

ARROWHEAD LIBRARY SYSTEM

Board Meeting

Milton Public Library

430 E High St.

Milton, WI

Wednesday August 14, 2019

6:00 pm

Please call the ALS office if you are unable to attend (868-2872)

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes
4. Approval of Expenditures
5. Citizen Participation, Communication and Announcements
6. Unfinished Business
 - a. Shared System – SHARE Update
 - b. 2019/20 Budget
 - c. Public Library System Redesign Project
 - d. Librarians' Report – Sarah Strunz
7. New Business
 - a. 2020 ALS Budget request
 - b. Approval of the 2020 Resource Contract with Hedberg PL
 - c. Arrowhead Library System Promotion & Communication Plan

8. Communications

9. Adjourn

The undersigned, as the designee of the presiding officer of the above governmental body, certify that I emailed a copy of this document to the Rock County Courthouse, Administration office for posting on the Rock County website@ www.co.rock.wi.us on 8/8/2019.

Anita Schultz – Arrowhead Library System

ARROWHEAD LIBRARY SYSTEM BOARD MEETING
Eager Free Public Library
July 10th, 2019

ALS Board President Rich Bostwick called the meeting to order at 6:00 p.m. Present were Bill Wilson, Wes Davis, Maribeth Miller, Adam Dinnes, Jose Carrillo, Sarah Strunz and Steven Platteter.

The Agenda was moved approved by Bill Wilson. Adam Dinnes seconded, and the motion carried unanimously.

The June 2019 minutes were moved approved by Wes Davis. Rich Bostwick seconded, and the motion carried unanimously.

Expenditures were approved on a motion by Wes Davis with Bill Wilson seconding. The motion carried unanimously.

Citizen participation, communication or announcements: Wes Davis mentioned that the Arrowhead Library System got some press in the Rock County agriculture publication *Grassroots*.

Unfinished Business

a. Shared System –SHARE Update:

b. 2019/20 Budget: Platteter talked about 2020 state aid will be at the 2019 level and that the audit issue with DPI has been worked out in regard to the 2019 audit reported in 2020.

c. Public Library System Redesign Project:

d. Librarians' Report:

New Business

a. 2020 staff wages: Bill Wilson moved to approve a 2% staff wage increase for 2020 as recommended by the ALS Budget Committee. Wes Davis seconded, and the motion carried unanimously.

b. WiLS strategic planning proposal - Action: Bill Wilson moved to approve the strategic planning proposal from WiLS. Wes Davis seconded and the motion carried unanimously.

c. Approval of the 2020 Arrowhead Library System Charter: Adam Dinnes moved to approve the 2020 ALS Charter. Bill Wilson seconded and the motion carried unanimously.

d. Change October meeting date: The meeting will be held on October 16.

Communications:

Jose Carrillo moved to adjourn. Wes Davis seconded, and the motion carried unanimously. The meeting ended at 6:26 p.m.

Respectfully submitted,
Steven Platteter, Acting Secretary

NOT OFFICIAL UNTIL APPROVED BY COMMITTEE

Account Number	Account Name	Inv Date	Vendor Name	Inv/Enc Amt	
00-0000-0021-17000	PREPAID BUDGET I	07/24/2019	WISCNET	750.00	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	0.00	750.00	0.00	750.00	(1,500.00)
STL-LIBRARY PROG TOTAL				750.00	

I have examined the preceding bills and encumbrances in the total amount of **\$750.00**

Claims covering the items are proper and have been previously funded. These items are to be treated as follows:

A. Bills and encumbrances over \$10,000 referred to the Finance Committee and County Board.

B. Bills under \$10,000 to be paid.

C. Encumbrances under \$10,000 to be paid upon acceptance by the Department Head.

Date:

Dept Head

Committee Chair

Account Number	Account Name	Inv Date	Vendor Name	Inv/Enc Amt	
51-5000-0000-62119	Other Services	07/24/2019	WISNET	750.00	
		08/01/2019	MOVIE LICENSING USA	3,815.00	
		07/02/2019	KOENE COURIER SERVICE LLC	1,665.00	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	183,893.00	136,486.54	0.00	6,230.00	41,176.46
51-5000-0000-62410	R&M-Vehicles	06/27/2019	BURTNESS CHEVROLET INC	89.50	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	10,000.00	1,423.97	0.00	89.50	8,486.53
51-5000-0000-63100	Office&Misc Exp	06/12/2019	AMAZON.COM	158.30	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	1,500.00	584.92	0.00	158.30	756.78
51-5000-0000-63101	Postage	07/03/2019	ARROWHEAD LIBRARY PETTY CASH	21.15	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	1,000.00	98.85	0.00	21.15	880.00
51-5000-0000-63104	Print/Duplicate	06/24/2019	DIMAX OFFICE SOLUTIONS INC	452.75	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	5,000.00	1,733.71	0.00	452.75	2,813.54
51-5000-0000-63108	Public Inf	07/26/2019	ARROWHEAD LIBRARY PETTY CASH	7.00	
		07/16/2019	CDW GOVERNMENT INC	911.30	
		07/24/2019	AKRE ENTERPRISES SENIOR REVIEW	205.00	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	5,000.00	1,229.49	0.00	1,123.30	2,647.21
51-5000-0000-64201	Convention Exp	07/01/2019	PLATTETER,STEVE	85.00	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	4,000.00	874.56	0.00	85.00	3,040.44
51-5000-0000-64904	Sundry Expense	07/10/2019	ARROWHEAD LIBRARY PETTY CASH	31.99	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	1,000.00	76.96	0.00	31.99	891.05
51-5000-0000-65321	Building Lease	09/01/2019	CITY OF MILTON	1,166.67	

