



CITY OF MERRILL

LIBRARY BOARD

AGENDA • WEDNESDAY, APRIL 17, 2024

Regular Meeting

Community Room

4:00 PM

I. Opening

1. Call to order and roll call
2. Correspondence
3. Public comment

II. Consent Items

1. Minutes of regular meeting of March 27, 2024
2. Vouchers for March 2024
3. Unaudited Monthly Revenue & Expense Reports for March 2024
4. Monthly Statistical Report for March 2024

III. Reports/Discussion Items/Action Items

1. Action Item: Review of YS Department Activity Room Cost Estimate and approval to move forward with Capital Project Funding Process
2. Discussion Item: Present and discuss preliminary 2024-2028 Strategic Plan Goals & Objectives
3. Discussion Item: Re-appointment of Katie Breitenmoser as County-appointed Board of Trustees member
4. Strategic Plan Goals & Objectives #3 Review
5. Wisconsin Trustee Essential #11: Planning for the Library's Future

IV. Library Director's Report

V. President's Remarks

VI. Date and Time of Next Meeting

Wednesday, May 15, 2024, @4PM

VII. Adjournment

Please call the library (715-536-7191) by noon on Wednesday if you are unable to attend.

The Library is accessible to the physically disadvantaged. If special accommodation is needed, please contact the library at the number listed above.

Our Mission: Serving the Merrill area through traditional and innovative services, T.B. Scott Free Library connects people to their community and the world, promotes literacy and civic engagement, encourages and supports life-long learning, ensures free and open access to ideas, and provides opportunities for recreation.

**CITY OF MERRILL
LIBRARY BOARD
WEDNESDAY, MARCH 27, 2024 MINUTES
REGULAR MEETING COMMUNITY ROOM 4:00 PM**

I. Opening

1. Call to order and roll call -

Michael Geisler called the regular meeting of the Board of Trustees to order at 4:00 p.m. in the Library Community Room. Present: Michael Caylor, Darcy Dalsky, Chris Grunenwald, Audrey Huftel, Ryan Martinovici, Elizabeth McCrank. Excused: Katie Breitenmoser. Absent: Richard Mamer. Also present: Laurie Ollhoff, Andrea Bennett, and the camera operator.

2. Correspondence - A Thank You to the Library was received from Dave Huss of IBA Resources, LLC, for the Library's willingness to host tours and facilitate discussions with high school students surrounding careers in the library science field.

3. Public comment - No public comment.

II. Consent Items

1. Minutes of regular meeting of February 21, 2024 - A. Huftel/R.

Martinovici/C to approve the Minutes of the regular meeting of February 21, 2024. Review and approval was made with no discussion.

2. Unaudited Monthly Revenue & Expense Reports for February 2024 - R. Martinovici/C. Gruenewald/C to approve the Unaudited Monthly Revenues & Expense Reports for February 2024. E. McCrank drew attention to the new format of the report. E. McCrank asked for clarification of receipts for furniture. L. Ollhoff explained that old tables were sold to another public library and a local church.

3. Monthly Statistical Report for February 2024 - M. Caylor/E. McCrank/C to approve the Monthly Statistical Report for February 2024. L. Ollhoff highlighted the increase in new patron accounts and that the Library saw the amount double in comparison to previous months. E. McCrank referenced checkouts not necessarily increasing but that the Library was seeing increased foot traffic as it is being used for other services/purposes, as well.

III. Reports/Discussion Items/Action Items

1. Action Item: Review and approval of Animals in the Library Policy

- E.McCrank/A. Huftel/C to approve the Animals in the Library Policy. D. Dalsky inquired about miniature horses as service animals. L. Ollhoff confirmed that miniature horses are, in fact, approved service animals. Dogs and miniature horses are the officially approved service animals. Review and approval was made with no further discussion.

2. **Action Item: Review and approval of Loan Policy - A. Huftel/D. Dalsky/C** to approve the Loan Policy. E. McCrank clarified the purpose of the review. L. Ollhoff stated it was a routine review with minor changes. Review and approval was made with no further discussion.
 3. **Action Item: Endowment Fund Request to Purchase Family Computer Workstation - E. McCrank/D. Dalsky/C** to approve the Endowment Fund Request to Purchase Family Computer Workstation. L. Ollhoff mentioned the necessity for the workstation and the fact that the Library recently had a patron working at the library that would have made use of the workstation. No further discussion.
 4. **Action Item: Endowment Fund Request to Purchase Lawn Mower for Library Property - R. Martinovici/A. Huftel/C** to approve the Endowment Fund Request to Purchase Lawn Mower for Library Property. L. Ollhoff explained the need for a new machine as the current machine would not last much longer. The used machine will be added to the city auction listing by D. Bonack, Street Department Manager.
 5. **Action Item: Approval of Jane Zander Trust Account Report as reported by Richard Mamer at the February 2024 Board of Trustees Meeting - E. McCrank/R. Martinovici/C** to approve the Jane Zander Trust Account Report made by Richard Mamer at the February 2024 Board of Trustees Meeting. No further discussion.
 6. **Discussion Item: 2023 T.B. Scott Free Library Local Annual Report - L.** Ollhoff presented and reviewed the Local Annual Report to be shared with area residents highlighting library accomplishments during 2023. M. Geisler highlighted the dementia-friendly designation and the friendly staff shown in the image.
 7. **Discussion Item: MSR Design/Local Contractor Youth Services Project Update - L.** Ollhoff provided an update on securing an estimate from contractor, Eric Kieliszewski, for the Activity/Meeting Room project. Waiting for prices on some of the materials necessary for the project. Should have an estimate for the April Board of Trustees Meeting.
 8. **Strategic Plan Goals & Objectives #2 Review -** Review was made with no discussion.
 9. **Wisconsin Trustee Essential #10: Developing Essential Library Policies -** Review was made with no discussion.
- IV. Library Director's Report** L. Ollhoff highlighted the following: Upcoming library events. Friends of the Library will hold their annual Spring Book Sale from April 18-20, 2024, in the Library Community Room. The Library continues to collaborate with the ADRC and the Wisconsin Bureau of Consumer Protection for programming in Adult Services. The Library is developing connections with other non-profits in the state to bring programming that is essential to the needs of our community members. The Northern Wisconsin ILS Consortium Exploration (NICE)

continues to move forward with the evaluation of essential components related to the merger of the Wisconsin Valley Library System and Northern Waters Library System. A Town Hall Meeting is scheduled for Tuesday, April 9, from 10:30-11:30 am and members of the Board of Trustees are invited to attend the virtual meeting at the Library. L. Ollhoff announced to the Board the resignation of Nick Wszalek, the Library and City Maintenance Manager, and expressed the importance of finding a knowledgeable replacement for him quickly.

- V. President's Remarks** M. Geisler thanked everyone for attending.
- VI. Date and Time of Next Meeting** Next Board meeting is scheduled for Wednesday, April 17, 2024, at 4:00pm in the 3rd Floor Board Room.
- VII. Adjournment** R. Martinovici/A. Huftel/C Meeting was adjourned at 4:20pm.

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2024

10 -General Fund
Library

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUES</u>					
<u>Intergovernmental</u>					
45110-43215 Federal Grants	0.00	0.00	0.00	0.00	0.00
45110-43220 Library CARES Grant	0.00	0.00	0.00	0.00	0.00
45110-43510 CARES - COVID-19 Reimb	0.00	0.00	0.00	0.00	0.00
45110-43514 State of WI Grants	0.00	0.00	0.00	0.00	0.00
45110-43515 Federal ARPA - Am Rescue	0.00	0.00	0.00	0.00	0.00
45110-43517 WI Humanities Council	0.00	0.00	0.00	0.00	0.00
45110-43790 County Library Aid	445,104.29	222,193.00	222,193.00	49.92	222,911.29
TOTAL Intergovernmental	445,104.29	222,193.00	222,193.00	49.92	222,911.29
<u>Public Charges-Services</u>					
45110-46710 Library Revenue	3,000.00	338.83	906.81	30.23	2,093.19
TOTAL Public Charges-Services	3,000.00	338.83	906.81	30.23	2,093.19
<u>Miscellaneous Revenues</u>					
45110-48023 Sale - Library Furniture	0.00	0.00	120.00	0.00	(120.00)
45110-48400 Library Endowment Reimb.	0.00	0.00	0.00	0.00	0.00
45110-48450 Insurance Reimbursement	0.00	0.00	0.00	0.00	0.00
45110-48455 Friends of Lib. Reimb.	0.00	1,550.00	1,550.00	0.00	(1,550.00)
45110-48475 Library Programs Revenue	0.00	4,750.00	5,332.30	0.00	(5,332.30)
45110-48492 Merrill Foundation Donation	0.00	0.00	0.00	0.00	0.00
45110-48500 Grant - Mead Witter	0.00	0.00	0.00	0.00	0.00
45110-48525 Grant - Community Liaison	0.00	0.00	0.00	0.00	0.00
45110-48555 Grant - WVLS System Aid	0.00	0.00	0.00	0.00	0.00
45110-48750 Grant - Walmart	0.00	0.00	0.00	0.00	0.00
45110-48999 Focus on Energy Grants	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	6,300.00	7,002.30	0.00	(7,002.30)
TOTAL REVENUES	448,104.29	228,831.83	230,102.11	51.35	218,002.18
<u>EXPENDITURES</u>					
<u>Personnel Services</u>					
55110-01-11000 Salaries - Regular	187,920.00	21,683.04	43,366.80	23.08	144,553.20
55110-01-11020 Wages - COVID Functions	0.00	0.00	0.00	0.00	0.00
55110-01-21000 Wages - Perm - Regular	443,105.00	51,046.63	101,922.51	23.00	341,182.49
55110-01-22000 Overtime	0.00	0.00	0.00	0.00	0.00
55110-01-23000 Longevity	3,572.00	0.00	0.00	0.00	3,572.00
55110-01-51000 Social Security	48,547.00	5,430.39	12,618.95	25.99	35,928.05
55110-01-52000 Retirement (WRS)	36,770.00	4,625.41	10,784.62	29.33	25,985.38
55110-01-52500 Prior Service-Debt Serv.	3,934.00	0.00	3,934.00	100.00	0.00
55110-01-54000 Health Insurance	83,902.00	5,696.96	17,090.88	20.37	66,811.12
55110-01-55000 Life Insurance	3,936.00	618.15	927.30	23.56	3,008.70
TOTAL Personnel Services	811,686.00	89,100.58	190,645.06	23.49	621,040.94

