



2010 WISCONSIN LIBRARY OF THE YEAR

1000 NICHOLS ROAD ■ MONONA, WI 53716-2531
(608) 222-6127
FAX (608) 222-8590
<http://www.mononapubliclibrary.org>
email: monona@scls.lib.wi.us

AGENDA
Monona Public Library Board
Board Room
Tuesday, May 17, 2016, 7 pm

- I. **Roll Call**
- II. **Call to Order**
- III. **Appearances**
- IV. **Approval of Minutes from April 19, 2016**
- V. **Consent Agenda**
 - A. Approval of Bill Payments, April 13 – May 15, 2016
 - B. Approval of Financial Report, April 2016
- VI. **Board Action Items**
 - A. Unfinished Business
 - B. New Business
 - i. Approve Library Commitment to E-rate and Filtering Bypass Memorandum of Understanding between South Central Library System and Monona Public Library
- VII. **Library Director Report**
 - A. Administrative Report April through Mid-May
 - B. Discuss Strategic Planning
- VIII. **Announcements**
 - A. Next Monona Library Board Meeting, Tuesday, June 21 at 7 pm
 - B. Library Closed Sundays May 29 through September 4
 - C. Library Closed May 30 for Memorial Day
 - D. Friends of Monona Library Fundraiser, Paint & Wine Night, Thursday, June 16, 6 pm
- IX. **Adjournment**

NOTE: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX: (608) 222-9225, or through the City Police Department TDD telephone number 441-0399.

The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.



2010 WISCONSIN LIBRARY OF THE YEAR

1000 NICHOLS ROAD ■ MONONA, WI 53716-2531
(608) 222-6127
FAX (608) 222-8590
<http://www.mononallibrary.org>
email:monona@scls.lib.wi.us

Minutes
Monona Public Library Board
Board Room
Tuesday, April 19, 2016, 7 pm

I. Roll Call

Library Board Trustees Present: Ben Redding, President; Todd Stebbins, Vice President; Jennifer Fonner, School Board Representative; Brett Blomme and Sue Carr, Community Representatives

Library Staff Present: Erick Plumb, Library Director; Sally Buffat, Business Coordinator

Trustees Absent with Prior Approval: Doug Wood, Alderperson; Val Edwards, Community Representative

II. Call to Order

Presiding Officer Redding called the meeting to order at 7 o'clock.

III. Approve March 28, 2016, Minutes

Trustee Blomme motioned, seconded by Trustee Carr, to approve the March 28, 2016, minutes.

Discussion: Blomme noted a correction.

Motion to approve corrected minutes passed unanimously.

IV. Appearances

Mary Anne Reed, 5602 Winnequah Road, Monona, appeared to hear about the amended Internet Access Policy and to express her opinion as part of the public hearing.

Erick Plumb also received two (2) emails on the subject of internet filtering that he shared with the Board; see attached.

V. Public Hearing

A. To Receive Public Input Regarding Proposed Amended Internet Access Policy

Board President Redding summarized the Amended Internet Access Policy and read aloud from paragraph VI. E. "Monona Public Library filters all Internet computers and wireless signals available through the library. Adult patrons age 17 years and older may elect to disable the filter for unrestricted Internet access for any lawful purpose that meets Monona Public Library guidelines." Redding summarized the different opinions the Board has debated.

Director Plumb pointed out that each participating library has the flexibility to let South Central Library System know if a particular site should or should not be blocked, and that patrons can self-report a request to review a particular website.

The Board recommended Plumb contact Monona Grove High School so that teachers can white-list any sites they deem appropriate for student assignments.

VI. Consent Agenda

A. Approval of Bill Payments, March 24 – April 13, 2016

Trustee Carr motioned, seconded by Trustee Fonner, to approve bill payments.
Motion passed unanimously.

B. Approval of Financial Report, March 2016

Trustee Stebbins motioned, seconded by Trustee Fonner, to approve the financial report.
Motion passed unanimously.

VII. Board Action Items

A. Unfinished Business

i. Approve Amended Internet Access Policy

Trustee Fonner motioned, seconded by Trustee Blomme, to approve the amended Internet Access Policy.