Account Number	Account Name	Inv Date	Vendor Name	Inv/Enc Amt	
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	14,000.00	11,345.36	0.00	1,166.67	1,487.97
ARROWHEAD LIBRARY PROG TOTAL				9,358.66	

I have examined the preceding bills and encumbrances in the total amount of **\$9,358.66**

Claims covering the items are proper and have been previously funded. These items are to be treated as follows:

A. Bills and encumbrances over \$10,000 referred to the Finance Committee and County Board.

B. Bills under \$10,000 to be paid.

C. Encumbrances under \$10,000 to be paid upon acceptance by the Department Head.

Date:

Dept Head _____

Committee Chair _____

Account Number	Account Name	Inv Date	Vendor Name	Inv/Enc Amt
----------------	--------------	----------	-------------	-------------

REPORT COMPLETE!

For Job Numbers: 1929133

Rock County - Production

Budget to Actual Figures

Fiscal Year: 2019

As of: 08/05/2019

Budget: RV

Org Key Title
5150000000 Arrowhead Library System

Object	Description	Budget	Actual	Encumbrance	Balance
REVENUE					
42200	State Aid	467,820.00	467,820.00	0.00	0.00
44120	Miscellaneous Fees	6,103.00	6,103.25	0.00	0.25
45504	Intergov-Other Libraries	240,765.00	240,765.00	0.00	0.00
46000	Contributions	2,000.00	2,000.00	0.00	0.00
46400	Fund Balance	20,000.00	0.00	0.00	(20,000.00)
Total Revenue		736,688.00	716,688.25	0.00	(\$19,999.75)
EXPENSE					
61100	Regular Wages	184,972.00	88,619.60	0.00	96,352.40
61300	Per Diems	1,500.00	1,049.61	0.00	450.39
61400	FICA	14,149.00	6,839.60	0.00	7,309.40
61510	Retirement - Employer Share	12,116.00	5,228.59	0.00	6,887.41
61610	Health Insurance	41,000.00	23,301.62	0.00	17,698.38
61620	Dental Insurance	1,513.00	907.80	0.00	605.20
61630	Life Insurance	180.00	74.02	0.00	105.98
62119	Other Contracted Services	183,893.00	143,468.07	0.00	40,424.93
62130	Audit Fees	1,200.00	1,500.00	0.00	(300.00)
62210	Telephone	2,000.00	786.02	0.00	1,213.98
62410	Repair & Maintenance-Vehicles	10,000.00	1,513.47	0.00	8,486.53
62420	Machinery/Equip R & M	100.00	0.00	0.00	100.00
63100	Office Supplies & Misc Expense	1,500.00	743.22	0.00	756.78
63101	Postage	1,000.00	120.00	0.00	880.00
63104	Printing & Duplicating	5,000.00	2,186.46	0.00	2,813.54
63108	Public Information	5,000.00	2,352.79	0.00	2,647.21
63200	Publications/Subscriptions/Due	1,500.00	696.99	0.00	803.01
63300	Travel	3,000.00	552.26	0.00	2,447.74
64200	Training Expense	4,000.00	1,702.00	0.00	2,298.00
64201	Convention Expense	4,000.00	959.56	0.00	3,040.44
64214	ILS Costs	193,265.00	193,006.74	0.00	258.26
64303	Extension Materials	4,000.00	0.00	0.00	4,000.00
64306	Resource Libraries	40,000.00	40,000.00	0.00	0.00
64307	Participating Libraries	1,025,967.00	1,025,967.20	0.00	(0.20)
64309	Intersystem Agreement	72,691.00	72,690.63	0.00	0.37
64904	Sundry Expense	1,000.00	108.95	0.00	891.05
64918	Marketing & Promotion	300.00	0.00	0.00	300.00
65101	Insurance on Buildings	5,000.00	3,328.00	0.00	1,672.00
65321	Building Lease	14,000.00	12,512.03	0.00	1,487.97
67199	Miscellaneous Equipment	3,000.00	574.00	0.00	2,426.00
Total Expense		1,836,846.00	1,630,789.23	0.00	206,056.77
County Share (Revenue - Expense)		(1,100,158.00)	(914,100.98)	0.00	(186,057.02)
Grand Total Revenue		736,688.00	716,688.25	0.00	(19,999.75)

**Rock County - Production
Budget to Actual Figures**

Fiscal Year: 2019

As of: 08/05/2019

Budget: RV

Org Key Title
5150000000 Arrowhead Library System

Object	Description	Budget	Actual	Encumbrance	Balance
	Grand Total Expense	1,836,846.00	1,630,789.23	0.00	206,056.77
	Grand Totals County Share	(1,100,158.00)	(914,100.98)	0.00	(186,057.02)