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2024

10 -General Fund
Library

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>Contractual Services</u>					
55110-02-11500 Outside Legal	0.00	0.00	0.00	0.00	0.00
55110-02-15000 Contract Services	0.00	0.00	0.00	0.00	0.00
55110-02-15500 Snow Removal Services	700.00	0.00	0.00	0.00	700.00
55110-02-16000 Elevator Contract/Inspect	3,300.00	0.00	0.00	0.00	3,300.00
55110-02-16250 HVAC Service	400.00	0.00	0.00	0.00	400.00
55110-02-16500 Fire/Security System Cont	2,600.00	0.00	0.00	0.00	2,600.00
55110-02-21000 Water and Sewer	1,600.00	372.89	372.89	23.31	1,227.11
55110-02-22000 Electric	30,000.00	1,691.06	5,393.07	17.98	24,606.93
55110-02-22500 Fuel - Natural Gas	30,000.00	1,368.21	4,013.83	13.38	25,986.17
55110-02-23100 Janitorial Services Contr	0.00	0.00	0.00	0.00	0.00
55110-02-23250 Facility Cleaning Service	3,400.00	196.32	617.96	18.18	2,782.04
55110-02-23500 Misc Facility/Equip Servi	0.00	0.00	0.00	0.00	0.00
55110-02-25000 Telephone	2,000.00	98.18	294.54	14.73	1,705.46
55110-02-26000 Office Equipment Service	500.00	0.00	0.00	0.00	500.00
55110-02-27000 Lost-Damaged Materials	0.00	13.99	138.73	0.00	(138.73)
TOTAL Contractual Services	74,500.00	3,740.65	10,831.02	14.54	63,668.98
<u>Supplies & Expenses</u>					
55110-03-10000 Office Supplies	1,800.00	328.47	763.90	42.44	1,036.10
55110-03-10500 Library Supplies	8,000.00	519.03	1,594.43	19.93	6,405.57
55110-03-11000 Postage	1,200.00	59.15	63.07	5.26	1,136.93
55110-03-13000 Copier/Printing	300.00	0.00	0.00	0.00	300.00
55110-03-21000 Membership Dues	400.00	0.00	0.00	0.00	400.00
55110-03-30500 Mileage	1,000.00	27.07	60.24	6.02	939.76
55110-03-31000 Misc. - Petty Cash	0.00	(74.00)	(74.00)	0.00	74.00
55110-03-31001 Misc Rev-Petty Cash	0.00	0.00	0.00	0.00	0.00
55110-03-32000 Education & Conference	2,000.00	34.60	50.31	2.52	1,949.69
55110-03-32001 Misc Rev - Educ & Conf	0.00	102.00	912.37	0.00	(912.37)
55110-03-41000 Public Relations/Publicit	2,000.00	134.98	134.98	6.75	1,865.02
55110-03-41001 Misc Rev - Publicity	0.00	339.00	688.00	0.00	(688.00)
55110-03-41250 Programming - Adult	7,000.00	98.05	764.45	10.92	6,235.55
55110-03-41251 Misc Rev-Programming Adul	0.00	7.96	510.09	0.00	(510.09)
55110-03-41500 Programming - Youth	7,500.00	506.45	1,675.20	22.34	5,824.80
55110-03-41501 Misc Rev-Programming-Yout	0.00	52.07	391.50	0.00	(391.50)
55110-03-41750 Hospitality	300.00	130.06	149.14	49.71	150.86
55110-03-41751 Misc Rev-Hospitality	0.00	0.00	0.00	0.00	0.00
55110-03-44000 Janitor Supplies	6,000.00	743.47	1,105.10	18.42	4,894.90
55110-03-50000 M/R-General Repair/Maint.	4,000.00	552.20	723.59	18.09	3,276.41
55110-03-50001 Mis Rev-M/R General/Cont	0.00	0.00	0.00	0.00	0.00
55110-03-50275 M/R - Contingency	10,000.00	2,190.34	2,773.67	27.74	7,226.33
55110-03-50750 M/R- Equipment Maint.	0.00	0.00	0.00	0.00	0.00
TOTAL Supplies & Expenses	51,500.00	5,750.90	12,286.04	23.86	39,213.96
<u>Fixed Charges</u>					
55110-05-10000 Ins.-Property, Liability,	12,000.00	2,780.00	2,906.00	24.22	9,094.00
55110-05-50220 COVID-19 Expense	0.00	0.00	0.00	0.00	0.00
TOTAL Fixed Charges	12,000.00	2,780.00	2,906.00	24.22	9,094.00

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2024

10 -General Fund
Library

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>Capital Outlay</u>					
55110-08-50000 Special/Major Projects	0.00	0.00	0.00	0.00	0.00
55110-08-50001 Misc Rev-Special/Major Pr	0.00	0.00	0.00	0.00	0.00
55110-08-50500 Capital Equipment/Outlay	0.00	0.00	0.00	0.00	0.00
55110-08-50501 Misc Rev-Capital Equip/Ou	0.00	0.00	0.00	0.00	0.00
55110-08-57500 Property Damages	0.00	0.00	0.00	0.00	0.00
TOTAL Capital Outlay	0.00	0.00	0.00	0.00	0.00
<u>Print Media - Library</u>					
55110-13-10000 Adult Dept Fiction	9,500.00	579.84	1,690.98	17.80	7,809.02
55110-13-10100 Adult Dept Non-Fiction	10,000.00	291.83	636.00	6.36	9,364.00
55110-13-10200 Adult Dept Paperbacks	750.00	6.29	110.70	14.76	639.30
55110-13-10300 Adult Dept Reference	500.00	0.00	0.00	0.00	500.00
55110-13-10400 Adult Dept Large Print	4,300.00	200.10	792.22	18.42	3,507.78
55110-13-20000 Youth Children's Books	16,000.00	232.57	4,159.39	26.00	11,840.61
55110-13-20100 Young Adult Books	2,500.00	14.99	760.41	30.42	1,739.59
55110-13-20200 Youth Services Reference	0.00	0.00	0.00	0.00	0.00
55110-13-30000 Standing Orders	0.00	0.00	0.00	0.00	0.00
55110-13-40000 Professional Books	0.00	0.00	0.00	0.00	0.00
55110-13-50000 Magazines/Periodicals	5,000.00	0.00	80.00	1.60	4,920.00
55110-13-60000 Pamphlets	0.00	0.00	0.00	0.00	0.00
55110-13-75000 Misc Rev - Print	0.00	0.00	0.00	0.00	0.00
TOTAL Print Media - Library	48,550.00	1,325.62	8,229.70	16.95	40,320.30
<u>Non-Print Media-Library</u>					
55110-14-10000 Adult Dept Audio Books	0.00	0.00	0.00	0.00	0.00
55110-14-10100 Adult Dept Books on CD	2,000.00	0.00	42.33	2.12	1,957.67
55110-14-10200 Adult Dept CDs	800.00	35.33	98.65	12.33	701.35
55110-14-10300 Adult Dept CD-ROMs Circ.	0.00	0.00	0.00	0.00	0.00
55110-14-10301 Misc Rev-Adult Software	0.00	0.00	0.00	0.00	0.00
55110-14-10400 Adult Dept DVDs	2,500.00	160.25	360.83	14.43	2,139.17
55110-14-10500 Adult Dept Videos	0.00	0.00	0.00	0.00	0.00
55110-14-20000 Youth Audiobooks & CDs	1,500.00	0.00	0.00	0.00	1,500.00
55110-14-20100 Youth Videos, DVDs & CD-R	750.00	0.00	76.80	10.24	673.20
55110-14-30000 Microfilm	0.00	0.00	0.00	0.00	0.00
55110-14-40000 Learning Games/Story Boxe	500.00	17.99	35.99	7.20	464.01
55110-14-45000 Ebooks/Digital Content	6,200.00	41.81	41.81	0.67	6,158.19
55110-14-45001 Misc Rev-Ebooks/Digital	0.00	0.00	0.00	0.00	0.00
55110-14-45900 Misc Rev - Non-Print	0.00	0.00	0.00	0.00	0.00
TOTAL Non-Print Media-Library	14,250.00	255.38	656.41	4.61	13,593.59
<u>Technology</u>					
55110-15-30000 ARPA - 2022 Allocation	0.00	0.00	0.00	0.00	0.00
55110-15-31000 Computer Supplies	1,900.00	194.76	194.76	10.25	1,705.24
55110-15-32000 Library CARES IT Expense	0.00	0.00	0.00	0.00	0.00
55110-15-32750 T1/Internet Access	4,170.00	0.00	0.00	0.00	4,170.00
55110-15-32900 Charter Fiber-VOIP	0.00	0.00	0.00	0.00	0.00
55110-15-40000 Computer/Network Maintena	0.00	0.00	0.00	0.00	0.00
55110-15-42500 Computer Equipment	10,000.00	0.00	0.00	0.00	10,000.00
55110-15-47500 Software/Upgrades	4,000.00	722.56	843.04	21.08	3,156.96
55110-15-70000 V-Cat Shared Automation	18,000.00	0.00	0.00	0.00	18,000.00