Discussion: Each Board member had an opportunity to voice additional opinions.
Motion passed unanimously.

B. New Business

i. Elect New Library Board President

Trustee Stebbins moved to nominated Community Representative Sue Carr to serve as Board President. Carr accepted the nomination.
Motion passed unanimously.

ii. Approve Library Staying Open till 9 pm for Gallery Night, May 6, 2016

Trustee Blomme motioned, seconded by Trustee Fonner, to approve the Library staying open till 9 o'clock on Friday, May 6, for Gallery Night.
Motion passed unanimously.

iii. Approve Serving Wine in the Library in Conjunction with Gallery Night, May 6, 2016

Trustee Stebbins motioned, seconded by Trustee Fonner, to approve serving wine in the Library on Friday, May 6, for Gallery Night.
Motion passed unanimously.

VIII. Library Director Report

A. Administrative Report Late-March through Mid-April

B. Fundraising Update

Plumb reported that after re-posting the position, he received one qualified applicant for the half-time Children's Librarian position. To fill the immediate Youth Services need, he will hire a LTE employee to work from May 1 – July 31.

On April 18, Kathy Thomas retired from City Council after 34 years of service to the City of Monona. The Library is indebted to Alder Thomas for being a major supporter throughout those years.

Plumb thanked the Board for coordinating such an enjoyable staff & volunteer appreciation event last month.

Fundraising Update

The fundraising subcommittee is scheduled to meet on Thursday, May 12, 5:45 at the Library. Chris Marsh is organizing a Paint & Wine Night at the Library, tentatively scheduled for a Thursday evening in June.

Jen Falkowski is heading up a community-wide Scavenger Hunt, schedule the weekend of September 16-18.

We need to determine a chairperson for the Mardi Gras / masquerade event, scheduled for the last Saturday in January, the 28th this coming year.

IX. Announcements

- A. Recognition of Ben Redding's Years of Service to the Library Board, 2009 - 2016
- B. Next Monona Library Board Meeting, Tuesday, May 17 at 7 pm
- C. Friends of Monona Library Board Meeting, Thursday, May 5 at 6:45 pm
- D. Gallery Night at Monona Library, Friday, May 6 from 5-9 pm

Plumb announced the Monona Library Foundation Board will meet on Tuesday, May 3 at 7 pm in the Library Board Room.

Plumb recognized Ben Redding for his years of service to the Board, serving four of his seven years as Board President.

XI. Adjournment

Trustee Blomme motioned, seconded by Trustee Fonner, to adjourn the meeting. Presiding Officer Stebbins adjourned the meeting at 8:10 pm.

Attachments: Meg Kramarz email, Cathy Bernards email

Minutes recorded by Sally Buffat



Sally Buffat <sally@mononalibrary.org>

Fwd: Library Board Meeting

1 message

Erick Plumb <eplumb@mononalibrary.org>
To: Sally Buffat <sally@mononalibrary.org>

Tue, Apr 19, 2016 at 12:55 PM

----- Forwarded message -----

From: **Meg Kramarz** <msduk01@hotmail.com>
Date: Tue, Apr 19, 2016 at 12:52 PM
Subject: Library Board Meeting
To: "eplumb@mononalibrary.org" <eplumb@mononalibrary.org>

Hi Erick,

I'm afraid that I can't make it to the meeting tonight, but I did want to weigh in on the filtered internet debate. I have to say I was surprised to learn that the internet isn't already filtered at the library.

I can't see any reasonable rejection to complying with CIPA. All library patrons will benefit from reduced costs associated with the E-Rate funding. It appears that adults will still be able to access blocked sites without staff interference and children will be safe to browse and research as necessary. I have ZERO problem with children not being able to access pornography on a library computer. I can see that the vague definition of filtering information that is "harmful to children" could be disconcerting, but I trust that the Board of Trustees, library staff, and all members of the South Central Library System have a plan for deciding what things are harmful. So yes - please take the federal funding and comply with CIPA.

Thank you for letting me share my thoughts.

