

WATERFORD LIBRARY BOARD OF TRUSTEES
OFFICIAL MEETING MINUTES
December 12, 2023

Call to Order: The meeting was called to order by President Isola at 5:03 p.m. in the Community Room.

Trustees present: President Isola, Vice-President Peters, Treasurer Nargis, Secretary Klein and Trustees Bechtel and Schoepke

Not present: Trustee Pollnow

Others present: Library Director Heather Kinkade, Village Trustee Adam Jaskie

Public Comment

None.

Minutes

Motion (Nargis/Bechtel) to approve minutes from the November meeting as written.
All ayes. Motion passed.

Trustee Essentials

Discussion of Trustee Essentials on hiatus until further notice.

Librarian's Report

1. Programming review.

Kinkade shared that the Loose Ends group continues to use the library for their meetings and they recently made a donation of \$300. Many patrons have been using the puzzle table. The Turkey Tom Scavenger Hunt was very popular, with 134 participants.

2. Circulation Review.

Town of Waterford checkouts are down by 4,131 or 11.3%.
Village of Waterford checkouts are down by 2,592 or 6.7%.
Town and City of Burlington checkouts are down by 1,295 and 1,346 respectively.
Many Walworth County municipalities are around the same amount as last year.
Waukesha County checkouts are up by 371 or 23.7%.
Overall, checkouts are down by 14,953 or 11.6%.

Holds to SHARE Libraries are up by 455. These are items we've lent to other libraries.
Holds from SHARE Libraries are up by 832. These are items our patrons have requested from other libraries. (Ultimately, we want the holds to and from numbers to be similar.)

Overdrive (aka Libby) use is up by 680 or 3.5%. This is the statewide digital library.
Library visits are down by 7,564 or 15.3%.

3. 2023 Budget Review

We are 96% through the year and the budget is at 86.3%.

4. Directors' Report:

Kinkade shared the following Social Media Analytics:

- o Facebook usage is up – Views are up by 227,668 or 94%.; Engagements are up by 8,891 or 50%; We have gained 377 new followers since this time last year.
- o YouTube is down by a lot because we haven't posted much new content this year.
- o Google my Business – Searches are down because Google changed their algorithm and how they collect information. Everything else there is steady.
- o All other social media is about even.

Kinkade attended the Prairie Lakes meeting virtually on Dec. 5. The SHARE app was discussed at length as it is no longer available for the libraries to use (the creators pulled it without warning) and a replacement is being explored.

Kinkade attended the Village board meeting on Dec. 11. A committee is being formed to compile a stakeholders survey which would tentatively be sent out in January. The board and director Kinkade discussed a question on the survey about the library which is misleading. All agreed it needed to be more clear. The committee is open to feedback.

All Pro completed the baseboard heating project in the community room on Dec. 11.

The Marina Cove Condo Association has previously used the community room for their annual meeting. These meetings were held on a Saturday and in 2023, Kinkade volunteered her time since they had already reserved the space before the library changed their hours. However, with the library's current hours and staff availability, the board decided that the library cannot be used on Saturdays.

Invoices and Bank Statements

The WPL Invoices for Operations and Special Funds were presented.

Motion (Bechtel/Schoepke) to approve November 2023 operation invoices totaling \$35,961.11.
All ayes. Motion carried.

Motion (Bechtel/Schoepke) to approve November 2023 special fund invoices totaling \$1,632.47.
All ayes. Motion carried.

The November 2023 Community State Bank statement was reviewed with a total value of \$49,419.28.

The November 2023 Associated Bank investment fund statement was reviewed with a total value of \$141,678.53.

Old Business

1. 2023 Budget and Operational Considerations

Kinkade feels that the library has met the expectations of the 2023 budget.

2. 2024 Budget.

This was passed by the library board and everything is on track.

New Business

1. Goals for 2024: Kinkade suggested bringing back the trustee essentials and covering one chapter per meeting. With some board members completing their terms in April, Trustee Bechtel suggested starting with the final four chapters so it would start at the beginning in May when new members may be joining.

A suggestion was made to increase social media engagement in 2024.

2. 2024 Library Board Meeting Dates: Kinkade proposed moving the February meeting to the 20th and the July meeting to the 16th. All other meetings would be held on the second Tuesday of the month. All board members agreed with these changes.

3. President Isola suggested doing Director Kinkade's review in January. All board members agreed. Isola will get the review document organized into a digital format and send to the board members.

Adjournment

There being no further business before the Board of Trustees, there was a motion (Nargis/Schoepke) to adjourn.
All ayes. Motion carried. The meeting adjourned at 6:35 p.m.