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 202410 -General Fund
Library

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
55110-15-71000 Computer Contingency	0.00	0.00	0.00	0.00	0.00
TOTAL Technology	38,070.00	917.32	1,037.80	2.73	37,032.20
TOTAL EXPENDITURES	1,050,556.00	103,870.45	226,592.03	21.57	823,963.97
REVENUES OVER/(UNDER) EXPENDITURES	(602,451.71)	124,961.38	3,510.08	0.00	(605,961.79)

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2024

26 -Reserved - Non-Lapsing
T.B. Scott Library

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
<u>REVENUES</u>					
<u>Intergovernmental</u>					
45110-43690 Library State Aid	0.00	0.00	0.00	0.00	0.00
45110-43790 Cross-County Borrowing Rev.	0.00	330.93	4,539.39	0.00	(4,539.39)
TOTAL Intergovernmental	0.00	330.93	4,539.39	0.00	(4,539.39)
<u>Public Charges-Services</u>					
45110-46713 Library - Photocopier Rev.	0.00	389.18	1,112.73	0.00	(1,112.73)
45110-46715 Library - Vending Revenue	0.00	0.00	0.00	0.00	0.00
TOTAL Public Charges-Services	0.00	389.18	1,112.73	0.00	(1,112.73)
<u>Miscellaneous Revenues</u>					
45110-48250 Library Grants - Rev	0.00	0.00	0.00	0.00	0.00
45110-48257 WI Humanities - Grant	0.00	0.00	0.00	0.00	0.00
45110-48277 Summer Programs-Donations	0.00	0.00	0.00	0.00	0.00
45110-48500 Memorial Books-Revenue	0.00	277.33	657.79	0.00	(657.79)
45110-48575 Wal-Mart Grant	0.00	0.00	0.00	0.00	0.00
TOTAL Miscellaneous Revenues	0.00	277.33	657.79	0.00	(657.79)
TOTAL REVENUES	0.00	997.44	6,309.91	0.00	(6,309.91)
<u>EXPENDITURES</u>					
<u>Supplies & Expenses</u>					
55110-03-12600 State Aid - Expense	0.00	0.00	0.00	0.00	0.00
55110-03-12625 Cross-County - Expense	0.00	1,500.02	1,671.35	0.00	(1,671.35)
55110-03-12650 Library Photocopier Expen	0.00	612.97	661.97	0.00	(661.97)
55110-03-12675 Library Vending - Expense	0.00	0.00	0.00	0.00	0.00
55110-03-22725 Summer Programs-Expenses	0.00	0.00	0.00	0.00	0.00
55110-03-25000 Library Grants - Expense	0.00	0.00	0.00	0.00	0.00
55110-03-40500 Memorial Books-Expense	0.00	106.17	207.76	0.00	(207.76)
TOTAL Supplies & Expenses	0.00	2,219.16	2,541.08	0.00	(2,541.08)
TOTAL EXPENDITURES	0.00	2,219.16	2,541.08	0.00	(2,541.08)
REVENUES OVER/ (UNDER) EXPENDITURES	0.00	(1,221.72)	3,768.83	0.00	(3,768.83)
FUND TOTAL REVENUES	160,074.37	22,307.57	151,177.13	94.44	8,897.24
FUND TOTAL EXPENDITURES	243,771.00	20,835.35	107,398.29	44.06	136,372.71
REVENUES OVER/ (UNDER) EXPENDITURES	(83,696.63)	1,472.22	43,778.84	0.00	(127,475.47)

*** END OF REPORT ***

Monthly Statistical Report
T.B. Scott Free Library
March 2024

LIBRARY ACTIVITY	Mar 2024	Mar 2023	% Change	Mar 2022	% Change	YTD 2024	YTD 2023	% Change
Library Facility Traffic	5,445	5,079	7.2%	4,440	22.6%	16,624	13,223	25.7%
Average Daily Traffic	209	188	11.2%	164	27.4%	225	176	27.6%
Meetings Held	35	12	191.7%	9	288.9%	79	26	203.8%
Attendance	167	66	153.0%	66	153.0%	358	149	140.3%
Classes/Groups w/o Program	9	10	-10.0%	8	12.5%	36	26	38.5%
Attendance	136	177	-23.2%	139	-2.2%	659	532	23.9%
New Card Registrations	38	44	-13.6%	32	18.8%	157	130	20.8%
Volunteer Hours Worked	17	15	13.3%	13	30.8%	60	47	27.7%

TECHNOLOGY USE	Mar 2024	Mar 2023	% Change	Mar 2022	% Change	YTD 2024	YTD 2023	% Change
Wireless Use	1,349	1,536	-12.2%	521	158.9%	4,245	3,992	6.3%
Internet Computers								
Adult	345	400	-13.8%	316	9.2%	1,023	1,102	-7.2%
Youth	78	56	39.3%	25	212.0%	189	165	14.5%
Other Computers								
Adult	-	-	N/A	-	N/A	-	-	N/A
Youth	113	62	82.3%	19	494.7%	327	151	116.6%
TOTAL USE	536	518	3.5%	360	48.9%	1,539	1,418	8.5%

PROGRAMS	Mar 2024	Mar 2023	% Change	Mar 2022	% Change	YTD 2024	YTD 2023	% Change
Programs Given								
Adult	16	3	433.3%	4	300.0%	52	15	246.7%
General Interest	4	N/A	N/A	N/A	N/A	10	N/A	N/A
Youth	14	17	-17.6%	3	366.7%	31	31	0.0%
TOTAL	34	20	70.0%	7	385.7%	93	46	102.2%
Program Attendance								
Adult	169	51	231.4%	116	45.7%	569	225	152.9%
General Interest	42	-	N/A	-	N/A	86	-	N/A
Youth	285	434	-34.3%	7	3971.4%	620	691	-10.3%
TOTAL	496	485	2.3%	123	303.3%	1,275	916	39.2%

Self-Directed Activities

	<u>Date</u>	<u>#</u>
Little Bluebirds Club		13
Activity Bags - Preschool		75
Activity Bags - School Age		32
Scavenger Hunt		100

Adult

	<u>Date</u>	<u>#</u>
1 on 1 Tech Help (4 sessions)		5
Believe and Achieve (2 sessions)		16
Kindhearted (4 sessions)		88
Opportunity Development Center (2 sessions)		16
Community Read	3/5/2024	4
Managing Caregiver Stress	3/13/2024	9
Ego vs. Soul Exploration w/ Amanda Greene	3/16/2024	3
Cover to Cover	3/21/2024	8
Integration and True Self Discovery w/Amanda Greene	3/23/2024	1
Adult Peep Houses	3/25/2024	6
Working with Energy w/Amanda Greene	3/30/2024	1

Outreach

	<u>Date</u>	<u>#</u>
Critic's Choice Movie	3/27/2024	17

Teen

	<u>Date</u>	<u>#</u>
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Youth

	<u>Date</u>	<u>#</u>
Toddler Storytime (4 sessions)		54
Family Storytime (2 sessions)		37
Wiggle, Giggle, Shake (5 sessions)		106
Start With Art	3/13/2024	24
Parkside Preschool	3/19/2024	26
Peep House Build	3/21/2024	38

General Interest

	<u>Date</u>	<u>#</u>
Real Writers Group	3/9/2024	15
BYOB Club	3/13/2024	1
Multi-Generational Puzzle Competition	3/19/2024	21
Knit/Crochet Club	3/21/2024	5

MARCH 2024

BORROWERS		Mar 2024	Mar 2023	% Change	Mar 2022	% Change
City	Adult	3,628	3,941	-7.9%	3,916	-7.4%
	Youth	863	943	-8.5%	977	-11.7%
County	Adult	3,234	3,403	-5.0%	3,359	-3.7%
	Youth	774	858	-9.8%	853	-9.3%
Other	Adult	386	383	0.8%	359	7.5%
	*ILL	450	440	2.3%	437	3.0%
	Youth	78	78	0.0%	71	9.9%
TOTAL BORROWERS		9,413	10,046	-6.3%	9,972	-5.6%

Nov 2021: Initiated "fine free" policy

Dec 2021: Purge of inactive patrons completed due to waiver of fines as a result of the "fine free" policy

Nov 2023: Purge of inactive patrons completed

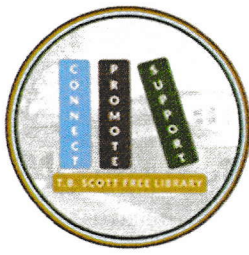
*State of WI does not count ILL patrons in annual statistics (previously included in other adult)

DONATIONS	Mar 2024	Mar 2023	Mar 2022	YTD 2024	YTD 2023
Endowment Fund	\$ -	\$ -	\$ -	\$ 1,267	\$ 200
Special Projects Fund	\$ 130	\$ 100	\$ 50	\$ 282	\$ 760
Gifts/Memorials	\$ 177	\$ 667	\$ 130	\$ 566	\$ 1,073

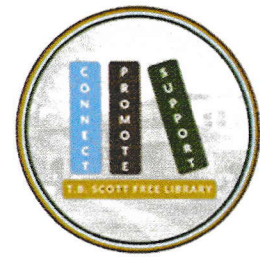
RESOURCE SHARING	Mar 2024	Mar 2023	% Change	Mar 2022	% Change	YTD 2024	YTD 2023	% Change
V-Cat Received	1,222	1,681	-27.3%	1,632	-25.1%	3,815	4,631	-17.6%
V-Cat Sent	1,212	1,456	-16.8%	1,393	-13.0%	3,819	4,043	-5.5%
ILL Received	29	73	-60.3%	62	-53.2%	101	147	-31.3%
ILL Sent	74	119	-37.8%	70	5.7%	280	341	-17.9%

