

PROCEEDINGS OF THE BROWN COUNTY LIBRARY BOARD

A special meeting of the Brown County Library Board was held on **January 27, 2021 at 5:15 p.m.** at the Central Library, 515 Pine Street, Green Bay, WI.

PRESENT: JOHN VAN DYCK, BRIAN ANDERSON, ANNETTE AUBINGER, KATHY PLETCHER, and DAVID RUNNING. MARISSA MELI attended online.

ALSO PRESENT: Sarah Sugden, Emily Rogers, Sue Lagerman, Linda Chosa, and Curt Beyler.

EXCUSED: Jayme Sellen

1. CALL TO ORDER President Van Dyck called the meeting to order at 5:15 p.m.

2. DISCUSSION AND APPROVAL OF TABLE OF ORGANIZATION CHANGES

The proposed federal minimum wage increase would affect the Shelver and clerk positions. This topic will be addressed at the February Board meeting. Aubinger asked about hours of operation and the possibility of further consistency to make them easy to remember. The proposed hours were based on usage statistics collected at branches – by the hour and by the day. Additionally, Rogers had conversations with managers about staffing. There is a correlation between staffing and programming, visitor count and circulation volume. Hours and consistent patterns will continue to be a focus in the future.

Motion by Pletcher, seconded by Anderson, to approve the Table of Organization changes as summarized below with the exception of the Library Service Associate/ IT and Marketing Specialist positions.

Brown County Library Summary of TO Changes Effective Date: January 21, 2021			Summary of TO Changes						
Location	Position	Position #	FTE	Weekly Hours	Annual Hours	Hourly Wage	Annual Wage	Benefits	Total
Ashwaubenon Branch	Shelver	New	0.24	9.00	468.0	\$10.25	\$4,797	\$1,050	\$5,847
Central Library - Admin	Library Service Associate/IT	125.593.050	0.33	12.50	650.0	\$20.78	\$13,507	\$2,000	\$15,507
Central Library - Adult Services	Shelver	New	0.24	9.00	468.0	\$10.25	\$4,797	\$1,050	\$5,847
Central Library - Circulation Services	Shelver	New	0.48	18.00	936.0	\$10.25	\$9,594	\$2,100	\$11,694
Central Library - Circulation Services	Library Service Clerk	135.591.050	(0.53)	(20.00)	(1040.0)	(\$12.98)	(\$13,499)	(\$3,500)	(\$16,999)
Central Library - Circulation Services	Library Service Clerk	122.591.050	(0.53)	(20.00)	(1040.0)	(\$12.65)	(\$13,156)	(\$3,500)	(\$16,656)
Central Library - Outreach Services	Marketing Specialist	New	1.00	40.00	2080.0	\$23.51	\$48,900	\$17,000	\$65,900
Central Library - Youth Services	Shelver	New	0.48	18.00	936.0	\$10.25	\$9,594	\$2,100	\$11,694
East Branch	Shelver	New	0.24	9.00	468.0	\$10.25	\$4,797	\$1,050	\$5,847
Kress Family Branch	Library Service Clerk	138.591.050	(0.53)	(20.00)	(1040.0)	(\$12.91)	(\$13,426)	(\$3,500)	(\$16,926)
Kress Family Branch	Shelver	New	0.24	9.00	468.0	\$10.25	\$4,797	\$1,050	\$5,847
Pulaski Branch	Library Service Associate	110.593.050	0.14	5.00	260.0	\$17.74	\$4,612	\$1,000	\$5,612
Southwest Branch	Library Service Associate	101.593.050	(0.33)	(12.50)	(650.0)	(\$20.41)	(\$13,267)	(\$2,000)	(\$15,267)
Southwest Branch	Library Service Associate	New	0.67	25.00	1300.0	\$17.30	\$22,490	\$5,000	\$27,490
Southwest Branch	Youth Services Librarian	119.590.050	(0.63)	(25.00)	(1300.0)	(\$23.53)	(\$30,589)	(\$6,000)	(\$36,589)
Southwest Branch	Shelver	New	0.24	9.00	468.0	\$10.25	\$4,797	\$1,050	\$5,847
Weyers-Hilliard Branch	Library Service Associate	114.593.050	(0.25)	(9.50)	(494.0)	(\$18.65)	(\$9,213)	(\$6,000)	(\$15,213)
Weyers-Hilliard Branch	Library Service Associate	113.593.050	(1.00)	(37.50)	(1950.0)	(\$17.30)	(\$33,735)	(\$7,500)	(\$41,240)
Weyers-Hilliard Branch	Library Service Clerk	111.591.050	(0.53)	(20.00)	(1040.0)	(\$12.91)	(\$13,426)	(\$3,500)	(\$16,926)
Weyers-Hilliard Branch	Shelver	New	0.24	9.00	468.0	\$10.25	\$4,797	\$1,050	\$5,847
Wrightstown Branch	Shelver	New	0.24	9.00	468.0	\$10.25	\$4,797	\$1,050	\$5,847
Net Impact			\$ 0.45	\$ 17.00	\$ 884.00	\$ 40.24	\$1,964.80	\$1,045.00	\$3,009.80

