876	6,300	6,154	7,300	6,300	7,300
MISCELLANEOUS REVENUES									
220-48100-55	INTEREST INCOME	28	99	1,181	893	1,736	1,800	794	707
220-48105-55	LIBRARY BOARD INTEREST INCOME	554	1,992	15,114	11,900	12,498	13,000	10,591	-
220-48110-55	LIBRARY BOARD DONATIONS	-	-	-	-	5,888	5,888	-	-
220-48210-55	RENTAL INC-HOUSE-414&414/A	12,700	12,200	1,700	-	-	-	-	-
220-48260-55	RENTAL-HOUSE-413 W. CENTER	9,600	7,200	-	-	-	-	-	-
220-48500-55	DONATIONS	23,361	15,221	47,661	18,000	14,370	18,000	18,000	18,000
220-48550-55	SALE OF LIBRARY PROPERTY	-	-	541,988	-	-	-	-	-
220-48600-55	MISC REVENUE	6,729	336	477	300	429	430	300	400
	Total Miscellaneous Revenues	52,973	37,049	608,121	31,093	34,921	39,118	29,685	19,107
OTHER FINANCING SOURCES									
220-49290-55	TRANSFER IN-GENERAL FUND	470,000	485,000	470,000	627,558	-	627,558	646,846	469,370
220-49300-55	FUND BALANCE APPLIED	-	-	-	805,000	-	683,303	0	120,580
	Total Other Financing Sources	470,000	485,000	470,000	1,432,558	-	1,310,861	646,846	589,950
	220 - Library Special Rev	761,596	742,837	1,313,237	1,689,718	260,845	1,577,050	902,599	836,125

	FISCAL RESOURCES	2021 ACTUAL	2022 ACTUAL	2023 ACTUAL	2024 BUDGET	2024 YTD-Oct	2024 ACT-EST	2025 ORIG BUDGET	2025 ADJ BUDGET
LIBRARY-SPECIAL FUND									
100	Personnel & Benefits	613,960	645,458	687,641	763,604	492,819	640,665	780,740	717,334
200	Professional Svcs	32,079	30,498	42,338	39,095	8,148	16,064	39,593	17,217
300	Commodities & Other Exp	102,597	111,578	165,349	887,020	89,397	101,955	82,267	101,575
500	Library Board	85,953	25,354	-	-	-	-	-	-
800/900	Capital Outlay/Transfer to Other Funds	4,721	2,657	2,216	-	491,568	818,366	-	-
	Total	839,310	815,545	897,544	1,689,718	1,081,933	1,577,050	902,599	836,125
YOUNG LIBRARY BUILDING-GENERAL FUND									
100	Personnel & Benefits	10,269	10,736	11,496	16,806	11,472	14,914	17,251	14,236
200	Professional Svcs	40,358	42,228	40,368	39,108	25,643	35,350	39,500	41,704
300	Commodities & Other Exp	7,173	2,904	3,192	2,020	3,198	3,500	2,040	2,040
55111	Total	57,800	55,867	55,057	57,934	40,313	53,764	58,790	57,980
	GRAND TOTAL:	781,510	871,412	952,601	1,747,652	1,122,246	1,630,814	961,390	894,105

FUND BALANCE	609,146	536,438	952,131				268,827	268,827	148,248
220-34300 Net Change-Increase/(Decrease)	(77,713)	(72,708)	415,693	-	(821,087)	(683,303)	(0)	(0)	(120,580)