CIRCULATION		Mar 2024	Mar 2023	% Change	Mar 2022	% Change	YTD 2024	YTD 2023	% Change
Audiobooks	Adult	161	206	-21.8%	155	3.9%	530	446	18.8%
	Youth	25	53	-52.8%	68	-63.2%	109	142	-23.2%
Books-Fiction	Adult	2,552	3,042	-16.1%	2,835	-10.0%	7,454	8,196	-9.1%
	Youth	3,106	3,185	-2.5%	3,055	1.7%	9,104	8,952	1.7%
Books-Nonfiction	Adult	1,102	1,114	-1.1%	824	33.7%	3,183	3,351	-5.0%
	Youth	713	930	-23.3%	770	-7.4%	2,028	2,427	-16.4%
CDs/Cassettes	Adult	205	214	-4.2%	122	68.0%	477	704	-32.2%
	Youth	16	36	-55.6%	64	-75.0%	36	67	-46.3%
DVD/Blu-Ray/VHS	Adult	682	892	-23.5%	838	-18.6%	2,282	2,701	-15.5%
	Youth	456	556	-18.0%	403	13.2%	1,248	1,442	-13.5%
Games	Adult	3	1	200.0%	1	200.0%	5	4	25.0%
	Youth	45	66	-31.8%	21	114.3%	117	172	-32.0%
Magazines	Adult	202	260	-22.3%	360	-43.9%	646	732	-11.7%
	Youth	-	-	N/A	-	N/A	-	-	N/A
Other	Adult	95	86	10.5%	56	69.6%	248	212	17.0%
	Youth	37	27	37.0%	36	2.8%	87	119	-26.9%
PHYSICAL ITEMS SUB TOTAL		9,400	10,668	-11.9%	9,608	-2.2%	27,554	29,667	-7.1%
Digital Library	Audiobooks	1,289	1,125	14.6%	1,046	23.2%	3,744	3,124	19.8%
	eBooks	1,082	1,156	-6.4%	1,212	-10.7%	3,196	3,332	-4.1%
	Magazines	302	63	379.4%	94	N/A	874	179	388.3%
	Music/Videos	-	-	N/A	-	N/A	-	-	N/A
DOWNLOADS SUB TOTAL		2,673	2,344	14.0%	2,352	13.6%	7,814	6,635	17.8%
TOTAL CIRCULATION		12,073	13,012	-7.2%	11,960	0.9%	35,368	36,302	-2.6%

MATERIALS CIRCULATING	Mar 2024	Mar 2023	% Change	Mar 2022	% Change	YTD 2024	YTD 2023	% Change
% Nonprint Materials Circulated	18.4%	20.0%	-8.4%	18.4%	0.0%	18.65%	20.3%	-7.9%
% Print Materials Circulated	81.6%	80.0%	2.1%	81.6%	0.0%	81.35%	79.7%	2.0%
% Adult Materials Circulated	53.2%	54.5%	-2.4%	54.0%	-1.5%	53.80%	55.1%	-2.4%
% Youth Materials Circulated	46.8%	45.5%	2.8%	46.0%	1.8%	46.20%	44.9%	2.9%



T. B. SCOTT FREE LIBRARY



2024-2028 STRATEGIC PLAN GOALS & ACTION STEPS

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Goal #3:

Develop and execute programming, serving a broad range of ages and interests, expanding our awareness of diversity in our community.

Objective 3.1: Continue to provide technology-related programs

Measure: Assess interest for new programs by performing an online survey & attendance at tech-related events

Responsible staff: Head of Adult Services and Assistant Director/Head of Youth Services

Current Year : Latest Progress: Next Step: A virtual scavenger hunt is currently being offered in the Youth Services department in celebration of National Library Week. 4/9/24 AB. Working with Chris Sprague to continually assess needs based on patron requests for one-on-one services. 4/10/2024 MP.

PAST YEARS ARCHIVE: Use of Facebook Live, BlueJeans Online for virtual meetings as a result of COVID19. 05/2020 LO. Online Summer Reading program for adults and youth (Beanstack) will be rolled out 6/12/20 CF/LO. SM conducted Short Story bookclub via BlueJeans 5/11/20. LO conducting The Great Scotty BakeOff via BlueJeans to contestants in their homes. 08/2020 & 10/2020. Virtual Family Storytimes are being provided via YouTube twice monthly with accompanying take and make activity bags 10/14/20 CF. Virtual Family Fun Night Sing-A-Long Concert held December 2020 with 524 views. 1/13/21 CF. Development of library program survey for adults for 2021 completion. 05/21 LO. Online Summer Reading program offered to all ages starting June 7, 2021 5/11/21 CF. Family Storytimes are being provided weekly via Facebook Live with accompanying activity bags 10/11/21 AB. On-line Adult/Family programming continues in October with the Great Scotty Bake-Off on 10/28/21. 10/11/21. LO. Online Summer Reading Program offered to all ages starting June 6, 2022. 4/8/22 AB. During Wisconsin Science Festival Week in October, we offered an augmented reality program for youth, using in house iPads. 11/8/22 AB. Our online Summer Reading Program, offered to all ages using Beanstack, will begin June 5, 2023. 4/10/23 AB. Back to Tech sessions offered to adults/seniors will offer services based on patron need on a monthly/bi-weekly basis. Began in September with a focus on Kindle/Libby. 9/13/23 MP. Youth Services will be offering an augmented reality program during Wisconsin Science Festival Week in October. 9/8/23 AB. Continue to offer tech help services to patrons on a walk-in basis. Working with Chris Sprague to set up a schedule of 'Back to Tech' public classes on various pieces of technology. 12/30/23. MP.

Objective 3.2: Develop a staff schedule that allows for community outreach, professional development, and additional library programs

Measure: Review, analyze and update existing staff schedule yearly to ensure staff levels and overall structure of library staffing with changing patron activity

Responsible staff: Library Director, Assistant Library Director/Head of Youth Services, Head of Adult Services

Current Year : Latest Progress: Next Step:

PAST YEARS ARCHIVE: Significant changes in desk staffing commenced September 2019. Staff are now cross-trained to work at all 3 service desks. At this time, staff meetings are monthly where issues/concerns are discussed related to this process. Five staff members were selected to receive scholarships to attend the ARSL Virtual Conference. Each staff member attended 2 sessions and were encouraged to watch recorded sessions that will be available until 12/2020. Completed 12/20. SS. Laurie attended WAPL 05/2021. LO Ongoing assessment of staffing needs at 4 service points 10/7/2021. JZ Staff schedules and duties under review. Staff meetings are bi-monthly and emphasize professional skills such as reference, readers' advisory, and customer service. 04/08/22 JZ. Laurie Ollhoff attended the Public Library Association conference; Andrea attended the Wisconsin Association of Public Libraries conference; Faith Martinson attended the Basic Cataloging professional development class. JZ 6/22/2022. Laurie Ollhoff attended and presented at the Wisconsin Library Association Conference Nov 1-4, 2022. LO 11/8/2022. Restructured Admin Team and evaluated scheduling to allow for back-up training in essential roles of the Library. 4/10/23 LO. Board approval of library closure for staff development days to include the following: Martin Luther King, Jr. Day; President's Day; Juneteenth Day (June 19 or alternate day if it falls on a weekend); Indigenous People's Day; and Veterans Day. June 19 has been planned to include safety training with City EMS, team building exercises; and detailed overview of WVLS resources to libraries. 4/10/23. LO. Weekend rotation schedule solidified with new hires. 06/01/23. LO. Desk schedule in Excel-Microsoft 365 for virtual access for ease of updating. 6/01/23. LO

Objective 3.3: Collaborate with area local agencies to create programs to support the diverse interests of adult area residents

Measure: Each program year will consist of two programs, of those already offered, which focus on suggestions provided by the library's patron demographics and/or expand on the community's cultural diversity.

Responsible staff: Head of Adult Services

Current Year : Latest Progress: Next Step: Currently working with the ADRC to offer Brain Health and Dementia Basics seminars six times a year. Also working with Department of Consumer Protection and Bug Tussel University to offer seminars regarding misinformation online and how to protect themselves online 4/10/24 MP.

PAST YEARS ARCHIVE: Develop event programming with Lincoln Co. Healthy Minds (Kirstin Bath, Deb Moellendorff) - ongoing; collaboration with WVLS for digital preservation and archives for AAC Oral History & River Bend Trail Project digital preservation. Developed Lincoln County Collaborates with Healthy Minds, MEC, ADRC, Tomahawk Public Library, Tomahawk Senior Center, Ascension hospitals, to provide activity kits for seniors and homebound residents in Lincoln Co. for Nov/Dec, Jan/Feb and March/April 2021. Collaborate with Monk Botanical Gardens for adult programming, i.e. Pizza Garden Fun. 05/02/2021. LO. Lifting Lincoln County collaborative group coordinating outreach activity kits for fall distribution. 10/11/21. LO. B.A.C.A. (Bikers Against Child Abuse) Mission Forum on 4/30/2022 to include Lincoln Co. Social Services, City of Merrill Police Department, & HAVEN representatives. 4/8/22 LO. Currently setting up meetings to work with ARDC to offer memory care, fall prevention and Protecting Your Brain from Aging. Also working with an attorney to offer estate planning workshop(s). 4/11/23 MP Working with Kindhearted to offer story time and a craft programming for special needs adults. Also working with Department of Agriculture, Trade and Consumer Protection to offer self-interest programs. 9/13/23 MP.

Objective 3.4: Create programs for all ages that highlight local talent, resources and cultural heritage

Measure: Youth Services will introduce one new program initiative in each of the next five years: Year one: formal art instruction from Leigh Yawkey Woodson for youth commenced in 2019. Year two: pursuing toddler dance opportunity with Central Wisconsin School of Ballet in 2020. Year three 2021: pursuing virtual presentations by local talents due to COVID-19.