Meg Kramarz

--
Erick Plumb, Director | eplumb@mononalibrary.org



Sally Buffat <sally@mononalibrary.org>

Fwd: internet filtering

1 message

Erick Plumb <eplumb@mononalibrary.org>
To: Sally Buffat <sally@mononalibrary.org>

Wed, Apr 20, 2016 at 10:45 AM

----- Forwarded message -----

From: **Cathy Bernards** <bernards@chorus.net>
Date: Tue, Apr 19, 2016 at 2:09 PM
Subject: internet filtering
To: eplumb@mononalibrary.org

Mr. Plumb,

I was encouraged to weigh in on the discussion that will take place tonight on internet filtering at the Monona Library. I would like to support looking into internet software that will filter the just greatest violations on Monona Library computers. I understand there are concerns of violations of people's free speech and rights to seek information by placing filters but I also feel that we need to protect children from some questionable searches and sites. I have young children and I would hate for them to see over someone's shoulder inappropriate websites and photos that are on library computers or if someone fails to log out, to stumble upon these sites when looking on the computers.

I don't think it needs to be a strict filter but perhaps one that removes the most questionable searches and websites.

Thank you.

Cathy Bernards

--
Erick Plumb, Director | eplumb@mononalibrary.org
Monona Public Library | <http://www.mononalibrary.org/>
1000 Nichols Road, Monona, WI 53716
608-216-7458

Summary of Expenditures Posted April 13 - May 15, 2016

Services/Contracts/Supplies

Accounts Payable by Vendor	Account Code	Description	Amount
Professional Development	202-55-55110-134		
Petty Cash: Buffat, Sally		Dane County director's	(\$4.40)
TOTAL PROFESSIONAL DEVELOPMENT			(\$4.40)
Gas & Electric Utility	202-55-55110-220		
MG&E		April	(\$2,044.45)
TOTAL GAS & ELECTRIC UTILITY			(\$2,044.45)
Service Contracts	202-55-55110-240		
CleanPower	203-55-55370-800	services for May	(\$1,990.39)
Illingworth-Kilgust		4/1/16-6/30/16	(\$1,852.00)
TOTAL SERVICE CONTRACTS			(\$3,842.39)
Office Supplies	202-55-55110-310		
Petty Cash: Smithson, Rob		disinfecting wipes	(\$24.51)
Office Depot		ledger paper & pens	(\$18.40)
AppleStore		EP upgrade	(\$19.99)
TOTAL OFFICE SUPPLIES			(\$62.90)
Janitorial Supplies	202-55-55110-340		
Nassco		trash liners & foam	(\$152.31)
TOTAL JANITORIAL SUPPLIES			(\$152.31)
Programming	202-55-55110-341		
Petty Cash: Wendt, Karen		Spring Break programs	(\$6.92)
Walmart		money smart week	(\$8.82)
TOTAL PROGRAMMING			(\$15.74)
Equipment Maintenance & Repair	202-55-55110-351		
Menard's		flood lights	(\$8.97)
TOTAL EQUIPMENT MAINTENANCE & REPAIR			(\$8.97)
Vending	202-55-55110-819		
Pepsi		soda	(\$216.49)
Madison Coffee & Vending		coffee supplies	(\$156.00)
TOTAL VENDING			(\$372.49)
Services/Contracts/Supplies Subtotal			(\$2,661.26)

LIBRARY ACQUISITIONS			
Accounts Payable by Vendor	Account Code	Description	
DVDs & CDs	202-55-55110-810		
Amazon.com		DVD	(\$605.93)
Amazon.com		CD	(\$91.68)
TOTAL DVDs & CDs			(\$697.61)
Adult Books	202-55-55110-811		
Ingram		Non-fiction	(\$555.31)
Ingram		fiction	(\$523.62)
TOTAL ADULT BOOKS			(\$1,078.93)
Children's Books	202-55-55110-812		
Ingram		children's books	(\$693.97)
TOTAL CHILDREN'S BOOKS			(\$693.97)
Young Adult Books	202-55-55110-813		
Ingram		YA books	(\$259.94)
TOTAL YOUNG ADULT BOOKS			(\$259.94)
Library Acquisitions Subtotal			(\$2,730.45)
Expenditures Posted April 13 - May 15, 2016			(\$5,391.71)