**Library Special Revenue Fund-220
Expenses**

EXPENSES

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2023 ACTUAL	2024 BUDGET	2024 YTD-Oct	2024 ACT-EST	2025 ORIG BUDGET	2025 ADJ BUDGET
220-55110-111	WAGES/PERMANENT	272,718	268,884	293,756	303,345	195,845	254,599	310,171	313,504
220-55110-113	WAGES/TEMPORARY	-	-	-	-	-	-	-	-
220-55110-114	WAGES/PART-TIME	175,219	186,663	199,034	206,806	155,026	201,534	211,459	222,238
220-55110-117	LONGEVITY	2,000	2,000	1,000	2,000	1,500	1,950	2,000	2,000
220-55110-120	EMPLOYEE BENEFITS	164,023	187,909	193,851	251,452	140,448	182,583	257,110	179,591
220-55110-156	LIFE INSURANCE	-	1	-	-	-	-	-	-
220-55110-211	PROFESSIONAL DEVELOPMENT	164	393	1,302	2,800	75	175	2,800	2,000
220-55110-218	PROFESSIONAL SERV/CONSULTING	21,222	18,786	22,415	21,143	738	738	21,143	1,000
220-55110-224	SOFTWARE/HARDWARE MAINTENANCE	1,355	2,339	10,185	8,470	3,014	8,470	8,595	7,209
220-55110-225	TELECOM/INTERNET/COMMUNICATIONS	6,393	7,054	6,499	6,681	4,321	6,681	7,054	7,007
220-55110-227	RENTAL EXPENSES	2,945	1,926	999	-	-	-	-	-
220-55110-242	REPAIR-MAINTENANCE-EQUIPMENT	-	-	937	-	-	-	-	-
220-55110-310	OFFICE & TECHNICAL SUPPLIES	13,097	17,910	20,914	14,275	14,314	15,000	14,335	15,000
220-55110-313	POSTAGE	108	840	1,114	330	427	510	333	337
220-55110-319	MATERIAL RECOVERY	398	606	746	725	664	700	725	725
220-55110-320	SUBSCRIPTIONS/DUES	981	528	136	650	330	350	650	650
220-55110-321	LIBRARY BOOKS-ADULT	40,304	26,350	24,986	25,000	21,121	25,000	25,000	25,000
220-55110-323	LIBRARY BOOKS-JUVENILE	10,600	6,294	7,387	5,000	5,753	7,500	5,000	6,000
220-55110-324	LIBRARY PERIODICALS-ADULT	6,523	5,075	4,169	1,318	2,405	2,405	1,502	2,400
220-55110-325	LIBRARY PERIODICALS-JUVENILE	-	48	-	-	952	952	-	1,000
220-55110-326	AUDIO/VISUAL LIBRARY-ADULT	10,052	11,373	10,293	7,500	4,123	5,000	7,500	6,500
220-55110-327	AUDIO/VISUAL LIBRARY-JUVENILE	5,956	2,195	1,422	2,500	1,805	2,500	2,500	2,000
220-55110-328	MACHINE READABLE-ADULT	2,722	2,727	2,892	-	-	-	-	-
220-55110-330	TRAVEL EXPENSES	15	455	1,583	3,000	821	1,200	3,000	2,000
220-55110-331	PROMOTIONS/ADS-PUBLIC ED	255	99	888	1,000	215	325	1,000	500
220-55110-332	LIBRARY BOOKS-DIGITAL	-	-	-	4,613	3,796	5,000	4,613	4,613
220-55110-333	AUDIO/VISUAL LIBRARY-DIGITAL	-	-	-	5,116	2,388	2,500	5,116	2,500
220-55110-335	DATABASE SUBSCRIPTIONS	-	-	-	943	21,186	21,186	943	22,000
220-55110-337	LIBRARY BUILDING PROJECT EXP	-	-	76,543	805,000	-	-	-	-
220-55110-341	PROGRAM SUPPLIES-ADULT	6,066	2,559	4,601	3,500	2,447	3,500	3,500	3,500
220-55110-342	PROGRAM SUPPLIES-JUVENILE	4,600	6,702	4,948	6,000	3,119	4,700	6,000	6,000
220-55110-343	MISC SUPPLIES-ADULT	362	27,456	2,006	150	-	-	150	150
220-55110-346	SPECIAL PROGRAMING-SUMMER	19	-	-	100	197	197	100	100
220-55110-347	LIBRARY USE OF GRANTS EXPENSE	-	-	-	-	2,876	2,876	-	-
220-55110-348	SALES TAX EXPENSE	144	167	187	-	165	248	-	300
220-55110-350	CONTINGENCIES	395	196	533	300	294	305	300	300
220-55110-500	LIBRARY BOARD CHECKING	85,911	-	-	-	-	-	-	-
220-55110-510	LIBR BD-MM-BUILDING CKS	42	-	-	-	-	-	-	-
220-55110-515	MM BOARD CHECKING	-	25,354	-	-	-	-	-	-
220-55110-810	CAPITAL EQUIPMENT	4,721	2,657	2,216	-	-	-	-	-
220-55110-911	TRANSFER OUT-OTHER FUNDS	-	-	-	-	491,568	818,366	-	-
	Total:	839,310	815,545	897,544	1,689,718	1,081,933	1,577,050	902,599	836,125

2025 Annual Addendum to the Bridges Library System Member Library & CAFÉ Agreements

Subject to the terms and conditions of the member and CAFÉ agreements between the Library System and the member library, both parties agree to make the payments listed in the charts below. The Waukesha County reimbursement payment will be made by March 1. eContent grant funds will be distributed in March.