Responsible staff: Head of Adult Services and Assistant Director/Head of Youth Services

Current Year : Latest Progress: Next Step:

PAST YEARS ARCHIVE: We welcomed local talent “Zendor the Comedy Magican”, to the delight of our patrons, with a total of 135 attending. Educators from the Woodson Art Museum have brought their Start with Art program to our storytime group this spring. 4/10/23 AB. Working with Evan Marzahn to create and promote a monthly knitting/crocheting club. Started Back to Tech program with Chris Sprague to assist patrons in gaining better understanding of technology and technology-based resources. Partnering with area resources to provide awareness of organization of legal documents (estate planning, living wills, power of attorney, trusts). 9/13/23 MP. Educators from the Woodson Art Museum will bring their Start with Art program to our storytime group again beginning in October. We now host Wiggle, Giggle, Shake, a music and movement program, by Children’s Wisconsin and United Way. This program runs weekly year-round. 9/8/23 AB. Held of Holiday Hygge event on 12/16/23. Mary Ament entertained with her harp music. 46 people were in attendance. Also working with Judicare Legal Aid to offer free legal advice to those in need. Will begin offering the ‘Stepping On’ program in partnership with the ADRC in March. 12/30/23.

Objective 3.5: Provide programs that promote school readiness and improve learning outcomes while supporting diversity

Measure: Little Bluebirds Club will incorporate reading about diverse cultures.

Responsible staff: Assistant Director/Head of Youth Services

Current Year : Latest Progress: Next Step:

Current enrollment for the Little Bluebirds Club is 357. 4/9/24 AB

PAST YEARS ARCHIVE: The Little Bluebirds Club premiered 7/31/19 and includes a list of multicultural book recommendations for parents. Little Bluebirds Club roll out 8/31/19: each child enrolled receives folder with book celebrating diversity and prize book list updated to include diverse titles. Partnered with Pine River School on Kick-Off Event with 70 in attendance. Enrollment update for 12/31/20 is 231 with 13 completions CF. Enrollment update for 5/11/21 is 232. Enrollment update for 10/11/2021 is 236 with 15 completions. Little Bluebirds Club promotion and new look planned for roll out early 2022 10/11/21 AB. The promotion and new look have been well received. Current enrollment is 263. 4/8/22 AB. Current enrollment is 301. In addition to a free book, upon completion the child will choose an item from our treasure chest, focusing on developmental skills. 4/10/23 AB. The Little Bluebirds program is going strong. We have 311 currently enrolled with 26 completions. 9/8/23 AB. Little Bluebirds is still a well-received and active program with 293 currently enrolled. 11/8/24 AB.

Planning for the Library's Future

11

The Importance of Planning: Why Plan?

How often do you leave for the grocery store without a list and come back with dozens of items you didn't need, but without the one or two things you absolutely needed? Nobody would ever think of building a house or starting a business without a plan. Yet it is often hard to convince library directors and library boards to create a strategic plan. The most frequent excuse is "We don't have time" or "We are too busy getting our work done."

Information technology, publishing and the book industry, and society itself are in the middle of the greatest series of changes since the invention of the printing press. In 1990, few libraries had computers. Now, they are everywhere. In 1980, women were just entering the workforce in large numbers, and many smaller Wisconsin communities had few, if any, minority residents. Library services must change to reflect changes in our communities. They cannot exist in a vacuum. The library board or director that refuses to plan is like the shopper going to the store without a shopping list. The library may well be offering dozens of services that are not really needed by the community, while failing to offer the one or two services that might provide a great benefit.

Planning for libraries is a process of envisioning the future of both the community and the library and setting a direction for library movement toward a chosen future vision. Planning helps the staff and board understand the situation of their community, set priorities, and establish methods for achieving those priorities. The planning document provides a record of the decisions made during that process. The document also becomes a guide for decision-making and action by staff and the board.

Planning Essentials—Getting Started

Size doesn't matter. Every library needs a plan, no matter how small or how large the library and community may be. However, just as a shopping list will be different for the single person and the family of ten, the *process* followed to create a plan will depend on the size of library and community involved with the project. Large and even many medium-sized libraries, or those libraries accustomed to planning, may have the resources and experience to undertake a full-blown process such as that described in the *Planning for Results*¹ process. *Planning for Results* provides a blueprint for creating a vision of the future for a library and its community, along with a blueprint for creating the services that will enable a library achieve its vision. *Planning for Results*, because it is so thorough, describes a fairly time-intensive process involving a large cast of players. Any library,

¹ Wilson, William James, et al. *Planning for Results: A Public Library Transformation Process*. ALA, 1998

In This Trustee Essential

- The importance of planning
- Planning essentials—getting started
- A plan outline
- Where to go for help

including smaller libraries or those new to planning, will benefit from undertaking the process outlined in *Planning for Results* if its board and staff have the commitment, time, and resources to follow through. However, for novice planners, the process is less important than the fact that planning is carried out. First-time planners often want to follow a simplified process that is less time-intensive. Even a simplified process will help the board and staff gain vital information about the library and community, as well as the experience and confidence needed to expand the process during the next planning cycle.

Who should be involved?

The minimum number needed to draft a strategic plan is one. However, just as the grocery shopper benefits from consulting spouse and family before leaving for the store, the strategic plan for the library benefits from input from multiple individuals. The library director, with the help of system staff, can be relied on to gather statistics about a community. Important statistics include:

- Population size of community broken down by age, gender, racial heritage, etc.
- The existence of large or growing groups of newcomers to the community, whether they are urban or rural transplants, new ethnic groups, or other.
- Economic factors regarding the community, such as household incomes and source of payrolls.
- Educational profile of the community.

At the same time, the director and staff can gather facts about the library. Questions to ask include:

- What services are currently being offered?
- How have usage patterns been changing in the past few years?
- What is the composition of the collection? How many books does the library own? How many audiobooks? DVDs? Children's books, etc.?
- What is the *age* of the collection? What is the average publication date for each section of the nonfiction collection?

By discussing these and similar facts about the library and the community, the staff and board can come to some basic conclusions about the library on which to plan future services. A library with a small large-print collection in a community with a stable, aging population may want to buy more large-print books, for example. A science collection with relatively few titles less than one or two years old probably needs updating.

One of the best ways to gather insight regarding your library is to see how it stacks up against current state recommended standards. [*Wisconsin Public Library Standards*](#) is updated about every five years. The Standards are not mandatory requirements from the state; rather they are suggestions for basic levels of service organized by library or community size. They suggest such things as basic

collection size for a specific community size. They even recommend a minimum funding requirement for a basic level of library service in the smallest communities. The Standards allow planners to look beyond the confines of their community. (For more information, see [Trustee Essential #12: Library Standards](#).)

By talking to other stakeholders, library planners can add to the strength and reliability of their plan as well as obtain buy-in from the public. There is an endless list of individuals and groups that *might* be consulted as part of a basic planning process. Which ones you choose will depend on your particular situation. Suggested players include:

- The mayor and city council (or equivalent)
- Municipal employees such as an economic development officer, senior center director, or recreation department director
- Representatives from the PTA and/or teachers union
- Representatives of active service groups such as Elks, Rotary, or Lions
- Representatives of other social/service organizations such as those representing growing minority populations
- Representatives of the religious community
- Current library users
- Those not currently using the library

You get the picture. The more people you talk to about the community, the more information you will have to create your strategic plan.

How do you gather information?

Probably the most common mistake library planners make when consulting the community in preparation for a strategic plan is to ask people about the library. Neophyte planners ask what library services people are looking for. The real purpose of consulting all of these community representatives is to find out about *them*—what *they* are doing and what is important in *their* lives and work. The library staff and board are the experts in the broad array of possible library services. It is up to the experts to be creative in proposing new services or changes in services to meet emerging needs. The mayor and city council may be interested in developing tourism in a community, but they may never think of the library as a vehicle for collecting and disseminating local information of interest to tourists. If you ask someone what the library should be like, they will answer based on their preconceptions about what a library is. Instead, inquire about community needs and then apply library resources to fashion the services to help the community fill those needs.

There are a variety of ways to ask this large array of players about community needs. One of the simplest but most effective is simply to invite them to the library or a neutral site and talk to them. Find someone who is experienced in conducting focus group interviews. Construct one or more groups built around particular interests, such as the needs of children in the community or the needs of

immigrants. Assist the interviewer in eliciting the opinions of interested parties regarding what is important to them.

Library planners probably most often gather information by means of surveys. If you decide to use a survey, consider the following:

- What is the specific question you are trying to answer? What hypothesis are you testing?
- Don't ask questions simply for the sake of asking. If you ask whether the respondent went to college, for example, how will having the information affect your investigation? How will you use the information?
- Will your survey reach the target audience? Surveys done in the library are useless for learning the needs and opinions of nonusers. Current library users do not necessarily represent a cross section of the community.
- How will your survey be distributed?
- How will your survey be tabulated?
- Do a pretest. Make sure that your respondents have the same understanding of the questions you do.

Again, consider enlisting the help of someone experienced in writing and conducting surveys before you get started. This doesn't have to cost anything. You may find a volunteer at a local chamber of commerce or a nearby university, or a local resident may be willing to help who has conducted surveys as part of his or her business. Your local library system should be able to offer assistance. If you write your own survey, at the very least have someone critique it for you. A poorly executed survey can have less value than no survey at all. It may even lead you to opposite conclusions from those you might have reached otherwise.

A Plan Outline

Okay, you've gathered all your information. What do you do with it? A simple plan might be organized like this:

Introduction:	Discuss the planning process: Who are you? What are your library and community like? How did you find this out? Who did you consult? How did you consult them? What did you find?
Mission Statement:	Which vision of the community are you are trying to support? What is the library's role in supporting that vision? What is the reason the library exists? (See Sources of Additional Information below for information about developing a mission statement.)
Service Responses:	What are the specific services you will offer and, why?