CITY OF MONONA
REVENUES WITH COMPARISON TO BUDGET
FOR THE 4 MONTHS ENDING APRIL 30, 2016

LIBRARY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET	
<u>PUBLIC CHARGES FOR SERVICE</u>						
202-46-41110-000	GENERAL PROPERTY TAXES	.00	518,187.00	518,187.00	.00	100.00
202-46-43720-000	COUNTY AID FOR LIBRARIES	.00	1,285.00	190,251.00 (188,966.00)	.68
202-46-43730-000	COUNTY AID LIBRARY FACILITIES	.00	.00	40,720.00 (40,720.00)	.00
202-46-46110-000	COPIER RECEIPTS	246.15	882.65	3,000.00 (2,117.35)	29.42
202-46-46710-000	FINES	438.00	1,840.92	6,500.00 (4,659.08)	28.32
202-46-46730-000	ROOM RENTALS	200.82	1,214.33	2,700.00 (1,485.67)	44.98
202-46-48900-100	VENDING MACHINE	505.60	1,289.07	3,250.00 (1,960.93)	39.66
	TOTAL PUBLIC CHARGES FOR SERVICE	1,390.57	524,698.97	764,608.00 (239,909.03)	68.62
	TOTAL FUND REVENUE	1,390.57	524,698.97	764,608.00 (239,909.03)	68.62

CITY OF MONONA
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 4 MONTHS ENDING APRIL 30, 2016

LIBRARY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT		% OF BUDGET	
<u>LIBRARY EXPENDITURES</u>						
202-55-55110-110	LIBRARY SALARIES	25,860.67	107,242.01	299,014.00	191,771.99	35.87
202-55-55110-119	WAGES, PART-TIME	8,088.65	30,904.61	131,365.00	100,460.39	23.53
202-55-55110-130	FICA	2,547.60	10,346.67	32,924.00	22,577.33	31.43
202-55-55110-131	WISCONSIN RETIREMENT	1,679.94	6,760.97	19,735.00	12,974.03	34.26
202-55-55110-132	LIFE & DISABILITY INSURANCE	2.12	8.49	375.00	366.51	2.26
202-55-55110-133	HEALTH INSURANCE	4,485.68	18,542.08	49,276.00	30,733.92	37.63
202-55-55110-134	PROFESSIONAL DEVELOPMENT	130.40	341.19	4,000.00	3,658.81	8.53
202-55-55110-220	GAS & ELECTRIC UTILITIES	2,260.04	7,854.50	36,400.00	28,545.50	21.58
202-55-55110-221	TELEPHONE	.00	.00	2,000.00	2,000.00	.00
202-55-55110-222	WATER & SEWER UTILITIES	.00	402.35	2,600.00	2,197.65	15.48
202-55-55110-240	SERVICE CONTRACTS	8,525.62	21,281.42	44,505.00	23,223.58	47.82
202-55-55110-241	AUTO CIRCULATION SYSTEM RENTAL	.00	40,226.50	40,506.00	279.50	99.31
202-55-55110-310	OFFICE SUPPLIES	62.56	1,926.49	5,000.00	3,073.51	38.53
202-55-55110-312	POSTAGE	.00	2.54	200.00	197.46	1.27
202-55-55110-340	JANITORIAL SUPPLIES	94.00	226.25	2,000.00	1,773.75	11.31
202-55-55110-341	CHILDREN'S/YA SERVICES	157.61	743.61	2,000.00	1,256.39	37.18
202-55-55110-344	CASH OVER/SHORT	(.04)	(8.85)	.00	8.85	.00
202-55-55110-350	EQUIPMENT MAINTENANCE & REPAIR	1,084.00	6,953.33	8,000.00	1,046.67	86.92
202-55-55110-351	BUILDING MAINTENANCE & REPAIR	357.57	1,895.70	8,000.00	6,104.30	23.70
202-55-55110-390	OTHER SUPPLIES & EXPENSE	.00	20.00	300.00	280.00	6.67
202-55-55110-809	PERIODICALS	319.80	568.20	4,500.00	3,931.80	12.63
202-55-55110-810	DVD/CD/BOOK ON CD	779.69	3,737.71	14,000.00	10,262.29	26.70
202-55-55110-811	ADULT BOOKS	969.13	4,960.17	17,000.00	12,039.83	29.18
202-55-55110-812	CHILDRENS BOOKS	823.12	1,652.23	10,250.00	8,597.77	16.12
202-55-55110-813	YOUNG ADULT BOOKS	269.91	1,114.91	3,250.00	2,135.09	34.30
202-55-55110-814	LARGE PRINT BOOKS	425.46	846.91	2,500.00	1,653.09	33.88
202-55-55110-817	ELECTRONIC INFO SOURCES	.00	1,592.50	4,000.00	2,407.50	39.81
202-55-55110-818	BOOK LEASE PROGRAM	.00	3,208.00	3,208.00	.00	100.00
202-55-55110-819	VENDING MACHINE EXPENSE	436.51	1,064.28	2,200.00	1,135.72	48.38
	TOTAL LIBRARY EXPENDITURES	59,360.04	274,414.77	749,108.00	474,693.23	36.63
<u>TRANSFERS</u>						
202-55-59210-212	ACCOUNTING SERVICES	.00	.00	4,500.00	4,500.00	.00
202-55-59210-510	INSURANCE	.00	.00	11,000.00	11,000.00	.00
	TOTAL TRANSFERS	.00	.00	15,500.00	15,500.00	.00
	TOTAL FUND EXPENDITURES	59,360.04	274,414.77	764,608.00	490,193.23	35.89
	NET REVENUES OVER EXPENDITURES	(57,969.47)	250,284.20	.00	250,284.20	.00



