

WiLS Board Meeting

December 5, 2019

Board Members, in attendance:

Martha Berninger, DPI
Peg Billing, Tomahawk School District
Barbara Brattin, Kenosha Public Library/Library System
Joe Davies, Burlington Public Library
Nathan Dowd, Edgewood College
Kris McCoy, Mineral Point School District

Stef Morrill, WiLS (ex officio)
Steve Platteter, Arrowhead Library System
Jane Roisum, Fox Valley Technical College
Tasha Saecker, Appleton Public Library
Kristin Vogel, St Norbert College
Teresa Voss, Verona Area School District
Paul Waelchli, UW-Whitewater

Additional Finance Committee members in attendance:

Ryan Ackerman, Lesleigh Lutrell, Sharon Nellis

Board Members, absent:

Heather Winter, Milwaukee Art Museum

Additional Finance Committee members, absent:

Dan Reed

WiLS Staff, in attendance:

Jeff Brunner, Melody Clark, Andi Coffin, Sara Gold, Melissa McLimans, Emily Pfothauer, Bruce Smith

Agenda:

Call to order; Changes/additions to the agenda

The first portion of the meeting was a joint meeting with the Board and Finance Committee. Chair-elect Tasha Saecker called the meeting to order at 10:04.

There were no changes to the agenda.

Introductions

The Board, Finance Committee, and staff introduced themselves.

Reports

Treasurer's report/Finance Report: T. Klement provided this report. As always, the balance sheet is good. The ratios are all sound. Our fund balance keeps growing to help with our mission and goals. We do carry a large cash balance because our cooperative purchasing bills can be large. T. Klement met with First Business Bank and they are going to help us maximize earnings while keeping things as liquid as needed. One thing to keep an eye on is our fund balance. It's good to keep in mind that we have money to implement new ideas.

Overall, we exceeded our budget expectations this year as we have in the last few years. The cooperative purchasing service was below last year but still exceeded budget and met our expected percentage revenue. We had a write-off of old payables that we paid but that customers did not end up ordering which lowered revenue. In the last couple of years, we have improved procedures to keep this situation from happening again.

Expenses largely matched the budget. The cooperative purchasing expenses were higher because of the higher revenue and the pass-through nature of this service. Digital projects and consulting had higher expenses than budgeted, but those amounts are always estimates and there are corresponding revenues to cover any costs.

A question was asked about why we budget so low for cooperative purchasing if we exceed budget each year. We budget conservatively because some members could drop out of the program or drop subscriptions which could greatly impact the revenue, depending on the size of the subscription.

The group asked about subscriptions added and dropped in the previous fiscal year. S. Morrill will get that information to the Board.

Chair N. Dowd arrived prior to the next agenda item.

Presentation, discussion, and possible action: Business Model Workgroup Recommendations

S. Morrill provided some background about the workgroup. At the Board/ Finance Committee meeting in January 2019, the group approved a timeline and charge for this workgroup. The group was charged with reviewing the current business model, discussing alternatives, and recommending a model to the Finance Committee and Board by December 2019. The members of the group were Tasha Saecker, Steve Platteter, and Jane Roisum, representing the Board; Sharon Nellis, representing the Finance Committee; and Jeff Brunner, Bruce Smith, and Stef Morrill representing WiLS staff. The group met three times to develop recommendations.

WiLS staff and Board members from the workgroup presented the recommendations. The full group then discussed. Some points that were made about the package of recommendations were:

- Making the administrative cost lower for hourly projects means that projects could be more affordable. Being able to charge less for experimentation will lead to innovation and add benefits to the whole community. Focusing on outcomes instead of hourly rates will give the libraries easier ways to talk about the outcomes.
- The pro bono work sends a message to the community that WiLS is willing to do extra things without being paid for the work. It also gives clear guidance to staff members. Without a time allotment, people were doing this work, but they were unsure if they were doing too much or not. How hours will be tracked and activities reported to the community is to be determined. Staff will have discretion on choosing what they would want to work on if they fit within mission and identified activities. Other activities could go to the Strategy Group and perhaps the Board for consideration.

- The group discussed the term “cost recovery.” For all projects that WiLS does, cost recovery means recovering the costs not just for that project but also for the overall administration of the organization.
- Adding an introduction to the document to explain why rates have changed would be helpful. S. Morrill will do this.
- The new cooperative purchasing model feels like a much better way of doing business for our academic members and will feel more like WiLS is working for the members.
- There should not be budget implications for 2020/21, as it is the year of experimentation. 2021/22 is when there may be an impact to the budget.
- Overall, this model supports WiLSiness: pro-bono work, new models to better support members. As one board member said: “It makes my heart happy.”
- The next step will be communication. Staff will work with the Board on this.