Activities:	Under each service, list the particular activities that will be carried out and what you intend to accomplish. How do these activities relate to the mission of the library?
Evaluation:	How will you measure the impact these services are having on the target population? How do you know if you are doing it right? What are your alternatives if you are not?

The specific time frame your plan should cover will depend on how ambitious your plan is, or how many activities you hope to carry out. There is no magic formula that dictates that your plan should last five years, three years, or even one year. Do what makes sense for your library and your community. The most important thing you can do is to be adaptive. Follow your plan and revisit it along the way. Make sure it is taking you where you want to go, and revise it as necessary. At the end of the planning cycle, when all evaluations are in, start over. Create a new plan and perhaps go a little farther in your information-gathering process.

Special Types of Planning

In addition to general strategic planning for the entire library, you may also want to consider planning projects focusing on special issues such as technology or disaster preparedness.

Many libraries participate in technology planning through their library system and therefore do not need to conduct their own technology planning project. Because new technologies can greatly expand the services and resources offered by a library, it is important that all libraries be involved in some type of technology planning.

Most libraries will rarely experience a severe emergency or natural disaster, but it is best to be prepared, just in case. Fires, floods, tornadoes, and hazardous material accidents can endanger lives, and it is important for libraries to have plans and/or policies in place for dealing with these types of emergencies. It is also important for staff to be trained to handle emergencies properly, including medical emergencies.

Plans and/or policies can also be established to prepare for recovery of library materials after an accident or disaster. The [Wisconsin Public Library Policy Resources](#) page has links to examples of emergency and disaster policies. See below for resources to help with accident and disaster preparedness planning.

Discussion Questions

1. Has your library had a plan before? What did it deal with? When was it done?
2. Who should be involved on the ground floor? Which staff members? Which board members? Who is available with the necessary expertise, including outside volunteers that might be able to help with the plan?
3. What resources does your library system have to assist you with planning?
4. Are there any other plans out there that you might consult (e.g., a comprehensive development plan written for the municipality; a comprehensive plan written for the school system; any plan written by the chamber of commerce)?
5. What do you hope to accomplish? What will you do with the plan once it is written?
6. How does your library compare with other libraries in similar communities? Do you meet or exceed recommended state standards?
7. Can your library system obtain samples of other strategic plans for your committee to look at? After examining them, ask, What was good about them? What didn't you like?

Sources of Additional Information

- Your library system staff (See [Trustee Tool B: Library System Map and Contact Information](#).)
- [Wisconsin Public Library Standards](#)
- OWLS webpage on planning (owlsnet.org/141/planning)
- McClure, Charles R., et al. Planning and Role Setting for Public Libraries: A Manual of Options and Procedures. Chicago, IL: ALA, 1987.
- Nelson, Sandra. The New Planning for Results: A Streamlined Approach. Chicago, IL: ALA, 2001.
- Van House, Nancy A., et al. Output Measures for Public Libraries: A Manual of Standardized Procedures, 2nd ed. Chicago, IL: ALA, 1987.
- Wilson, William James, et al. Planning for Results: A Public Library Transformation Process. Chicago, IL: American Library Association, 1998.
- Zweizig, Douglas, et al. Evaluating Library Programs & Services: TELL IT! Madison, WI: UW School of Library and Information Studies, 1993.
- "Disaster Preparedness and Recovery." American Library Association (www.ala.org/advocacy/govinfo/disasterpreparedness)

- Western New York Disaster Preparedness and Recovery Manual for Libraries and Archives, Third edition 2003, Western New York Library Resources Council (www.wnylrc.org/uploads/documents/preservation/disaster_preparedness/wnydisaster_manual2003.pdf)
- Conservation OnLine (CoOL), Disaster Preparedness and Response (palimpsest.stanford.edu/bytopic/disasters).

Trustee Essentials: A Handbook for Wisconsin Public Library Trustees was prepared by the DLT with the assistance of the Trustee Handbook Revision Task Force.

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Wisconsin Department of Public Instruction.
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Library Director's Report – April 17, 2024

Events

For all upcoming events, <https://tbscottlibrary.org/events>

Here are some highlights of library programming:

- Identity Theft: Protect and Prevent w/ Jeff Kersten will be held on Wednesday, April 17, from 1-2:30PM
- Family Storytime on Wednesdays from 10:30-11:30AM will take a hiatus after April and will return in September
- Wiggle, Giggle, Shake on Fridays from 10:30-11:30AM
- Youth Services is gearing up for summer programming because, believe it or not, that is right around the corner for folks in the library world.

WVLS

- Nothing to report from Diane Peterson, our WVLS representative.

Friends of the Library

- Friends of the Library Spring Book Sale is scheduled for April 18 – April 20.

Library Director's Report

- Circulation Department renovation is complete.
- The proposed 2024-2038 Strategic Plan Goals & Objectives are complete and will be presented to the Board for discussion. The 2024-2028 Strategic Plan Final Report will be presented to the Board at the May 15, 2024 Board of Trustees meeting for review and approval.
- Building great connections with other non-profits in the area and throughout the state to keep our community members informed. Our most recent connection is with UW-Stevens Point-Wausau Continuing Education & Outreach. I met with Mara Prausa, Outreach Coordinator, to discuss collaboration in potential programming opportunities. With the elimination of the UW Extension-Lincoln County office, we are searching for ways to fill the gap. It was a great conversation that I believe will generate reciprocating benefits, i.e. the library gains a resource for programming and UW-Stevens Point Wausau Campus gains exposure related to the programming it can offer to our community members through in-person and hybrid presentations. The idea is to create an in-person social network for our 65+community members.
- The Northern Wisconsin ILS Consortium Exploration (NICE) Team Project Committee held a Town Hall Meeting on Tuesday, April 9, from 10:30-11:30 am. M. Geisler along with me and A. Bennett, attended the Town Hall Meeting virtually. There were a great deal of questions and concerns voiced during the town hall, many around how quickly this was moving and were all aspects being thoroughly considered. Details can be found at the N.I.C.E. Project website (<https://nicelibraries.org/>)
- The Library is currently working with City Administrator Rod Akey for the hiring search for a City Facilities Manager formerly held by Nick Wiszalek. At the time of this writing, the plan was to schedule interviews to begin the week of April 15.
- I will be on vacation from Monday, April 22, through Monday, April 29. I will return to work on Tuesday, April 30. Assistant Director A. Bennett will be in charge during that time.

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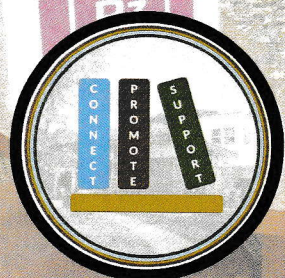
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Library Director's Report

- The final version of the 2023 Local Annual Report is included in your packet.
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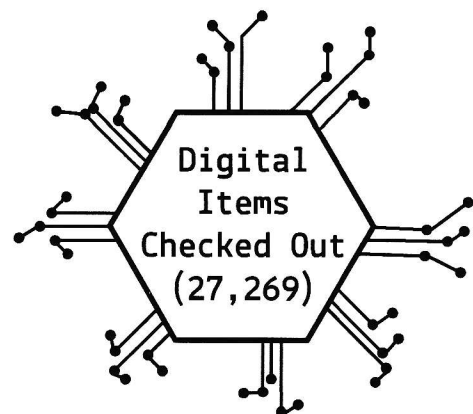
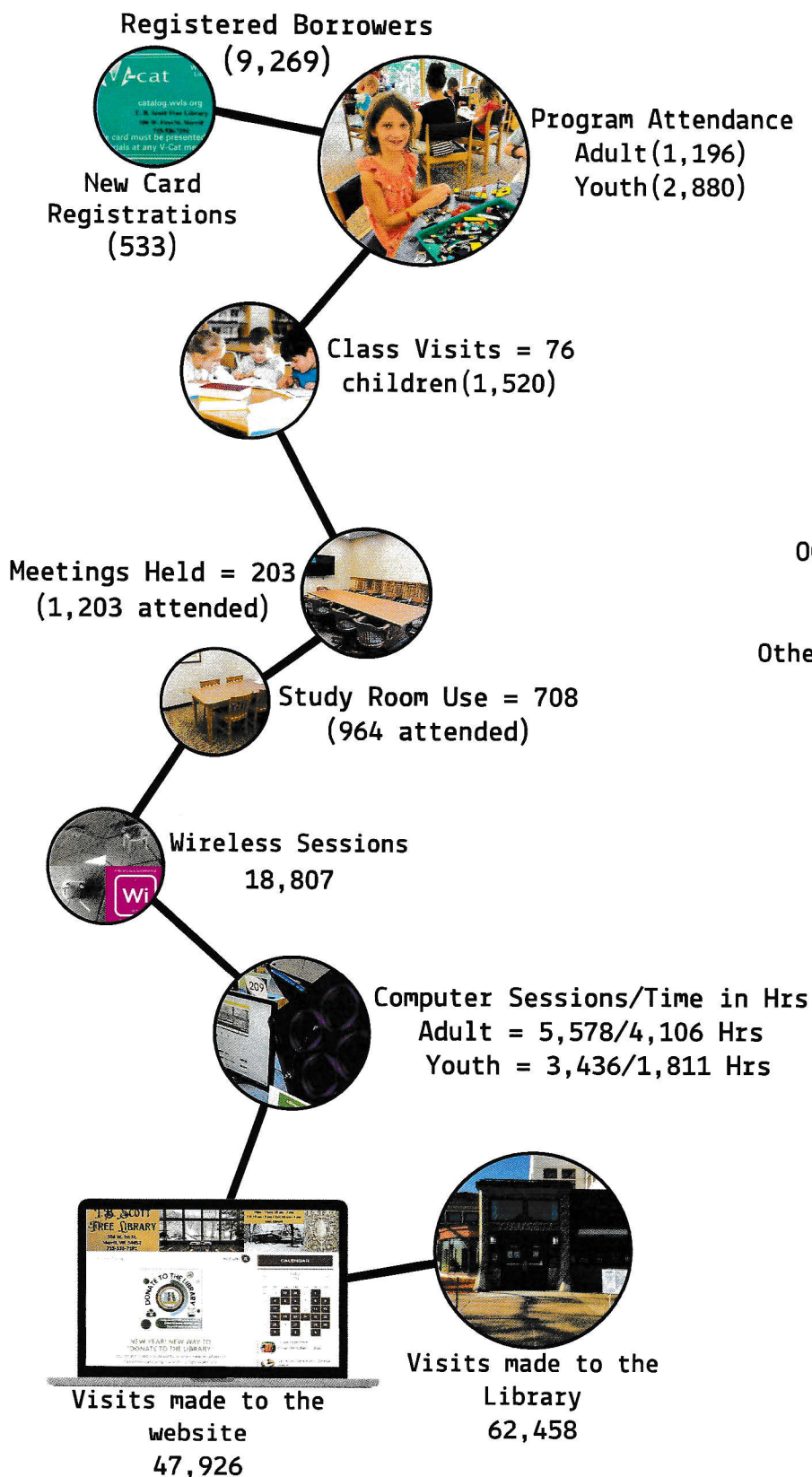
**T.B. SCOTT
TREE LIBRARY
IS ELEMENTAL**



