

**Arrowhead Library System
Librarians Meeting
Wednesday, January 18 2017
Arrowhead Library System
430 E. High St, Suite 200 – Milton
9:30 a.m.**

Please note that this meeting is being held at the [ALS/Milton Public Library Underground office area \(430 E. High St., Milton\)](#) in the lower level office area. Please park in the back parking lot accessible off of Davis St.

1. Call to order 9:30a.m. – Chair – Mary Bieber
2. Secretary – ALS
3. Additions to Agenda
4. Approval of December 2016 Minutes
5. Unfinished Business
 - a. Shared System
 - b. LSTA
 - c. Technology
 1. Hoopla
 - d. WPLC/Overdrive
 - e. Budget 2016/2017
 - f. Youth Services update- Sharon Grover
 - g. Public Library System Redesign Project
 - h. ALS Strategic Planning
 - i. ALS Board Report – Sarah Strunz
6. New Business
 - a. Martha Gammons Retirement
 - b. Public Information Coordinator
 - c. 2016 Annual Reports

7. ALS Activities

8. Activities in Member Libraries

9. Adjourn

Dates to Remember:

ALS Board Meeting – February 8th – 6:00 pm @ ALS

21 December 2016 – Arrowhead Library System - Librarians Meeting at ALS Office

Present: Steve Platteter, Martha Gammons, Lisa Brooks, Charles Deval, Michael DeVries, Megan Kloeckner, Mary Bieber, Kirsten Almo, Nick Dimassis, Sharon Grover, Sarah Strunz

Call to order 9:30 a.m. – Chair – Nick Dimassis

Secretary – Martha Gammons

Additions to the Agenda – none

Approval of November 2016 minutes – EFPL incomplete report to be corrected. Lisa/Megan

UNFINISHED BUSINESS

a. Shared System

Nothing new. WiLS will continue to work with us as long as we need them. Includes facilitating the ILS migration.

b. LSTA

Tech block grant is completed. Makerspace items all in, just need assembly and instructions.

c. Technology

Hoopla – year end review passed out. Steve needs some idea as to what the libraries want to do next year so he can negotiate with hoopla. Extrapolated that \$25,000 for full year is enough. OPL/EPL went over their budget. HPL would like to forward their leftover to pay toward their 2017 expense. Discussion of how the \$2000 from ALS should be used. Will show on the invoice

d. WPLC/Overdrive

Not much has changed. Advantage titles (older titles) being added to the overall state catalog is being pushed off until January 2017. Forming a committee to start determining how the extra \$150,000 pool money is spent. Part of that money will go towards the holds. A discussion of the general staff dissatisfaction with the collection development for Overdrive. Not enough copies of what people really want. Nick and Sharon will write a letter to WPLC.

e. Budget 2016/2017

ALS budget approved by County and Board. \$15,000 will be moved into the contractual line.

f. Youth Service Update – Sharon Grover

-Jim Novy has finished uploading book recommendations and reading tips to the new Mail Chimp service. Our information has been updated and put into the new system for the app. It shouldn't look any different than what we have been used to. Jim will invoice us for the work he has done. Comes out of the grant.

-grant – met with a few of the partners yesterday to discuss the website. The name is changing to Southeast Wisconsin Advocates for Young Children.

-Youth services workshop on Friday the 13th from 1-4 at BPL. Agenda includes a presentation by DPI regarding their coding initiative what it means and what they hope to have happen. Ashlee and Jayme (MPL) and Maria Dietrich (HPL) will also present regarding what they are doing in this area.

-Wrap up meeting with the performers showcase. The other people on the committee were not keen on our making the performer's showcase booklet into a .pdf.

-Sharon has 2 subscriptions to Book List – she will share them. They will be circulated.

g. Public Library System Redesign Project

Hiatus period for the group for the holidays.

h. Strategic Planning

Proposals from Bridges, SCLS and LSS. Been sent to the ILS committee. Melody has a survey up for the directors. Each proposal very different.

i. ALS Board Report – Sarah – report covered in the above discussions.

NEW BUSINESS

a. Wild Wisconsin Web Conference – January 24-26, 2017

ALS is a cosponsor for this.

b. Reciprocal Borrowing Agreement with Bridges Library System

Jefferson Cty joined Waukesha Cty to form Bridges. We had a reciprocal agreement with Jefferson. Now with the merger we didn't have one. Now we do.

c. Public Information Coordinator – a discussion took place regarding the position. Martha stepped out during that time.

d. DPI Approval of the 2017 ALS System Plan

Working on a new county plan to update and meet the DPI requirements. Update includes statute numbers, etc.