Overarching Considerations								
Recommendations	Activity	Who?	Funding	Funding Estimate	Statute Issue?	Start Date	End Date	Notes
Implementation Summit	Establish communication channels, check process flow, solicit feedback and ideas, identify unanticipated consequences of implementation, identify data to be measured and tracked, etc.	Stakeholders	LSTA	\$15,000	No	Fall 2019	Fall 2019	LSTA 2019 Proposed Process (?) Do we need a website for implementation or does that information live on the PLD page?
Share results of Implementation Summit	Disseminate information on the process, timeline, and where to receive updates and provide feedback.	DPI	DPI Internal		No	Fall 2019	Fall 2019	
High level of Support								
Recommendations	Activity	Who?	Funding	Funding Estimate	Statute Issue?	Start Date	End Date	Notes
Recommendation #7: Implement a Learning Management System for Professional Development	Finalize setup of Library Enterprise Directory	DPI	WISEdata	\$125,000	No	Ongoing	Fall 2019	This project will serve as the backbone for an improved director certification process.
	Make internal improvements to the library director certification process	DPI	WISEdata	\$100,000	No	Fall 2019	December 2019	Will result in an online Public Library director certification platform

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

	Establish Implementation Team to monitor progress and provide feedback on design and functionality as the project develops	DPI	DPI Internal		No	Fall 2019	Fall 2019	Would include some system CE coordinators, public library representatives, DPI staff, iSchool rep?
	Investigate and create initial specifications for Learning Management System for Library Professionals	DPI	DPI Internal		No	Fall 2019	Spring 2020	DPI team: Elizabeth Neuman, Tessa Schmidt, Cindy Fesemyer, Sam Kong Portal Elements: LMS, consulting
	Develop consulting metrics to better help understand service needs, priorities, and demand	Implementation Team	DPI Internal		No	Fall 2019	Summer 2020	Addressed in CE/Consulting Workgroup report.
	Investigate and create initial specifications for support Portal	DPI	DPI Internal		No	Fall 2020	Spring 2021	DPI team: Gabrielle Koontz, Sam Kong Portal will initially be focused on professional development, allowing systems to collocate resources for inservice training for library staff and trustees, but could also include consulting for library administration and technical support.
	Review specifications and available Learning Management System platforms. Issue and judge RFP for additional platform(s)/software if necessary	Implementation Team	DPI Internal	\$5,000	No	Spring 2020	Fall 2020	Tessa Schmidt, Elizabeth Neuman, Cindy Fesemyer, Shannon Schultz, Sam Kong

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

	Development phase of customizing the Learning Management System platform	DPI or Vendor	WISE		No	January 2021	Summer 2021	Establish pilot process. Either roll out elements of the platform slowly, or use 1 or 2 systems as pilot projects
	Train system staff and library staff on the use of the LMS	DPI or Vendor	WISE Learning		No	Spring 2021	Summer 2021	Administrative rule or statute if statewide adoption of resulting product is an issue
	Determine how Consulting, support triage can be incorporated	Implementation Team	DPI Internal		No	Summer 2021	Winter 2021	DPI team: Shannon Schultz, Cindy Fesemyer, Tessa Schmidt
Recommendation #4: Analyze the Current Funding Formula	Draft issue paper on the topic of funding formula	DPI	DPI Internal		Yes 4/3/24	Fall 2019	Winter 2019	DPI Lead: John DeBacher LD&L may have started activity - engage with this?
	Conduct formal analysis of funding formula effectiveness and implications of changes to formula	External Consultant	LSTA	\$50,000	Yes 4/3/24	Summer/Fall 2019	February 2020	LSTA 2019 Proposed Project
	Identify funding summit participants, plan, and schedule summit	COLANDRINO/DPI	DPI Internal		Yes 4/3/24	November 2019	January 2020	
	Share findings of funding formula analysis and gather feedback from key constituent entities	DPI	DPI Internal		Yes 4/3/24	February 2020	March 2020	Key constituent entities: public library system directors DPI leadership, WLA COLAND
	Hold summit to create formal recommendation(s)	Stakeholders	LSTA	\$10,000	Yes 4/3/24	Spring 2020	Spring 2020	

Supported, but might require more work to move forward								
Recommendations	Activity	Who?	Funding	Funding Estimate	Statute Issue?	Start Date	End Date	Notes
Recommendation #1: Develop Standards, Best Practices and Accountability Structures for Public Library Systems	Establish Implementation Team to consider statutory system standards	DPI	DPI Internal		No	Fall 2019	Fall 2019	
	Establish Implementation Team to consider system best practices	DPI	DPI Internal		No	Fall 2019	Fall 2019	
	Create recommendations for statutory system standards	Implementation Team (Standards)	LSTA	\$5,000	Yes (admin rule) <u>43.09(2)</u> <u>43.15</u>	Fall 2019	Fall 2020	Shannon Schultz Review SRLAAW report "Creating More Effective Library Systems" and analyze current system services based on Appendix A: Wisconsin Public Library System Standards
	Define system best practices and how to share those best practices	Implementation Team (Best Practices)	LSTA	\$2,500	No	Spring 2020	Fall 2020	Shannon Schultz, Michael Dennison
	Conduct System Fiscal Practices study	External Consultant	LSTA	\$75,000	No	July 2019	September 2020	John DeBacher, Michael Dennison LSTA 2019 Proposed Project
	Analyze and make recommendations on governance around standards and best practices	Implementation Team (Joint?)	LSTA	\$5,000	Yes <u>43.09(2)</u> <u>43.15</u>	September 2020	Spring 2021	Board of systems idea Could be initiated by consensus-developed volunteer group, nominated by library community, DPI, ?