2023 ANNUAL REPORT

OUR IMPACT

A Quick Look at the Library's Key Elements



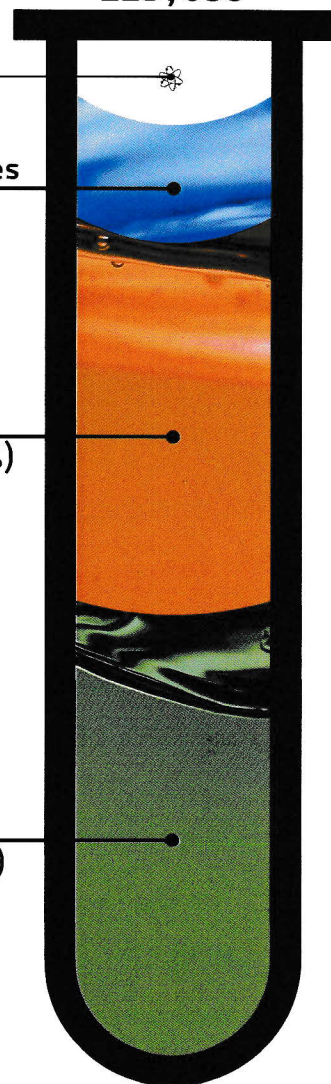
Total Physical Items Checked Out
113,036

Outside of V-Cat
174 (.15%)

Other V-Cat Libraries
9,393 (8.31%)

County
51,528 (45.59%)

City
51,941 (45.95%)



STRATEGIC ELEMENT 1

Promote and encourage community members of all ages to discover the joy of reading and to become lifelong readers.

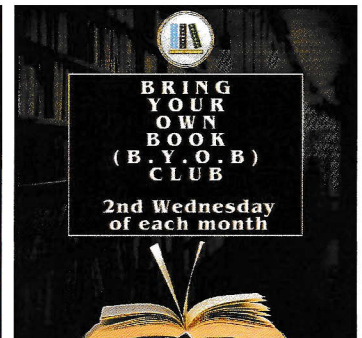
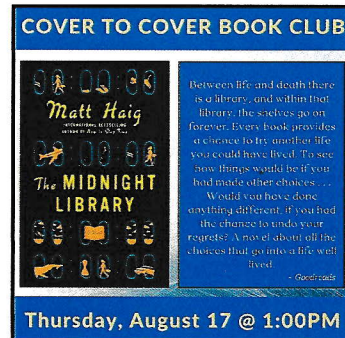
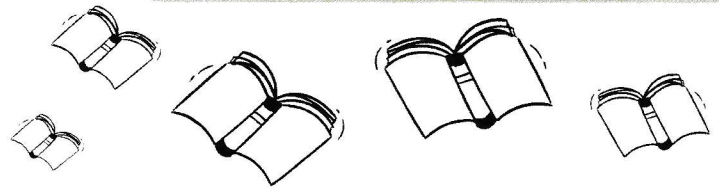
BOOK CLUBS SOAR

Book Clubs are the heart of libraries. T.B. Scott Free Library is no exception. The Cover-to-Cover Book Club has offered an active connection to books every month since 1997. Let's do the math:

$$\begin{array}{r} 26 \text{ years} \\ \times 12 \text{ months per year} \\ \hline = 312 \text{ books} \end{array}$$

That is a lot of books read and discussed over the years! With the recent emergence of virtual meetings and presentations, the authors themselves will sometimes join in on the discussion. Book selections vary from month to month with fiction and non-fiction titles.

In 2023, the library began expanding book club offerings with the creation of the **Bring Your Own Book (BYOB) Club** and opened its meeting spaces for area book clubs to gather. To the Gen Z's and Millennials in the community, we know you are out there. What will bring you to a Book Club at the Library? It is certain that there will be more opportunities for more book clubs in 2024.



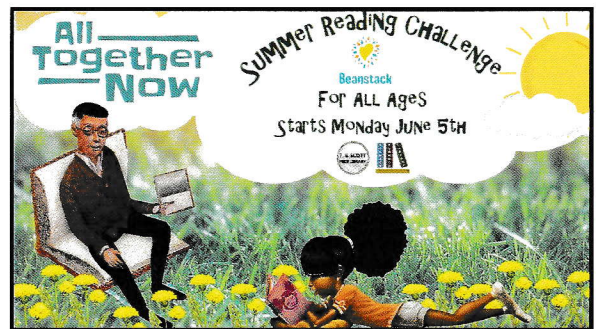
SEASONAL READING PROGRAMS

Summer 2023 Youth Readers

Youth = 428
Teens = 53

Summer 2023 Adult Readers

Adults = 44



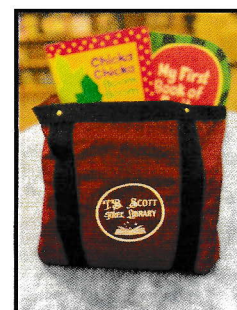
LITERACY PARTNERSHIPS



The Merrill community has numerous activity centers that offer adults with special needs the opportunity to achieve independence by participating in activities throughout the community. The Library in collaboration with Kindhearted Care, LLC, Believe & Achieve Adult Day Center, and Opportunities Development Center (ODC) has created an Adult Story Time that focuses on literacy with a whole lot of fun. Each month the participants hear stories, sing, and create some amazing artwork to share with their family and friends.

THEMED BOOK BAG REQUESTS - The Library's Partnership with Area Educators

Total Number of Teachers
146



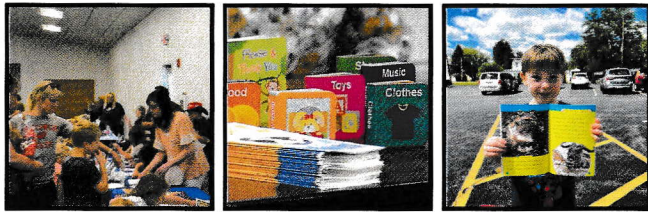
Total Number of Items Requested
3246

STRATEGIC ELEMENT 2

Promote, support, and serve as a center for the practice & development of civic discourse, helping to develop responsible citizens by infusing a sense of importance of democracy

PROMOTING-SUPPORTING-SERVING

The Library could be seen throughout the Community in 2023. Staff enjoyed the opportunity to interact with adults and youth from Merrill and the surrounding area in numerous settings. Conversations varied from one age group to another; however, the focus remained "How can the library support the needs of the community in a safe and inclusive manner?" The Merrill Area Community Night Out offered an interactive puzzle-making station. Adults could converse while the youth colored to their hearts content.



GEARING UP FOR THE 2024-2028 STRATEGIC PLAN

The end of 2023 brought to an end the Library's 2018-2023 Strategic Plan. In June 2023, the process to re-evaluate the Library's position among similar-size libraries based upon its physical size and the population of the community began with the Library Administrative Team visiting libraries throughout the state. We evaluated spaces and met with staff with questions in hand to ensure productive conversations. In September, the Library team worked to develop a Community Survey that residents throughout our area could complete. Questions related to resident experiences with the Library, their interest in what the library currently provided, and what they wished to be considered in the future. The data from the Survey has been extrapolated and a report is on file at the Library that the public is welcome to review. The Library team was then set to the task of developing the Goals & Objectives for the 2024-2028 Strategic Plan. The completion of this step is set for April 2024 at which time it will be presented to the Board of Trustees for

approval. Check back for the review of the final steps in the process in the 2024 Annual Report. We are excited to see what the next five years brings to the Library and its patrons.



WE ARE YOUR DEMENTIA-FRIENDLY LIBRARY

Learning is a journey not a destination. And, the Library is one of the best places to put that into practice. Staff Development Days were developed and play a critical role in supporting and preparing the library team to provide the best service possible to the members of our community. Through a partnership with the Aging & Disability Resource Center, we brought the training to the Library team to help us earn the designation of a Dementia Friendly Library.



DEMOCRACY & YOUTH



The Library provides young patrons an opportunity to participate in the most democratic process, voting. An election was held. Votes were cast by the Library's young patrons and Piggy won! And so did this young patron after the election was held and his name was drawn from the youth that participated in the election. The Library's young patrons truly enjoy being involved in the election process. They also enjoyed the right to have their voices heard as part of a Democracy Wall activity specifically designed for young Library patrons by the Youth Services team.

