

**Whitefish Bay Public Library
Library Board Meeting
Thursday, May 31, 2018
Minutes—Pending**



ATTENDANCE:

Name	Attended	Name	Attended	Name	Attended
Douglas Armstrong (DA) School Board Rep	X	Elaine Griffin (EG) President	Excused	Nyama Reed (NR) Director	X
Allison Fantetti (AF) Librarian	X	Sarah Leinweber (SL2)	X	Jay Saunders (JS) Village Board Rep	X
Tammi Giesen (TG)	X	Karen Plach (KP) Vice President	X		

ALSO ATTENDED:

CALL TO ORDER: President Elaine Griffin called the Whitefish Bay Public Library Board meeting to order at 7:04 p.m.

1. **STATEMENT OF PUBLIC NOTICE:** Duly noticed by NR.
2. **PUBLIC COMMENT:** None.
3. **DISCUSSION** of Developing an Elevator Speech, Presented by Maria Stone, the Director of Development at University School
4. **DISCUSSION & APPROVAL** of Minutes of March 6, 2018 (EG) *Moved: KP; Seconded: JS; Approved: unanimously.*
5. **DISCUSSION & APPROVAL of Financial Reports Through March 31, 2018:** NR summarized the financial reports through end of March. *Moved: DA; Seconded: KP; Approved: unanimously.*
6. **DISCUSSION** of Brand Materials.
Brand awareness is an investment in the library's future. KP/DA Looking at cost effective marketing items, such as tote bags for new cardholders/for purchase, yard signs-are expensive, logo wall decals, feather signs. KP-feather signs remind me of car sales. JS-look into light pole signs. EG-tiered gifts? Overall board support for moving forward.
7. **DISCUSSION of Information Items:**
 - a. Director and Department Reports
 - b. Library Building Maintenance Report
 - c. Library Statistics

NR summarized key aspects from the department reports from adult services staff, youth services staff, and circulation staff. Updates included NR attended a coaching workshop with CVMIC; 90 people attended the 5th annual Edible Book Festival; YA held two programs including a Pi Day Celebration and YS hosting a Girl Scout group for a library visit and escape room.

ADJOURNMENT: Meeting adjourned at 8:30pm.

Respectfully submitted, Allison Fantetti, Teen Services & Technology Librarian

IMPORTANT DATES

- April 9 & 16, Monday, 6:00 pm - Village of Whitefish Bay Trustee (Program Room)
- April 18, Wednesday, 6:30 pm- Friends of the Library Board (Program Room)
- May 1, Tuesday, 7:00 pm - Library Board: (Program Room)