IRVIN L. YOUNG MEMORIAL LIBRARY (WHITEWATER)

	Waukesha County	eContent Grant
Paid to Library	\$1,108	\$2,000

	Databases	Movie License	WI Digital Library Content*	Advantage Program	CAFÉ Fee
Paid by Library	\$981	\$340	\$2,780	\$3,333	\$20,609

*WI Digital Library fee is invoiced by and paid by library directly to WiLS.

LIBRARY

President, Board of Trustees

Date

Secretary, Board of Trustees

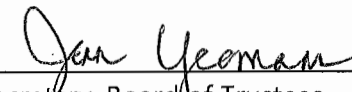
Date

BRIDGES LIBRARY SYSTEM



President, Board of Trustees

10-16-24
Date



Secretary, Board of Trustees

10/16/2024
Date



Irvin L. Young Memorial Library

HOME DELIVERY SERVICE POLICY

Through the Irvin L. Young Memorial Library's Home Delivery Service, collection items will be delivered to city residents who are temporarily or permanently Home due to disability or health problems. Senior citizens who are unable to drive may also qualify for Home Service.

The Home Delivery Service provides the opportunity for community members to enjoy the collections of the library without having to visit the library building. Whether it is books or magazines to read or audiovisual items to view or listen to, the library will arrange to have materials delivered to and picked up from a participant's home by library employees or volunteers.

The guidelines for this program are as follows:

1. The Irvin L. Young Memorial Library loans a wide variety of print and non-print materials to Whitewater residents who qualify for this Service. Specific types of materials are cited on the Application for Home Delivery.
2. All participants in the Service must be residents of the City of Whitewater. They also must complete an Application for Home Delivery form and return it to the library. The Home Delivery Coordinator will contact applicants after their completed form has been received to obtain additional information, if necessary, and to set up a delivery/pickup schedule. Residents who are confined to their homes due to house arrest or other legal restrictions resulting from criminal conduct are ineligible for Home delivery.
3. Participants will be listed as an Irvin L. Young Memorial Library Home Delivery borrower, which will replace their regular card. The Home Delivery card will be kept on file at the library. Participants in the program may not check out any materials in the library on their own. All items will be received through the Home Service.
4. Participants may borrow up to 30 items per delivery.
5. Materials will be loaned for approximately 35 days to accommodate the delivery schedule. Renewals will be allowed only at the discretion of the Home Delivery Coordinator; one renewal will be allowed for Whitewater items that are not on hold for someone else; and no renewals will be allowed on items belonging to other libraries.
6. Staff will generally select materials for each delivery by using the information supplied on the Home Delivery application.



Irvin L. Young Memorial Library

7. Materials will be delivered to and picked up from each participant's home. Materials should be ready for pickup by the delivery service on the due date. Please do not return materials by any other means. In the event of severe weather or other unforeseen circumstances, delivery may be rescheduled.
8. If the participant is not going to be available at the scheduled delivery/pickup time, alternate arrangements should be made by calling the library at 262-473-0530 and asking for the Home Delivery Coordinator.
9. Overdue fines are not charged for materials loaned under this Service. However, please have items ready for pickup on the scheduled delivery/pickup day. Since program participants are responsible for items checked out on their card, please do not lend library books and audiovisual items to others. Participants will be charged the replacement cost for all materials that are lost and/or damaged while in their care. Library materials are considered lost when they are 30 days overdue.
10. Some limits are placed on the level of library service provided to Home Delivery patrons.
 - a. Items from other library systems are not available through the Home Delivery Service.
 - b. There can be no more than one delivery/pickup day for any individual per month.

City residents as well as library patrons living outside the city limits may be eligible to apply for Service through the Wisconsin Regional Library for the Blind and Physically Handicapped. If needed, the Home Delivery coordinator can help you establish this service.

**DIRECTOR'S REPORT
DECEMBER 2024****I. ADMINISTRATION**

- a. Work orders submitted in December.
 - i. The Director's laptop was not syncing to the internet.
 - ii. A computer mouse for one of the patron laptops stopped working.
 - iii. I needed to provide DNS information to the IT Department so they could imbed it into our new online calendar system.
 - iv. My computer was blocking the site Infosec that we use for online cyber security training.
 - v. Per Mar was having communication issues with our internet system.
 - vi. One of the patron laptops was having issues loading pages.
 - vii. I requested a key for the Cravath Lakefront Conference Room.
 - viii. A staff member needed assistance configuring some computer settings.