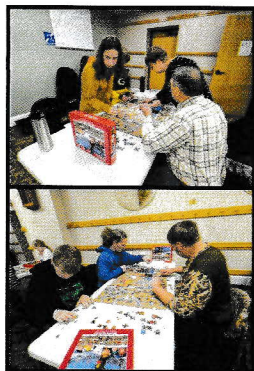


STRATEGIC ELEMENT 3

Develop and execute programming, serving a broad range of ages and interests, expanding our awareness of diversity in our community

MEETING THE NEEDS OF A DIVERSE COMMUNITY

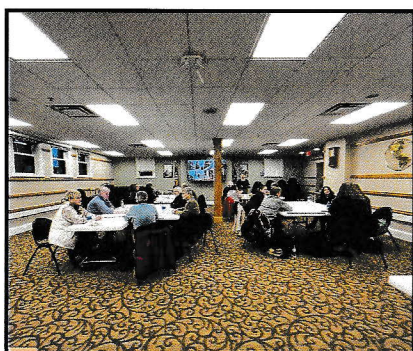
~MULTI-GENERATIONAL~



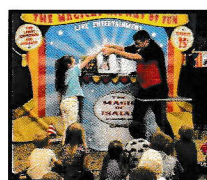
The Library was full of activity in 2023 on all levels. The committed staff worked diligently to develop programs that would meet the needs of all community members. Developing and keeping connections from one generation to the next is critical for a communities sustainability. As you read through the Annual Report, you will see the pattern that has developed for the Library to help in achieving that goal.



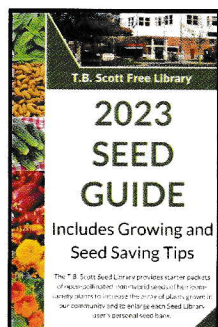
~ADULT SERVICES~



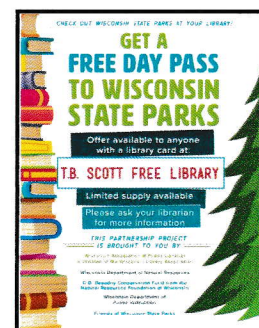
~YOUTH SERVICES~



~OUTREACH SERVICES~



The Library's Seed Library remains an outreach staple and has grown roots in the community. The 2023 growing season was on display through hydroponic growing methods. As libraries have transformed over the years, T.B. Scott has also grown into new areas of outreach into the community. The Library's outreach expansion created a relationship with the Wisconsin State Park System. Much like the library is a gem to this community, the Merrill Council Grounds is as well. Patrons had the opportunity to "checkout" a FREE pass to use at any state park to include the Merrill Council Grounds.



STRATEGIC ELEMENT 4

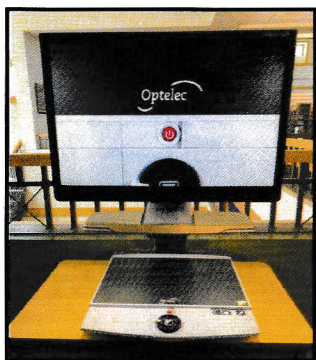
Provide collections, digital resources, and technology resources responsive to community interests and needs

RESOURCE INVESTMENT

VALUED ADDITION TO THE LIBRARY THROUGH COMMUNITY PARTNERSHIPS

In an effort to meet the needs of all community members the Library continuously adds resources that enhance the library experience. In 2023, the Library was fortunate to receive a donation for an updated low-vision desktop device from Midstate Independent Living Choices (MILC). This resource is available to patrons on the 3rd floor in the Adult Services Department. While the unit is located in the Adult Services Department, it is available to library patrons of all ages. Individuals interested in learning more about the low-vision device and how it works may schedule an appointment.

Individuals familiar with the use of the equipment may stop in any time to use it. We are always looking for more ways to make the library experience more about the patrons who use it.

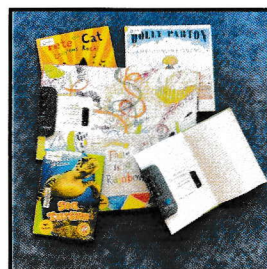


BRINGING NEW AND UPDATED TECH TOOLS FOR YOU

Always striving to improve the patron experience and developing a collection that patrons will enjoy, in 2023 the Library invested in new Youth Services



work stations. Purchase of this form of equipment can be made through the cost-savings made available through a statewide purchasing consortium. In layman's terms, "We get more bang for our buck through volume purchases." What you are seeing in the image of books is audio books with the audio feature built right into the book structure. No longer does a reader need a separate tape



or a CD player to listen to a book. It's right there in their hands in the book for their listening pleasure and to read along developing their literacy skills with a feeling of independence.

MORE THAN JUST BOOKS...ELEMENTALLY SPEAKING



Libraries have transformed and libraries are more than just books. The Library has branched out and is offering more programs devoted to the interests of community members and continues to expand the Library of Things that was first developed in 2018. After five years of expansion, the Library of Things relocated to the first floor in a space of its own. The relocation offers patrons the opportunity to view the items available for check out more closely. The addition of an assortment of cake pans was by far the largest development in the Library of Things collection in 2023. Patrons may request the cake of their choice at the Circulation Desk after browsing through the Cake Binder on display.

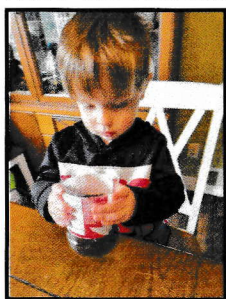


STRATEGIC PRIORITY 5

Promote and encourage use of the library as a safe, comfortable, and welcoming place to meet and interact with others

TAKING THE LIBRARY INTO YOUR HOME

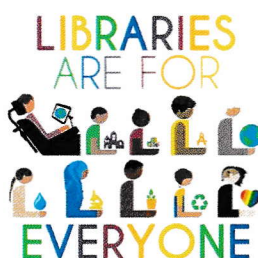
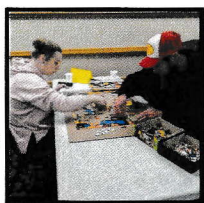
What young reader doesn't enjoy taking home a great book from the Library to read? Even better, what young patron doesn't enjoy taking a project kit from the library to enjoy a hands-on activity at home? Of course, at the Library, we know the answer Library families have asked for more and we have wholeheartedly replied, "Absolutely!



Enjoy!" The increased number of activity bags could not be made possible, however, without the support of the library's wonderful community partners. There are way too many to list here. So, if you see a business name on an activity bag the next time you grab one for the kids, now you know the importance of this recognition.

PUTTING THE PIECES TOGETHER

What better way to relax, besides reading a book, then putting a puzzle together with your friends!



LET'S PLAY TOGETHER



READ! PLAY!
LEARN!

That is so what a Library is about! If you haven't been to the Library recently, it might be time for a visit. In 2023, the Youth Services team worked diligently to create a fun, safe, and inclusive environment for youth of all ages. Our literacy play center is so much fun that it is sometimes difficult for even staff to get things done . . . just kidding.

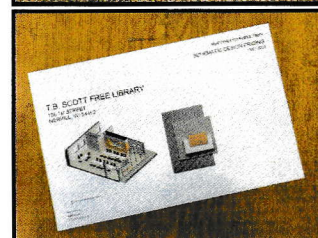


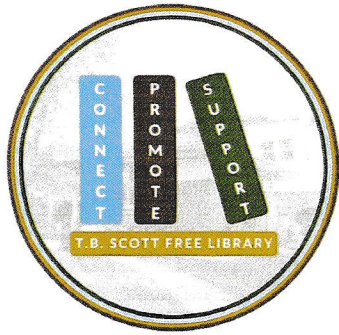
Youth Services staff modeled for this image just for this report. No real marshmallows were consumed.

WHERE DO WE GO FROM HERE

Space Needs Study

After being rescheduled numerous times since 2018, for reasons beyond Library control, the Library's contracted Space Needs Study with MSR Design, Architecture firm from Minneapolis, MN, began in January 2023. The Library administration team met numerous times with the MSR Design Team. A Plan was put in place and focus group meetings were scheduled and held in February 2023. The Final Report, which is available for public viewing, stressed numerous areas of concern, one of which was the need for additional meeting & activity spaces. Libraries have transformed over the years along with the needs of community members. A recommendation was made by Library administration to the Library Board of Trustees that the addition of a meeting/activity room in the Youth Services Department be made to allow for increased programming and greater support of community needs. The decision was made to pursue the addition in 2024. Stay tuned for more in 2024.





@TBScottFreeLibrary



@tbscottlibrary_merrill

106 W. 1st Street
Merrill, WI 54452
715.536.7191
tbscottlibrary.org

LIBRARY BOARD OF DIRECTORS

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County Board Representative

DARCY DALSKY

City Appointee

CHRIS GRUNENWALD

City Appointee

MICHAEL CAYLOR

City Council Appointee

MISSION STATEMENT

Serving the Merrill area through traditional and innovative services, T.B. Scott Free Library connects people to their community and the world, promotes literacy and civic engagement, encourages and supports life-long learning, ensures free and open access to ideas, and provides opportunities for recreation.

FRIENDS OF THE LIBRARY

Friends Purpose:

- To support the T.B. Scott Free Library in developing its facilities and services for the community.
- To encourage gifts and bequests to the Library.
- To stimulate support and use of the Library.
- To promote knowledge of the functions, services, resources and needs of the Library.
- To enjoy the fellowship of Library friends.

2023 Fundraiser

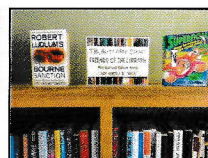
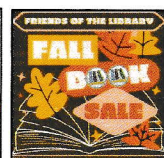
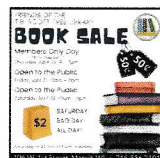


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