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Recommendation #2: Enhance Collaboration by Creating Incentives and Removing Barriers	Monitor Statewide System Backup project and look for additional technology-related collaboration opportunities	DPI	DPI Internal		No	July 2019	Ongoing	
	Conduct research to assess issues, disincentives, barriers, and potential incentives	External Consultant	LSTA	\$25,000	Maybe 43.17(6)	July 2019	September 2020	Statute-related barriers would be identified here
	Establish Implementation Team	DPI	DPI Internal		No	January 2020	February 2020	
	Investigate and document current collaboration, develop a guide that outlines resources for future collaborative projects, potential funding options, and available experts for facilitators. Generate a plan to effect statutory changes, if needed	Implementation team	LSTA	\$2,500	Maybe 43.17(6)	Spring 2020	Spring 2021	DPI: Tessa Schmidt Use PLRS workgroup reports as initial framework
Recommendation #5: Initiate Delivery Service Pilot Projects	Outside consultant to look at and facilitate workgroup report and steering recommendation	External Consultant	LSTA	\$75,000	Maybe 49.24(2)(f)	July 2019	September 2020	LSTA 2019 Proposed Project
	Appoint or hire a project manager charged with performing necessary research, coordinating stakeholder groups, and managing implementation issues	DPI	LSTA	cost of Project Managers hired				

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

	Write issue paper(s) around Discovery Layers and E-resources, including topic of centralized authentication	DPI	DPI Internal		No	Fall 2019	Spring 2020	Elizabeth Neuman. This is referenced in the Collections Workgroup report.
	Establish a statewide cataloging and policy workgroup to begin identifying standard practices that will lend themselves to greater interoperability	Workgroup	LSTA/W ISE	\$5,000	No	Spring 2020	Spring 2021	Referenced in the ILS/ILL/Discovery Workgroup recommendation. Could begin by creating a statewide workflow for returning most library materials anywhere in the state (again, referenced in the ILS/ILL/Discovery Workgroup recommendation)
	Create a repository of information around successful ILS mergers	Workgroup	LSTA/W ISE	\$2,500	No	Spring 2020	Spring 2021	Referenced in the ILS/ILL/Discovery Workgroup recommendation.
	Provide learning opportunities statewide around the topic of Discovery Layers	DPI	LSTA/W ISE		No	Spring 2020	Fall 2021	Could be sponsored conference sessions, summit(s), asynchronous training resources, webinar series, etc.
	Conduct a needs assessment to identify minimum technical requirements necessary to achieve interoperability between different library management software platforms							
	Pilot project to show viability between two systems with	Project Manager	LSTA		No	Summer/Fall 2021	Spring 2023	