II. BUDGET

- a. I have included the 2024-2025 budget on the agenda for approval.

III. PERSONNEL

- a. Sarah French was accepted into the 2025 WLA Mentorship Program. Her mentor is Emily Whitmore, director of the Spring Green Library.
- b. Rachel and I have completed all of the staff performance evaluations and will now begin scheduling in person meetings with each staff member. HR has requested that we do all of the evaluations together, and has requested to attend at least one performance evaluation from each City department.
- c. Susan Willmann has been traveling to the various member libraries in Bridges to introduce them to the benefits of NCIP for interlibrary loan.

IV. LIBRARY COLLECTION

- a. We have created a puzzle table for patrons to sit and relax at, and work on a jigsaw puzzle.
- b. The Wonderbooks purchased by the Whitewater Leads group have all been cataloged and processed and are ready for patrons to check out.
- c. We will continue to offer Hoopla to our patrons for 2025.

V. PUBLIC AND COMMUNITY RELATIONS

- a. Sarah held the first Community Helpers storytime on January 8th. This month the helper being highlighted was a teacher.
- b. Deana will begin storytimes at the Children's Center on the UWW campus in February.

- VI. LIBRARY BOARD RELATIONS**
- a. Jennifer and I continue to attend meetings with the architect and construction company concerning the building and furnishings.
 - b. I complete my self-evaluation and submitted it to Jennifer.
- VII. LIAISING WITH CITY, STATE, COUNTY, AND SYSTEM GROUPS**
- a. I continue to attend weekly construction meetings with Miron Construction and Studio GC.
 - b. I continue to attend bi-monthly Team meetings at city hall.
 - c. I continue to attend weekly staff meetings with Rachel Clift, Deana Rolfsmeyer, and Sarah French.
 - d. I met with the City Manager to discuss the AWE Literacy Station that we have available in the Children’s Department. He visited the Lake Geneva Public Library where they have three, and he would like us to get a second station once our building project is complete, using either leftover contingency funds, or another source of revenue from the City.
 - e. Rachel and I met with the head of HR to discuss staff evaluations.
 - f. I attended the APL meeting on January 10th.
- VIII. PROFESSIONAL DEVELOPMENT**
- a. I have completed the NEOGOV Emerging Leadership Certification Program and should be receiving my plaque soon.
 - b. I have registered for the 13th Annual Wild Wisconsin Winter Web Conference that will be held on January 22-23.
- IX. STRATEGIC PLAN**
- a. The letter we sent to the WUSD concerning the collaboration of public library cards for students was approved by Dr. Pate-Hefty, with a few changes made by the Director of Teaching and Learning. Deana has made some modifications to the opt-out letter for parents and will be finalizing the letter with the WUSD.
- X. CAPITAL CAMPAIGN**
- a. We continue to receive donations and currently have \$90,000 left in the building fund with the Whitewater Community Foundation. Those funds will soon be transferred to the City and invoices submitted directly to the Finance Department.

Adult Services Report: January 2025

- Fixed hotspot that had stopped working, now back in circulation.
- Working with Diane to complete staff evaluations.
- Planning a 25th work anniversary party for a staff member!
- Mobile mill based in Watertown has been hired and logs will be cut soon.

Collection Development:

- Purchasing for Adult Non-fiction, Adult audiobooks, Adult music CDs, and Adult movies and tv series is going well.
- Lucky Day collection continues to be a popular collection and is added to weekly after a high holds report is run.

Meetings/ Webinars/Training Sessions Attended:

- December 18th: Construction meeting with Miron Construction and Studio GC
- December 18th: Staff meeting with Deana, Sarah, and Diane
- December 30th: Construction meeting with Miron Construction and Studio GC
- January 3rd: Staff meeting with Deana, Sarah, and Diane
- January 8th: Construction meeting with Miron Construction and Studio GC
- January 8th: Employee evaluations with Diane
- January 8th: Whitewater Leads Meeting
- January 9th: Staff meeting with Deana, Sarah, and Diane
- January 9th: Employee evaluations work with Diane
- January 13th: Meeting with HR and Diane about employee evaluations
- January 15th: Construction meeting with Miron Construction and Studio GC
- January 15th: Construction follow up meeting with Diane and Studio GC
- January 15th: Staff meeting with Deana, Sarah, and Diane
- January 15th: Employee evaluations work with Diane
- January 16th: Employee evaluations work with Diane
- January 22nd: Construction meeting with Miron Construction and Studio GC
- January 22nd: Construction follow up meeting with Diane and Studio GC
- January 22nd: Staff meeting with Deana, Sarah, and Diane