B. Brattin moved approval of the recommendations of the business model workgroup. P. Billing seconded. Motion approved unanimously.

The workgroup was thanked for their time.

Finance Committee members R. Ackerman, L. Luttrell, and S. Nellis left the meeting. The Board continued their agenda.

Approval of meeting minutes: August 2019

There were no edits to the meeting minutes. S. Platteter moved approval of the minutes; T. Voss seconded. Motion passed unanimously.

Reports

Directors Report: S. Morrill has been providing the Board with more regular updates and sent another update on December 5. The group had no questions.

CooPAC: J. Brunner reported for CooPAC. The group meets three times per year and has met once since August. Every year, they revise either the reseller agreement or order direct agreement. This year, they are considering the reseller agreement and started the process at the November meeting. At the next meeting, they will discuss further and start the modifications. At their final meeting for the year, the document will be approved. At the last CooPAC meeting, WiLS staff gave an update on implementation of the cooperative purchasing revamp initiatives and the committee was happy with the progress. They discussed future Taco Tuesday topics. One of the ideas was to have a session on usage reports and how people obtain and use data.

Ideas to Action: E. Pfothner reported for Ideas to Action. The awards were announced and funds were distributed. All of the projects are moving forward nicely. One of the interesting side benefits of the projects is that it gives WiLS staff the opportunity to mentor and coach each project. The 2019 recipients will be asked to write short blog posts. We will also invite a few 2018 participants to share at

the 2020 membership meeting in February. The membership meeting will be recorded and slides will be available. It was suggested that the updates be extracted to share separately. Short videos to highlight the different ideas people have worked on would help others understand what they can apply for, could encourage people to apply, and would show the money is being put to good use.

Discussion and action: Data analyst hiring

The position description and rationale for this position was sent to the Board on 11/22. Some Board members expressed support for the position in Basecamp. N. Dowd asked for any questions about the additional position.

The group discussed. Several board members expressed support for the position. Members are trying to figure out how to afford to have this expertise available to them. Data is a piece of many conversations about what we do next in libraries and a lack of people skilled in this area is a barrier. The position also fits well with what WiLS does and supports the outreach to all types of libraries.

S. Platteter moved to hire the data analyst position; B. Brattin seconded. Motion approved unanimously.

Discussion: First review of employee handbook

Due to time constraints, the Board did not consider the handbook during the meeting. S. Morrill will share the handbook for their review via Basecamp.

Discussion and action: Chairperson resignation

N. Dowd spoke to this agenda item. He will be resigning as the chairperson of the board because he has an interest in pursuing the directorship of WiLS and it would be a conflict of interest for him to act as chair during this time. He will remain on the Board but will excuse himself from the hiring processes discussions from this point.

If there are other board members interested in the director position, they would also be expected to remove themselves from any discussions about the position.

T. Saecker is willing to assume the chair role until August. P. Waelchli is willing to assume the chair-elect role at this time.

According to the bylaws, we would not vote on the chair-elect role until the next meeting. However, given that P. Waelchli is willing to serve, S. Morrill suggested that we elect him to the position now. There was no disagreement with this suggestion.

The motion was made for T. Saecker to assume the role of chair and P. Waelchli to assume the role of chair-elect by J. Davies. P. Billing seconded. Motion passed unanimously.

Chair T. Saecker assumed the leadership of the meeting. N. Dowd excused himself from the meeting.

Discussion: Director hiring process

S. Morrill reviewed the timeline that was sent to the Board prior to the meeting. She plans to step out of the process once things have been organized and are underway but will provide support as needed throughout.

One of the tasks she was asked to complete was pricing hiring agencies. She reached out to a number of them and received responses from only two. The minimum cost was very high (\$20,000+) and there was little ability to customize the process.

The Core Committee currently consists of the Strategy Group of WiLS staff and the Executive Committee of the Board. P. Waelschli will now replace N. Dowd on the Core Committee.

The group discussed where to advertise the position and had many suggestions. Board members were encouraged to share any other ideas through Basecamp. The group was asked to encourage people to apply.

Adjournment

P. Billing moved adjournment; B. Brattin seconded. Everyone was in favor of adjourning. The meeting adjourned at 11:33.