ALS ACTIVITIES

-November National Picture Book Month – would you be interested in doing it again. Pros/Cons. What else would you like

-Library Meetings with Public Information Coordinator

-Newsletters

-1000 books app – have you tried it? Are your staff aware? Article to go out.

MEMBER LIBRARIES ACTIVITIES

Milton Public Library

Ashlee working with H.S. librarian to set up a literacy club. Set up book bags for the emergency responders. Last walk through of the renovation is next Thursday. Getting furniture beginning in January. Grand opening in February.

Beloit Public Library

Fruitcake summit tasting, fruitcake fling was very successful.

Stateline Literacy Council now will be run by BPL.

Edgerton Public Library

Zoning meeting for Edgerton Public Library regarding large letters on the back side of the building where the main entrance is. Money in capital fund. Looking for an interior designer for libraries - Sarah and Lisa will send recommendations.

Challenging patron is returning many DVDs that are damaged. Not sure how to handle.

Other programs include new computer classes, Secret Life of Pets movie, Super Saturday programs. Preschool programming numbers are good.

Hedberg Public Library

Music and movement evening program. 70-80 kids. Limited time. About 45 minutes.

Head of Youth Services recruitment. Interviewing 2 candidates soon. Charles has enjoyed working with the Youth Services department, they are "a wonderful group". Programming position closed with 85 application.

Jolly Jingle event went very well. It is made up of a variety of community organizations with the library an important part of the organizing. Parade, fireworks craft sales, library storytimes, etc.

Getting going on the capital campaign. Holiday lull.

Orfordville Public Library – Holiday event had 125 people. Used the storywalk boards from Edgerton. Budget not the best this year.

Had a very small increase but county budget was more so it was a wash. Princesses/Princes-Royal Party in January. Feb superhero party. Tuesday teen day between 6-12. Booksale going on.

Clinton Public Library

Going ahead with the asbestos abatement. Rubberized flooring. Over 200 people came through the library during the Winter Wonderland event. Teen/tweens being featured in February.

Eager Free Public Library

Moving into the public fundraising campaign. 150 women campaign was very successful. Server and routers are failing. City going to pay for new server. Adding monthly drop in programs. Trying to partner more with the schools. Maker programs at the schools. One staff member who is interested in doing some more of this type of program.

Motion to adjourn:

Next meeting: Wednesday, January 18 at 9:30 a.m. at Arrowhead Library System offices.

Respectfully submitted by Martha Gammons

Library	Patrons			Circulations			
	Total Registered	December		December		2016 YTD	
		New Patrons	Active Patrons	Cost	Circulations		Cost
Beloit Public Library	267	20	67	\$387.72	188	\$2,583.73	1320
Clinton Public Library	46	1	8	\$77.26	34	\$670.22	338
Eager Free Public Library	95	6	20	\$99.69	61	\$938.82	488
Edgerton Public Library	110	7	31	\$198.95	105	\$1,541.24	726
Hedberg Public Library	500	39	141	\$961.23	467	\$5,806.58	2922
Milton Public Library (WI)	108	5	25	\$190.81	99	\$1,324.01	660
Orfordville Public Library	46	2	11	\$59.89	31	\$486.62	228
Totals	1172	80	303	\$1,975.55	985	\$13,351.22	6682

ALS Hoopla 2017

	Beloit	Clinton	Eager Free	Edgerton	Janesville	Milton	Orfordville	ALS
2016 Leftover	3,356.96		272.97		6,499.77			
2017 Contribution	2,591.98	700.00	1,700.00	2,000.00	5,719.96	2,000.00	1,000.00	2,000.00
2017 available for Library	5,948.94	700.00	1,972.97	2,000.00	12,219.73	2,000.00	1,000.00	
								17,711.94

	2014			2015			2016			2016		
	Ebook	Eaudio	Evideo	Total	Ebook	Eaudio	Evideo	Total	Ebook		Eaudio	Evideo
Beloit	8805	3587	22	12414	12215	5794	73	18082	11263	6745	38	18046
Clinton	1119	536	6	1661	997	503	7	1507	719	567	3	1289
Eager Free	3130	1575	4	4709	3328	2116	7	5451	3033	2062	10	5105
Edgerton	4352	1503	20	5875	3946	1690	45	5681	4008	2430	2	6440
Hedberg	32288	13299	91	45678	37160	18646	177	55983	36712	23613	116	60441
Milton	4343	561	2	4906	4490	799	7	5296	4002	1306	5	5313
Orfordville	803	713	4	1520	1200	700	4	1904	1294	429	2	1725
	54840	21774	149	76763	63336	30248	320	93904	61031	37152	176	98359



Arrowhead Library System

Helping Public Libraries Serve the Citizens of Rock County

3 January 2017

Dear Steve,

I would like to inform you that I am planning to retire and so am resigning from my position as Public Information Coordinator for the Arrowhead Library System, effective May 1, 2017.