Webinars and Trainings:

- Lending Key Demo via the Bridges Library System
- Digital Safety: Remote Work via the Wisconsin Library System Cybersecurity Collective
- Digital Safety: Social Media via the Wisconsin Library System Cybersecurity Collective
- How To Lead Through Change Resistance | Leading Through Change via SME Strategies

Youth Services Report

January 2025

Collection Management

Materials ordered	0
Books cataloged	57
Materials Weeded	45
Nonfiction books changed to Dewey Lite	0

Programs/Services

Program Name	Participation
Scavenger Hunt	26
1000 Books before Kindergarten	2
Reference Questions/Technology Assistance Provided	3

Marketing

Category	Quantity
Displays Created	2
Social media scheduled from LibraryAware	5
Other marketing materials created	9

Meetings and Trainings

December 4th	Management Meeting
December 11th	Meeting with the UWW Children's Center
December 11th	Video Game Collections Part 2
December 11th	Management Meeting

December 18th	Management Meeting
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Notes

- **A book list binder has been created for the youth services departments. It contains book lists on various topics for children and teens. The lists can be given directly to patrons or used by staff in the absence of the youth services librarian.**
- **I will be resuming monthly storytimes at the UWW Children's Center in February.**
- **I am converting the young adult nonfiction collection to Dewey Lite to maintain consistency with the children's collection.**

Programming & Makerspace Librarian Report

Sarah French

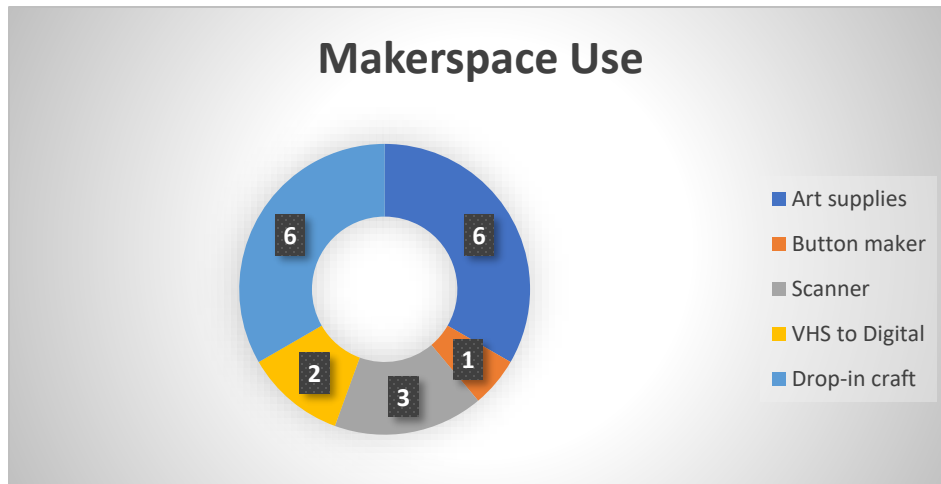
January 2025

Programs:

- 1/2: Snowman mitten take & make craft for kids (60)
- 1/8: Community Helpers Storytime – Teacher (9)
- 1/10: Piggy Bank take & make for kids (30) – *provided by Thinking Money for Kids grant*
- 1/13-2/28: Winter Reading Challenge (with Deana)
- January drop-in Makerspace project: Needle-felted Stars

Upcoming Programs:

- We are collaborating with the UW-Whitewater Children’s Center on a collaborative, community book. We will be providing take/make/return kits starting in February, along with an activity station in the library’s Makerspace. The end result will be a book with a Community Scavenger Hunt theme. I’m working with Deana on this.
- 1/21: Tea of the Month take & make kits
- Every Thursday in February: Writing workshop with Jim Nies at the Senior Center
- 2/3: Otter Valentines take & make kit for kids
- 2/10: Black History Month Collage take & make for adults/teens goes out
- 2/12: Community Helpers Storytime – Police Officer
- February drop-in Makerspace project: Valentine’s Day Cards
- Collaborating with UW-Whitewater to give away books for an upcoming author visit with Rebekah Taussig on March 11. The book is “Sitting Pretty: The View from my Ordinary Resilient Disabled Body.”