2020 ALS Budget with fund balance

Revenue		2017	2017 Actual	2018 Request	2018 Actual	2019 Request	2019 estimate	2020 Request
42200	State Aid	438,605	438,605	453,212	453,212	467,820	467,820	467,820
44120	Misc Fees	6,103	6,103	6,103	6,103	6,103	6,103	6,103
45504	Intergovt-Other libraries	230,649	223,360	212,764	213,564	240,765	240,765	250,654
46000	Contributions	2,000	2,000	2,000	2,000	2,000	2,000	2,000
46400	Funds Forwarded from prior Yr.	85,000		20,000		20,000		86,050
46900	Refund of prior years expense							
47000	Transfers in							
	Total Revenue*	762,357	670,068	694,079	674,879	736,688	716,688	812,627
	Total Fund Balance	119,313	238,887	218,887	271,212			
	Trust Accounts were terminated in 2015, associated funds were moved to the general fund balance.							
Expense								
61100	Regular Wages	197,668	176,603	174,669	176,888	184,972	180,500	182,860
61300	Per Diems	1,500	1,316	1,500	1,665	1,500	1,800	1,800
61400	FICA	17,417	13,580	13,363	13,623	14,149	12,500	13,989
61510	Retirement-Employers	15,482	10,613	11,703	10,600	12,116	12,116	11,977
61610	Heath Insurance	56,868	39,012	41,000	41,000	41,000	49,000	51,048
61620	Dental Insurance	2,160	1,556	1,513	1,556	1,513	1,556	1,556
61630	Life Insurance	135	126	180	109	180	130	180
62119	Other contracted services	99,035	85,180	150,158	117,839	183,893	164,041	258,933
62130	Audit Fees	1,200	1,200	1,200	1,200	1,200	1,500	2,000
62210	Telephone	2,000	1,334	2,000	1,322	2,000	1,300	2,000
62410	R&M-Vehicles	6,500	7,466	9,000	9,645	10,000	10,000	10,000
62420	R&M-Machinery&Equip.	100	0	100	0	100	0	100
63100	Office Supplies&Expenses	1,500	1,407	1,500	975	1,500	1,000	1,500
63101	Postage	1,000	402	1,000	274	1,000	300	1,000
63104	Printing & Duplication	5,000	3,859	5,000	3,678	5,000	3,500	5,000
63108	Public Information	4,000	2,466	5,000	2,065	5,000	3,000	5,000
63200	Publications/Subscriptions/Dues	1,500	1,341	1,500	1,062	1,500	1,062	1,500
63300	Travel	3,600	1,689	3,000	2,089	3,000	2,100	3,000
64200	Training Expense	4,000	1,864	4,000	1,859	4,000	3,500	4,000
64201	Convention Expense	4,000	2,116	4,000	2,327	4,000	3,000	4,000
64214	ILS Costs	218,892	173,845	194,393	191,147	193,265	193,265	185,684
64303	Extension Materials	3,000	2,925	3,000	3,799	4,000	4,000	4,000
64306	Resource Library	85,000	85,000	40,000	40,000	40,000	40,000	40,000
64307	Participating Libraries	953,539	953,539	1,001,938	1,001,938	1,025,967	1,025,967	1,113,408
64309	Intersystem Agreement	76,402	76,402	65,771	65,771	72,691	72,691	73,534
64904	Sundry Expense	1,000	852	1,000	270	1,000	350	1,000
64918	Advertising	300	0	300	0	300	0	300
65101	Insurance on Building	4,500	4,441	5,000	4,964	5,000	5,000	5,000
65321	Building/office Lease	14,000	14,000	14,000	14,000	14,000	14,000	14,000
67199	Misc. Equipment	12,500	2,803	6,500	97	3,000	600	3,000
	Total Expenses	1,793,798	1,666,937	1,763,288	1,711,763	1836846	1,807,778	2,001,369
	Expenses minus County funds	762,357	635,680	694,079	642,389	736,688	707,320	812,627
			34,388					

'Account Key	'Object	'Description	'2017 Actual	'2018 Actual	'2019 Budget	'06/30/2019	'2019 Estimate	'2020 Dept Req	'2020 Adm Reccomend	'2020 Cty Brd Apprd
'5150000000	'42100	'FEDERAL AID	0	0	0	0	0	0	0	0
'5150000000	'42200	'STATE AID	438,605	453,212	467,820	467,820	467,820	467,820	0	0
'5150000000	'44120	'MISC. FEES	6,103	6,103	6,103	6,103	6,103	6,103	0	0
'5150000000	'45504	'INTERGOVT.CHGS-OTHER LIBRARIES	223361	213564	240765	240765	240765	250654	0	0
'5150000000	'46000	'CONTRIBUTIONS	2000	2000	2000	2000	2000	2000	0	0
'5150000000	'46200	'SALE OF COUNTY PROPERTY	0	0	0	0	0	0	0	0
'5150000000	'46400	'Fund Balance	0	0	20000	0	0	86050	0	0
'5150000000	'46900	'REFUND OF PRIOR YEARS EXPENSE	0	0	0	0	0	0	0	0
'5150000000	'47000	'TRANSFERS IN	0	0	0	0	0	0	0	0
'	'	'Total Revenues	670,069	674,879	736,688	716,688	716,688	812,627	0	0
'5150000000	'61100	'REGULAR WAGES	176,603	176,888	184,972	81,776	180,500	182,860	0	0
'5150000000	'61120	'VACATION PAY	0	0	0	0	0	0	0	0
'5150000000	'61300	'PER DIEMS	1316	1665	1500	903	1800	1800	0	0
'5150000000	'61400	'FICA	13580	13623	14149	6308	12500	13989	0	0
'5150000000	'61510	'RETIREMENT-EMPLOYERS	10613	10600	12116	4833	12116	11977	0	0
'5150000000	'61610	'HEALTH INSURANCE	39012	41000	41000	23302	49000	51048	0	0
'5150000000	'61620	'DENTAL INSURANCE	1556	1556	1513	778	1556	1556	0	0
'5150000000	'61630	'LIFE INSURANCE	126	109	180	54	130	180	0	0
'5150000000	'61710	'WORKERS COMPENSATION	0	0	0	0	0	0	0	0
'5150000000	'62119	'OTHER CONTRACTED SERVICES	85180	117839	183893	131053	164041	258933	0	0
'5150000000	'62130	'AUDIT FEES	1200	1200	1200	1500	1500	2000	0	0
'5150000000	'62210	'TELEPHONE	1334	1322	2000	570	1300	2000	0	0
'5150000000	'62410	'REPAIR & MAINTENANCE-VEHICLES	7466	9645	10000	1254	10000	10000	0	0
'5150000000	'62420	'MACHINERY & EQUIP R & M	0	0	100	0	0	100	0	0
'5150000000	'63100	'OFFICE SUPPLIES & EXPENSES	1407	975	1500	435	1000	1500	0	0
'5150000000	'63101	'POSTAGE	402	274	1000	82	300	1000	0	0
'5150000000	'63104	'PRINTING & DUPLICATION	3859	3678	5000	1613	3500	5000	0	0
'5150000000	'63108	'PUBLIC INFORMATION	2466	2065	5000	1048	3000	5000	0	0
'5150000000	'63200	'PUBLICATIONS/SUBSCRIPTIONS/DUE	1341	1062	1500	355	1062	1500	0	0
'5150000000	'63300	'TRAVEL	1689	2089	3000	484	2100	3000	0	0
'5150000000	'64200	'TRAINING EXPENSE	1864	1859	4000	1653	3500	4000	0	0
'5150000000	'64201	'CONVENTION EXPENSE	2116	2327	4000	425	3000	4000	0	0
'5150000000	'64205	'STAFF EDUCATION	0	0	0	0	0	0	0	0
'5150000000	'64214	'ILS COSTS	173845	191147	193265	193007	193265	185684	0	0
'5150000000	'64303	'EXTENSION MATERIALS	2925	3799	4000	0	4000	4000	0	0
'5150000000	'64306	'RESOURCE LIBRARIES	85000	40000	40000	40000	40000	40000	0	0
'5150000000	'64307	'PARTICIPATING LIBRARIES	953539	1001938	1025967	1025967	1025967	1113408	0	0
'5150000000	'64309	'INTERSYSTEM AGREEMENT	76402	65771	72691	72691	72691	73534	0	0
'5150000000	'64904	'SUNDRY EXPENSE	852	270	1000	77	350	1000	0	0
'5150000000	'64918	'MARKETING/PROMOTION	0	0	300	0	0	300	0	0
'5150000000	'65101	'INSURANCE ON BUILDINGS	4441	4964	5000	3328	5000	5000	0	0
'5150000000	'65321	'BUILDING/OFFICE LEASE	14000	14000	14000	10179	14000	14000	0	0
'5150000000	'67105	'MOTOR VEHICLES	0	0	0	0	0	0	0	0
'5150000000	'67199	'MISC EQUIPMENT	2803	97	3000	574	600	3000	0	0
'	'	'Total Expenses	1666937	1711762	1836846	1604249	1,807,778	2,001,369	0	0
'	'	'COUNTY SHARE	-996868	-1036883	-1100158	-887561	(1,091,090)	(1,188,742)	0	0