It has been a privilege to work with you and the staff of Arrowhead. I have enjoyed my work promoting public libraries and it has been a joy working with the member libraries staff over the years.

If I can be of any help during this transition, please let me know.

Sincerely,

Martha W. Gammons

Public Information Coordinator

Nature of work:

Plan, coordinate, and implement publicity and outreach activities for Arrowhead Library System (ALS) programs and services. Produce promotional materials for ALS and ALS member libraries. Assist ALS member libraries with their publicity and public relations efforts.

Decisions related to:

1. Recommend appropriate strategies to be used in promoting libraries, library services and activities.
2. Layout, design, and content of promotional materials at all stages.
3. Expenditures of funds for printing, advertising, media production.

Contacts with:

ALS staff, ALS member library directors and staff, media people and organizations in local area, representatives of community organizations and agencies, local printing firms and graphic artists.

Responsibilities and tasks (not inclusive):

1. Prepare news releases and public service announcements.
2. Produce promotional materials such as flyers, brochures, booklists, bookmarks, and directories.
3. Plan and coordinate special promotional activities.
4. Consult with member libraries on their public relations activities and on specific projects.
5. Maintain ALS web page, create or assist with ALS Member library web pages as needed.
6. Develop and maintain ALS social media presence.
7. Produce displays on request for member libraries and for use by ALS.
8. Make presentations at library continuing education workshops related to public relations.
9. Meet with printers and outside contractors on special projects.
10. Identify target audiences and coordinate effective publicity distribution methods to reach them.
11. Monitor expenditures in reproduction and public information budget categories.
12. Work with ALS Director to develop and update a public relations plan for ALS.
13. Develop and maintain liaison with representatives of local communications media.
14. Advise on the best use of various media.
15. Participate in radio and television programs and give talks and presentations as appropriate.
16. Stimulate special news coverage as appropriate.
17. Participate in state and national library associations as appropriate.
18. Perform other related duties as assigned.

Required abilities, knowledge, and skills:

1. Experience using graphic design software.
2. Experience with web page design, including WordPress.
3. Ability to design attractive promotional materials.
4. Good writing skills.
5. Ability to communicate effectively.
6. Ability to work independently with a minimum of supervision.
7. Good interpersonal skills.
8. Knowledge of marketing strategies and techniques.
9. Ability to be a spokesperson for ALS and member libraries.
10. Creativity in identifying library services needing promotion and in deciding on strategies to use.
11. Initiative in following through with ideas.

Education, training, and experience:

Bachelor's degree with coursework preferred in journalism, desktop publishing, graphic design, marketing, and/or public relations; knowledge of, or work experience in, libraries and experience in journalism and graphic arts as shown in a portfolio, or an equivalent combination of training and experience.

**Arrowhead Library System
2016 Payments to Libraries**

	Beloit	Clinton	Edgerton	Evansville	Janesville	Milton	Orfordville	Total
State Funds					100,000.00			100,000.00
Resource contract(64306)								
Postage(63101)				71.17		30.09		101.26
Printing/Duplicating(63104)								0.00
Contractual Services(62119)								0.00
Shared System (64214)								0.00
Sundry (64904)								0.00
Subtotal	0.00	0.00	0.00	71.17	100,000.00	30.09	0.00	100,101.26
County Funds								
Participating Library Payment(64307)	278,679.06	36,266.91	59,918.55	54,552.27	395,222.97	71,950.36	24,185.15	920,775.27
Subtotal	278,679.06	36,266.91	59,918.55	54,552.27	395,222.97	71,950.36	24,185.15	920,775.27
Adjacent County Funds								
from Walworth County-LLS	1,511.78	2,453.86	175.08	2.78	15,959.80	578.03		20,681.33
Federal Funds								
								0.00
Subtotal	1,511.78	2,453.86	175.08	2.78	15,959.80	578.03	0.00	20,681.33
Totals	280,190.84	38,720.77	60,093.63	54,626.22	511,182.77	72,558.48	24,185.15	1,041,557.86