Makerspace Appointments: 2.5 hours

Total Makerspace Use: 18 (note that this number reflects only people who sign in; many don't)

Equipment & Technology:

- I did a huge full-service digitization project for a patron. 19 film reels and 285 slides for \$210.

Donations: None.

Other Updates:

- Updated the CAM (Convert & Archive Memories) brochure, the Makerspace Finder Binders for both patrons and circulation staff, and the Makerspace staff procedures.
- January Citizen Science share-out: Project Squirrel.
- Set up a puzzle table in the library for patrons to participate in.
- I am working with staff member Hope C. for her internship. We are covering best practices for youth services programming and she is assisting me with planning and running storytimes.

Meetings:

- 12/11: Management meeting
- 12/11: Meeting with UW-W Children's Center
- 12/18: Management meeting
- 1/3: Management meeting
- 1/9: Management meeting
- 1/10: WLA Mentorship Program Orientation
- 1/13 WLA Mentorship meeting

Professional Development:

- I have been accepted into the WLA Mentorship Program for 2025.
- SciStarter training: *Building Data Literacy Through Community and Citizen Science*
- SciStarter training: *Libraries as Community Hubs for Citizen Science*
- PLIX mini course: *Facilitating Creative Learning*
- I have been accepted to be a [Library Makers](https://www.librarymakers.org/) [https://www.librarymakers.org/] Ambassador for January-June 2025. This is a nationwide community of practice for makerspace librarians and I will be providing support and expertise along with learning about new trends and best practices.

Bridges Library System Staff Reports

January 2025

Karol Kennedy – Library System Director

Library Legislative Day (LLD) 2025: Time is running out! Registration for LLD closes on Friday, January 10th. Please consider if you or someone from your library or community can join us to tell your library success stories. State library aid in the biennial state budget benefits all Wisconsin libraries. This is a budget producing year! Strong attendance on February 11th by staff—and trustees—at both the system and member library level is extremely important.

We are excited to be partnering with Milwaukee County Federated Library System (MCFLS) again this year to offer transportation to the event. The bus will pick up at Milwaukee Public Library and the Goerkes Corners and the Johnson Creek Park & Ride locations. Bridges and MCFLS will be sharing the cost of this service. There is no additional cost for LLD attendees.

Annual Reports: We are in the process of gathering the statistics and information to pre-populate all the data we can for member libraries' annual reports. This information is due to the state by January 17th. DPI plans to open the annual report portal to libraries on or about January 22nd. State statutes require libraries to file their annual reports by March 1, 2025. Library System reports are due March 31st. Thank you to Mellanie who does so much to ensure these numbers are accurate and ready to go by the deadline!

Annual Evaluations: I completed performance evaluations for staff and submitted documentation for any merit increases with Waukesha County. I met with each staff member to review the past year and talk about their goals for the year ahead. Rounding sessions will be scheduled throughout the year to check in on these goals, review other accomplishments, and discuss any other performance topics.

Retirements: Laurie Freund, Coordinator of Library Development, announced her retirement effective April 4, 2025. I am working with Waukesha County Human Resources to post this position within the next week.

I also announced my plans to retire in June of this year. I want to thank all who reached out to me with kind words about this announcement. It means so much to me. This was a difficult decision. I love the work we do and the opportunity to serve and support libraries and the communities they serve. I know I will miss the wonderful people I get to work with most of all.

The Bridges Personnel Committee met January 6th to discuss the process for hiring a new library system director. More information will be provided in the weeks ahead. I will do everything I can to ensure a smooth transition.

Laurie Freund – Coordinator of Library Development

[Wild WI Winter Web Conference \(Jan 22nd-23rd\)](#): You can still register and attend sessions for this annual online conference. There are four tracks this year: management, reference and readers advisory, internal communications, and small libraries. All sessions will be recorded and made available after the conference.

My Retirement: Last month I announced that I will be retiring this spring. My last day will be Friday, April 4th, marking the end of over 36 incredible years at Bridges Library System and roughly 40 years as a librarian. Over the next few months, I will continue to work on adult services, professional development, and delivery aspects and concerns that will help support our member libraries as well as the SEWI Libraries region. Please continue to feel free to contact me during this time.