Motion carried.

Regarding the library Service Associate/IT position, Anderson questioned if the job was created with a staff person in mind or if the job description is meant to attract an outside candidate. Rogers replied that it is intended for someone on staff who works closely with IT duties. She does not think it would be a stretch to find someone with these talents from the outside. This position maximizes resources. Running is frustrated with the level of support from County IT. He would like to see more services for the amount we are charged back. Pletcher is delighted that we have someone on staff who can step up. Van Dyck is concerned about troubleshooting and liaison with vendors on technology responsibilities. He thinks there is a skill set change that could affect this position in the future since combinations of responsibilities do not always match personalities. Van Dyck questioned how the library plans to train all staff on some of these duties. Services change and staff need to stay abreast of tech issues and troubleshooting them. Sugden mentioned that the Tech Team is working Tech Competencies for staff; the results, of which, will allow for testing and education. Anderson would like to know in six months if this position will eventually migrate to more IT (more than 1/3). This position will be evaluated on an ongoing basis since it may be subject to reclassification in the future. **Motion** by Anderson, seconded by Running, to approve the Library Service Associate/IT position and job description. **Motion carried.**

Anderson asked if this Marketing Specialist position is comparable to other positions in the region as to attract candidates and if there had been any investigation into a marketing firm taking on these responsibilities for a similar cost. Running asked if other

counties have this position and if they are successful. Aubinger liked how it is tailored for an outside candidate. Rogers explained that this job description was hybrid of similar positions in the area. Some of the duties and responsibilities were extracted from Lagerman's job description. This position focuses on marketing, consistent use of branding, and meeting the marketing needs of the library in a variety of applications. PatronPoint, a new software pending implantation, will be a useful tool for targeted marketing and this position will become an expert in using it. Library systems like this require daily oversight and an example why a firm would not be a feasible solution. This is a salaried position that allows for flexibility in hours. The impact of this position can and will be measured. Outputs, resulting from marketing efforts, include an increase in library cardholders and library use.

Lagerman noted that while all staff are responsible for positively representing the library in the community (public relations), this position will develop and implement a marketing plan and strategies, ensure that branding and style guidelines are implemented and kept, and will work cooperatively with the Social Media Team, Marketing Team and other related committees.

Van Dyck does not support this position and is concerned that the successful hire possesses both a strategic/philosophical approach to marketing and a graphic design approach. He would like the creation of marketing material responsibility de-emphasized because a lot of money can be wasted on useless marketing materials. Running noted that this person should have the ability to communicate to various age groups in various ways. Anderson commented that immediate impacts or marketing efforts would benefit a capital campaign. **Motion** by Anderson, seconded by Pletcher to approve the Marketing Specialist position and job description. **Motion carried, 5-1.**

3. ADJOURNMENT

Motion by Running, seconded by Anderson, to adjourn the meeting. **Motion carried.**

The meeting adjourned at 6:18 pm.

NEXT REGULAR MEETING:

**Central Library
February 18, 2021
5:15 p.m.**

Respectfully submitted,
Sue Lagerman
Recording Secretary