[illegible]

REFERENCE AND RESOURCE LIBRARY AGREEMENT – 2020
HEDBURG PUBLIC LIBRARY/ARROWHEAD LIBRARY SYSTEM

THIS AGREEMENT is by and between Arrowhead Library System, a public library system organized in accordance with Chapter 43 of the Wisconsin Statutes, hereinafter called "Arrowhead," and the Hedberg Public Library, hereinafter called "HPL."

WHEREAS, Arrowhead is organized under authority of Wisconsin State Statutes chapter 43 to provide for the improvement of public library services to the residents of Rock County, and annual adopts a Plan of Library Service, and

WHEREAS, Section 43.16 Wisconsin Statutes requires that "each public library system shall have at least one system resource library," and

WHEREAS, HPL is a member of Arrowhead and meets all the statutory requirements to serve as a resource library.

NOW, THEREFORE, IT IS MUTUALLY UNDERSTOOD AND AGREED AS FOLLOWS:

1. HPL will serve as the resource library for Arrowhead.

This agreement between Arrowhead and HPL is in accordance with provisions of Chapter 43.24(2)(b) of the Wisconsin Statutes for backup reference and interlibrary loan services from the system resource library, including development of and access to specialized collections.

Definitions:

Clearinghouse – agency responsible for receiving and referring author, title and subject interlibrary loan requests out of system, and for receiving requests from outside the system for referral to libraries within the system.

Interlibrary loan – a transaction in which library materials, or copies of materials, are made available by one library to another upon request for a specific item or general or specific information.

Reference services – responses to interlibrary loan subject requests received from ALS Member and affiliate libraries or received from libraries outside the system through the ALS clearinghouse. Responses may require a fill from the HPL collection or a referral to Sources within system, or outside the system through the ALS clearinghouse.

Collection Development – the process of planning and acquiring a balanced collection of library materials of many formats, including books, periodicals, online resources, and other media. The materials purchased will help provide a diverse collection available for use through the ALS shared system.

Agreement:

Hedberg Public Library agrees to

- Provide reference services for ALS, its member and affiliate libraries, and to other libraries as requested through the ALS clearinghouse;
- Provide author/title interlibrary loan services on the same basis as other member libraries as outlined in the Member Agreement;
- Provide Rock County residents access to any specialized collections, including electronic collections such as Overdrive Advantage, on the same terms as City of Janesville residents and as outlined in the Member Agreement.
- Provide Arrowhead with statistics of reference services and author/title interlibrary loans provided to ALS member and affiliate libraries.
- Provide professional cataloging services, including contracting with SkyRiver, to ALS member and affiliate libraries.