2010 WISCONSIN LIBRARY OF THE YEAR

1000 NICHOLS ROAD ■ MONONA, WI 53716-2531
 (608) 222-6127

FAX (608) 222-8590

<http://www.mononallibrary.org>

email:monona@scls.lib.wi.us

Library Activity Report	2016	2016
	Apr	YTD Apr
Physical Item Checkouts	19,862	80,073
E-Book Checkouts	1,447	5,672
Total item Checkouts	21,309	85,745
Meeting Room Bookings	51	159
Study Room Bookings	121	463
Book a Librarian sessions	11	45
Exams Proctored	1	5
Patron Internet Sessions	n/a	n/a
Wireless Network Sessions	12,905	33,618
<u>Library Visits</u>	<u>16,410</u>	<u>58,831</u>
Adult Programs	5	25
# attended	225	882
Children's Programs	28	110
# Attended	1,007	2,791
Teen Programs	1	6
# Attended	8	73



2010 WISCONSIN LIBRARY OF THE YEAR

1000 NICHOLS ROAD ■ MONONA, WI 53716-2531
(608) 222-6127

FAX (608) 222-8590

<http://www.mononallibrary.org>

email: monona@scls.lib.wi.us

MONONA PUBLIC LIBRARY

ADMINISTRATION REPORT FOR LIBRARY BOARD MEETING

May 17, 2016

Erick Plumb, Library Director

We had a nasty ceiling leak outside of the Quiet Reading Room on May 1. Staff came into the Library and discovered water dripping from several spots on the ceiling and drenching the floor. We removed several stacks of books while we waited for repairs. HJ Pertzborn were able to repair a roof drainage pipe so our fingers are crossed that the problem will be solved.

We have halted our search for the half-time Children's Librarian position, formerly held by Karlyn Spevacek. You'll recall we offered the position to a candidate, who ultimately decided not to accept the job, electing to continue as a stay-at-home parent. We had a second candidate that ultimately decided not to pursue a half-time position despite her great interest in the job itself. We will wait a few weeks and post for the position again, as there will be a large number of Library School grads entering the workforce this summer. In the interim, we have hired Angelika Neitzel as a limited term employment Library Assistant to assist Karen and company with class visits and the launch of our busy summer reading program.

In April we solicited on social media and via posters in the library for interested Mononans to apply to join the Library Board. We received six applications, which have been forwarded to Mayor Miller. We eagerly await his selection of a candidate to be submitted to the City Council for approval.

Gallery Night - May 6, 5-9 pm

Our first time participating in the Madison Museum of Contemporary Art's Gallery Night was a hit, with over 90 people attending on a beautiful Friday evening. We thank Meghan Blake-Horst of Absolutely Art for curating and running the event for us. We look forward to participating in future Gallery Nights, and hope we can inspire other venues in or near Monona to participate.