Angela Meyers – Coordinator of Youth and Inclusive Services

Inclusive Services

Library Memory Project: After extensive planning, the Library Memory Project held its second Symposium on December 10th at Aurora Summit in Draper Hall. Nineteen of the 21 participating libraries attended. The event featured guest presentations and workshops from the Aging and Disability Resource Centers of Jefferson and Waukesha counties, Infinite OT, Bridges' Emily Heller on Marketing, and member libraries Delafield and Fort Atkinson. Attendees



Library Memory Project Symposium Attendees



Angela with book donations for the Jefferson County Jail

provided positive feedback on the event.

Hearing Loops: I conducted training for department heads at the Dwight Foster Public Library (Fort Atkinson) on using and promoting their new service desk hearing loops, sponsored by Bridges Library System.

Jail Outreach: Bridges Library System supplied educational materials to the Jefferson County Library Council for use in classroom settings with incarcerated individuals at Jefferson County Jail. Additionally, we coordinated a used book drive, collecting 457 books from member libraries for leisure reading at the jail.

Youth Services

I am coordinating performers and workshops for member libraries' summer programming. New this year, Bridges is sponsoring three family-friendly programs and one teen/tween workshop for each library, totaling 96 bookings.

Upcoming meetings include:

Teen Think Tank Thurs., Jan. 16th 1:00pm (virtual)

Youth Services Meet Up Tues., Feb. 25th 1:00pm Oconomowoc Public Library

Kids' Choice Nominations Meeting Thurs., Mar. 6th Time TBD Delafield Public Library

Teen Think Tank Tues., Mar. 18th 1:30pm L.D. Fargo Public Library (Lake Mills)

Beth Bechtel – Database Management Librarian

Cataloger Meetings

The last 2024 virtual CAFÉ cataloger meetup included discussion of special edition books with stenciled edges, renaming the catalog's "bindery" status to be used for other purposes, and the possibility of individual catalog records for Tonie figurines so patrons can access them by subject.

I met in person with staff at Town Hall Library (North Lake) and Big Bend libraries for cataloging consultations, and virtually with the cataloger in Fort Atkinson.

Catalog Maintenance

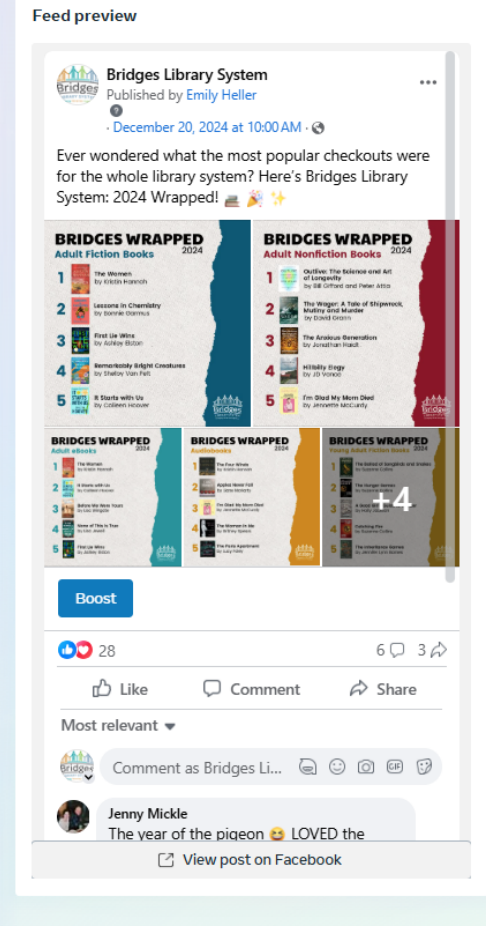
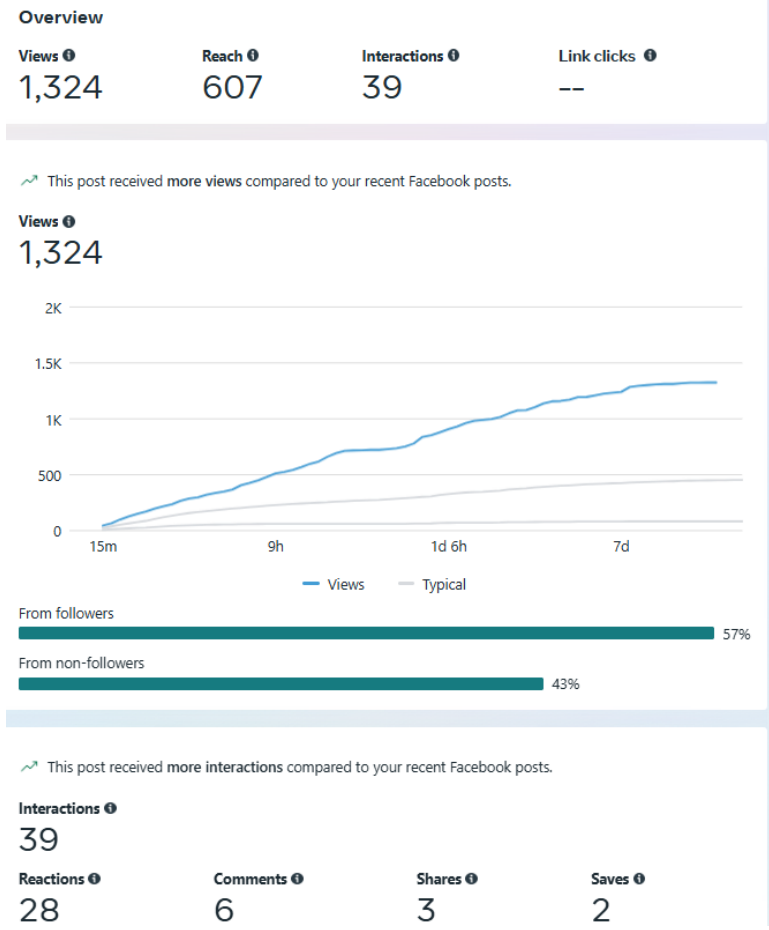
In late December, I reviewed item codes to look for outliers needing editing before annual report collection statistics were compiled in January. In some cases, I contacted catalogers at individual libraries so they could determine whether their codes needed to be changed. There were only small problems caused by clicking on an adjacent code in a dropdown menu during cataloging.