In Return, Arrowhead Library System agrees to

- Pay the sum of \$40,000 in one payment by March 2, 2020.

Terms and conditions of compensation for such services are as follow:

- a. Service to residents of Rock County with a library; reference services; collection development, reference collection development; cataloging services; WAN support

Total Amount: \$40,000.

Payments agreed upon in this compensation agreement are to be made by Arrowhead promptly upon billing by HPL

This agreement shall be in effect as of January 1, 2020 and shall remain in effect until December 31, 2020. This agreement may be amended at any time by mutual agreement of both parties.

Dated this

In the presence of:

Hedberg Public Library

By _____
Adam Dinnes, President
Hedberg public Library Board of Trustees

By _____
Bryan J. McCormick, Director
Hedberg Public Library

Arrowhead Library System

By _____
Richard Bostwick, President
Arrowhead Library System Board of Trustees

By _____
Steven Platteter, Director
Arrowhead Library System



Arrowhead Library System

Helping Public Libraries Serve the Citizens of Rock County

ARROWHEAD LIBRARY SYSTEM PROMOTION & COMMUNICATION PLAN

INTRODUCTION

Arrowhead Library System was established in 1974 to coordinate and expand public library services in Rock County, Wisconsin. Arrowhead Library System offers seven types of services to its member public libraries. The services directly related to promotions and communications are outlined in this plan:

1. Public Relations/Graphic Design Assistance and Consultation
2. Outreach

This plan seeks to define Arrowhead Library System's role in promoting applicable system services, local libraries and their services and events, and relevant state and national programs.

AUDIENCE

Arrowhead Library Service is a single county system primarily serving the seven public libraries in Rock County and its 163,129¹ citizens—of which 142,373² are local card holders (431² additional Rock County residents hold a card at an out of county SHARE Consortium library). Arrowhead Library System also offers limited services, mainly delivery, to seven affiliate members. Arrowhead Library System is a member of the SHARE Consortium, an automation and resource-sharing partnership focused on cost reduction and resource sharing.

In the course of promoting libraries and library services, Arrowhead Library System will target internal and external audiences. The selected audience will help determine the marketing initiative, message, and avenue of communication.

INTERNAL AUDIENCE

- Arrowhead Library System staff
- Arrowhead Library Board of Trustees
- Member library staffs
- Member library boards of trustees

¹ QuickFacts, United States Census Bureau, www.census.gov, retrieved June 11, 2019.

² Data collected from SHARE, the integrated library system by SirsiDynix used by Arrowhead Library System and the SHARE Consortia, retrieved June 11, 2019.

SEMI-INTERNAL AUDIENCE

- SHARE Consortium Director's Council & member libraries
- Other Wisconsin library systems
- Other Wisconsin libraries
- Other Wisconsin Consortia
- State and national library professional organizations

EXTERNAL AUDIENCE

- Community members (cardholders and non-cardholders)
- Community organizations and groups (for profit and not)
- Local businesses and other vendors
- Media
- Schools
- Government officials

STRATEGIC GOALS

Marketing, publicity, and promotion is necessary for the continued success of libraries in the modern age. These tools are used to keep libraries at the top of mind for research, entertainment, community engagement, and literacy needs-reminding

The primary goals of Arrowhead Library System's promotions and communications are:

1. To Increase Brand Recognition of Arrowhead Library System and its member libraries
2. To assist member public libraries with their promotional, communications, and graphic design needs
3. To promote and advocate for libraries and their services
4. To promote patron services available system-wide
5. To cultivate positive relationships with community members, organizations, businesses, and groups as needed

PROMOTIONAL STRATEGIES

SYSTEM WEBSITE

Internal and External Audience

- For staff: provide staff a resource for all system-wide patron services
- For patrons: highlight system-wide patron services
- List contact information for member libraries
- Create blog posts for news and training opportunities
- Create another way of finding and accessing library websites, increasing SEO
- Host system policies and procedures
- Link to the consortiums to which we belong

MONTHLY MEMO ONLINE NEWSLETTER

Internal and External Audience

- Updates for Arrowhead Library System, SHARE, and State/National News
- Distribute via E-mail link to "All ALS ListSery"

SOCIAL MEDIA

Internal and External Audience

FACEBOOK PAGE

- Serve as one-stop site for finding library activities & events by having libraries tag ALS as a cohost
- Provide an avenue for staff and patrons to interact with system
- Create a friendly, informative online façade for the system
- Share content that encourages reading; highlights specific services at ALS libraries; promotes libraries and library professions; disseminate information for other pertinent organizations, such as WLS, PLSR, WPLC, ALA, and WLA
- Tag member libraries and other organizations as appropriate, to increase reach

TWITTER

- Provide an avenue for staff and patrons to interact with system
- Create a friendly, informative online façade for the system
- Have Facebook posts automatically appear as tweets
- Create Twitter-specific content as needed
- Interact with other organizations and Tweeters as needed

LIST SERVES: ALL ALS, ALS DIRECTORS, SHARE DIRECTORS

Internal Audience

- Communicate with library staff directly
- Communicate about consortium business