Friends and Library Foundation Update

The Friends of the Library met on May 5 and approved their slate of officers for the upcoming year. Kay Gage will continue to serve as president, Abbie Loomis as Vice President, Leslie

Johnson as Treasurer, and our very own Sue Carr as Secretary. One project that the Friends would like Library staff to pursue is to find an intern to inventory, catalog, and possibly digitize many of the historical documents relating to the Library and the City of Monona that have been languishing in the Library's storage areas for years. We will look for a student intern from the School of Library and Information Studies at UW-Madison who could help us with this project.

The Friends will sponsor a Paint & Sip fundraising event on June 16. There will be twenty spots for people to paint on canvas under the direction of an art instructor, all while enjoying wine in our beautiful building. Tickets will be \$40.

The Library Foundation met on May 3. The Foundation disbursed \$4,000 from the Booked for Life endowment to supplement our regular collections' budget, and \$935 from the general Endowment fund to support the 1000 Books Before Kindergarten program for another year. We discussed a draft of the updated Foundation brochure. The Foundation will meet again on September 27 to prepare for a fall mailing to library supporters and potential donors.



2010 WISCONSIN LIBRARY OF THE YEAR

1000 NICHOLS ROAD ■ MONONA, WI 53716-2531
(608) 222-6127
FAX (608) 222-8590
<http://www.mononallibrary.org>
email:monona@scls.lib.wi.us

Memorandum of Understanding

Library Commitment to E-rate and Filtering Bypass

This memorandum of understanding (MOU) is made between the South Central Library System (SCLS) and the Monona Public Library (the Library).

Pre-Commitment Responsibilities

- The Library has secured access to all the necessary resources (i.e., computers, training, software, maintenance and electrical connections) to make effective use of the requested discounts.
- The Library has complied with state and local procurement laws as well as all Schools and Libraries Program rules.
- The Library will submit a Letter of Agency to SCLS authorizing SCLS to file for e-rate on the library's behalf no later than January 31 prior to the start of the grant year. Failure to do so will result in a library being withdrawn from the upcoming grant cycle.
- The Library will complete steps necessary to become CIPA compliant and submit form 479 (http://usac.org/_res/documents/sl/pdf/forms/479.PDF) no later than June 30 of each grant year to provide notification of the Library's status of compliance with the Children's Internet Protection Act (CIPA).

Commitment to E-rate term

It is important that libraries remain CIPA compliant throughout the current e-rate grant year. The Library agrees to work with SCLS to achieve CIPA compliance before July 1st and to maintain this status through June 30th of the following year.

Authorization for SCLS to provide a TPM and manage the disabling mechanism

SCLS will provide the iBoss filtering solution as a Technology Protection Measure (TPM) to help libraries meet the requirements of the Children's Internet Protection Act (CIPA) and be eligible for federal e-rate discounts on eligible network equipment and services. The language in the CIPA is open to interpretation and the purpose of this MOU is that the library acknowledges that they understand the following:

- The TPM must be disabled upon request of an adult (defined as age 17 and older), for lawful purposes and bona fide research.
- The library may not ask the patron what their purpose is; the patron self-certifies that their request is lawful and bona fide. The request process must not place an undue burden on the patron.
- Per FCC: "An authorized person may disable the blocking or filtering measure during use by an adult".
- Per DPI FAQ: "any authorized school or library staff may disable the TPM...Such staff authorization is granted by the school or library's governing body".
- SCLS will be providing both a TPM and the mechanism for disabling it.
- The SCLS TPM will only be available to computers on the SCLS Network (including wireless). The library must have additional TPM measures for any other computers.

The Library authorizes SCLS to provide (check one):

- A TPM that allows patrons to request electronically that the TPM be disabled. SCLS will use automated processes to validate the patron's age and determine their eligibility to disable the TPM.
- A TPM that requires library staff involvement in order to disable the TPM. Library staff will validate the patron's age and eligibility to have the TPM disabled.

Technology Services Coordinator

South Central Library System

Date

Erick Plumb, Library Director

Monona Public Library

Library Name

Date

May 11, 2016

I am pleased to provide the following pricing for the construction of (2) vestibules at Monona Library.