Cataloging staff in our member libraries use templates to create brief bibliographic records when full information about the book or other library item is not available elsewhere. In 2024, I reviewed and/or enhanced 1,633 of these temporary bib records. This number is up more than 45% from 2023, thanks to the OCLC Searching Service software tool I started using mid-year.

Emily Heller – Public Communications Coordinator

That's a Wrap!

Bridges Library System's featured a 2024 Wrapped List on social media of the top 5 items in various category. The "Wrapped" trend, popularized by Spotify, gained great attention on social media because it combines our community achievements in shareable content. It also reinforces the value of our libraries! [Check it out on Facebook](#) and see the statistics below.



Destination Library Direct Mail Postcard Campaign Results

Bridges member libraries had 279 postcards returned in-person between November 26th – December 21st to be submitted into the Amazon Gift Card drawing. This was a 1.7% return rate for the campaign. According to Invesp Consulting in Chicago, the average conversion rate for direct mail marketing campaigns typically ranges between 0.5% - 2%. I was hoping for a higher return, but I am happy that we fell within the typical range. The unique website landing page had 42 visits in a month.

The gift card winners will be announced the week of Jan. 13th.

Frost & Found: Virtual Library System Trivia begins Monday, January 13th!

We'll kick-off the fun, online trivia quiz event to invite people to learn about Bridges Library System member libraries. Up to 4 chances to win through Friday, February 14th!

Play online: bridgeslibrarysystem.org/frost

In the News:

- Mukwonago Community Library Director Abby Armour was honored with the American Library Association 'I Love My Librarian Award!'
 - o [ALA Website](#)
 - o [Fox 6 News Story](#)
 - o [Freeman Article](#)
 - o [Associated Press Article](#)
 - o [WMTV15 Madison News Story](#)
- Library Memory Project Celebrates an Award-winning Year:
 - o [Watertown Daily Times Article](#)
 - o [Waukesha Freeman Article](#)
 - o [Urban Milwaukee Article](#)
- Muskego Public Library was featured in a Fox 6 News about Universal Changing Tables: [Fox 6 News Story](#)
- Bridges member libraries donated 457 used books and new teaching resources to the Jefferson County Jail: [Facebook Post](#)

December/January Newsletters:

Marketing Magic:

- January 3: 64.77% Open Rate
- December 20: 68.18% Open Rate
- December 6: 70.45% Open Rate

Monthly Bridges:

- January 7: data to come
- December 2: 49.17% Open Rate

Legislators:

- December 12: 40% Open Rate