MEDIA: NEWS

External Audience

- Press releases to newspapers, radio, television, blogs, magazines
- Letters to the editor, mainly for advocacy issues

MEDIA: PAID ADVERTISING & LISTINGS

External Audience

- Purchase ad space in newspapers, magazines, radio, movie theater ads, television, billboards, streaming services, and other media channels as needed
- Procure/purchase listings or advertising in community guides and local directories as necessary

PRESENTATIONS & OUTREACH

Internal & External Audience

- Offer local groups and schools presentations about library cards and library services tailored to their needs and interests—involve local library staff when possible
- Advocate for libraries
- Create training presentations on new library services, policies, etc.
- Host a booth or table at county-wide events as deemed appropriate
- Track how many visitors we receive at each event

PROMOTIONAL OR INSTRUCTIONAL MATERIALS

Internal & External Audience

- System Service/Products: Create flyers, posters, bookmarks, postcards, digital graphics, and more to be displayed in member libraries
- Libraries may choose to share/post materials in various community locations
- Consult with member libraries on their own public relations, marketing, and graphic/web design endeavors
- Provide public relations, marketing, and graphic/web design services for member libraries as requested

BUSINESS LETTERS

External Audience

- Communicate with outside organizations about library services, library needs, and more with formal business letters

STYLE GUIDE

Consistent design is necessary to ensure brand recognition across all platforms. The following guidelines should be followed across Arrowhead Library System's website, social media, newsletters, and print promotional materials, as applicable.

LOGO USE

Arrowhead Library System has several versions of its logo to suite different needs. A few guidelines for its use will ensure its efficacy.

- The horizontal blue version with tagline is the primary logo
- Use an alternate version when small size will make tagline illegible,
- Be mindful to use the proper file format and sizing to avoid pixilation of the logo
- Maintain a high contrast between logo and background by placing logo on a solid background of an opposite brightness or by using a black or white logo
- Maintain blank space around the logo at least equal to the height of its capital "A"
- Do not skew, shear, or mirror the logo
- Do not change or vary the color or transparency of the logos
- No artistic effects, such as drop-shadows or embossing may be applied
- Exceptions to a guideline must be approved by the Public Information Coordinator

COLORS

The color scheme below should be incorporated where appropriate.

PRIMARY COLORS

BLUE



- RGB: 106 143 210
- CMYK: 62 36 0 0
- Pantone: 2129 C | 2143 U
- Hex Color Code: #6191d3

ORANGE



- RGB: 240 149 42
- CMYK: 0 50 99 0
- Pantone: 1495 C | 2013 U
- Hex Color Code: #f7941d

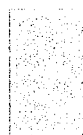
SECONDARY COLORS

GREEN



- RGB: 142 201 61
- CMYK: 50 0 100 0
- Pantone: 368C | 2292 U
- Hex Color Code: #8cc73b

LIGHT BLUE-GRAY



- RGB: 175 189 210
- CMYK: 32 18 9 0
- Pantone: 651 C | 2106 U
- Hex Color Code: #adbed3

PURPLE



- RGB: 132 0 232
- CMYK: 66 79 0 0
- Pantone: 266 C | Violet U
- Hex Color Code: #8300e9

DARK GRAY



- RGB: 58 58 58
- CMYK: 69 62 61 52
- Pantone: 447 C | Black 6 U
- Hex Color Code: #3a3a3a

TAGLINES

Arrowhead Library System's tagline may be used for promotional use.

Helping Public Libraries Serve the Citizens of Rock County

ASSESSABILITY & ACCOMODATION STATEMENTS

Libraries are for everyone. Arrowhead Library System will encourage its libraries to include accessibility statements in its press releases, websites, and promotional items. Samples of such statements include:

- [Name of Library]'s building is handicap accessible. Service desks and program rooms are Hearing Loop enabled. For more information about access or to request accommodations, please call [telephone number].
- On websites with PDF downloads, "Other formats available, email _____"
- This publication is available in alternate formats on request. Please call (insert telephone number of sponsor).

EVALUATION

Evaluation of our promotion and communication efforts will be instrumental in determining what is working and what can be improved. While it is difficult to evaluate the reach and effect of some marketing endeavors, below are the evaluation methods we can employ for certain communication avenues.

WEBSITE

- Track website analytics
- Feedback from the library staff and public

SOCIAL MEDIA

- Track engagement and reactions to posted content
- Track the number of followers to our social media accounts
- Track visits to websites directly via social media

COMMUNITY EVENTS, PRESENTATIONS, & OUTREACH EVENTS

- Tally the number of people engaging with system's table or booth at outreach events, or attending a presentation
- When possible, tally the number of promotional materials given out
- Track return rate on promotions, for example coupons distributed at events
- Note responses and feedback from participants

PROMOTIONAL MATERIALS

- When necessary, survey member libraries to determine how and which promotional materials are being used
- Perform site visits to advise on signage placement, displays, and in-library promotions, when requested
- When needed, survey samples of the community to determine how and where they receive information about the libraries

MEDIA ADVERTISING

- Track advertising reach and effectiveness through reporting features relevant to advertising platform