The lower level would require removing existing concrete, digging/pouring foundation walls, and re-pouring sidewalks. This also includes removal of spandrel panels and installing clear glass panels. The upper level does not require any concrete work as there are existing foundations.

\$ 6,420 Concrete for Lower
\$14,600 Storefront for Lower
\$15,200 Storefront for Upper
\$ 5,200 (2) Stanley Auto Operators & Hardware
\$ 6,700 General Conditions

\$37,142 Subtotal
\$ 2,971 Construction Management Fee
\$40,113 TOTAL PROPOSED COST

Please let me know if you need any additional information.

Thank you for the opportunity,

Paul Reed
President

HARMONY CONSTRUCTION MANAGEMENT, INC.
906 Jonathon Drive . Madison WI 53713
O [608.224.3310](tel:608.224.3310) . **F** [608.223.4392](tel:608.223.4392) . **E** harmonyinc@harmonyinc.net
www.harmonyconstructionmgmt.com

Monona Public Library Calendar of Events

May 2016



- Children's events
- Teen events
- Adult events
- Tech Classes

Register for events at
www.mononalibrary.org

Monona Public Library

1000 Nichols Road
 Monona, WI 53716
 Phone: 608-222-6127
www.mononalibrary.org

Hours:

Mon–Wed: 9am–8pm
 Thurs–Fri: 9am–6pm
 Sat: 9am–5pm
 Sun: 1–5pm (Labor Day–
 Memorial Day)



Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 CHILDREN'S BOOK WEEK	2 5:00pm Holocaust Display — Glacial Drumlin Open House	3 9:30am Storytime Raccoons (ages 2-5) 10:15am Storytime Chipmunks (ages 1-3) 6:15pm Family Fun Nite Wildlife Storytelling	4 6:15pm Stories Off the Shelf Storytelling	5 9:30am Storytime Chipmunks (ages 1-3) 10:15am Storytime Raccoons (ages 2-5) 11:00am Storytime Bunnies (Non-walkers)	6 5:00–9:00 pm Gallery Night	7
8	9	10 6:30pm Teen Lit for Adults	11	12	13	14
15 2:00pm Monona Library Mending Day	16 4:30pm Read to a Dog (sign-up)	17 7:00pm Library Board Meeting	18 6:00pm Fearless Crafters	19	20 10:00am Friday Morning Book Club	21
22	23 4:00pm LEGO Club (All ages)	24 6:30pm Eco-Action Tue. — Making Cleansers	25 6:00pm Seasonal Chefs — The Avenue Club	26	27	28
28	30	31 4:15pm Spanish Storytime Teen Volunteer Application Deadline				

**Belleville Public Library
Strategic Planning Team**

**Library Strategic Plan
Typical Contents**

- 1) Background and purpose**

(Reasons for doing the planning. Focus is new initiatives / priorities; not an operations plan.)
- 2) Summary of process used and information inputs**

(Including planning team, community groups polled, Appendix of survey used and list of all inputs).
- 3) Mission and reimagined Vision / Values**
- 4) Strategic Goals / Initiatives**

(List of the decided-upon goals and basic rationale for each)
- 5) Action Plans**

(What actions need to be taken to achieve the goals / initiatives with some indication of who will do what by when.)

Belleville Public Library



Strategic Plan 2015 - 2018

Adopted July 13, 2015

130 S. Vine Street, P.O. Box 140, Belleville, WI 53508
www.bellevillelibrary-wi.org (608) 424-1812

Belleville Public Library
Strategic Plan 2015-2018

Table of Contents

Introduction	1
Mission, Vision, and Core Values.....	2
Strategic Goals and Objectives	3
Planning Process Elements	8
Themes from Community Input	9
Input from Infrequent and Non-Users	10
Teen Library User Input	11
Library Programming	11
Requests for More Space	12
A Well-Used Community Resource	13
Looking to the Future	14
Thank You!	14
Acknowledgements	15

Introduction

April 2014: By every traditional measure, the Belleville Public Library is successful and well run. It would have been easy for the Library Board of Trustees to opt out of doing a strategic plan for our library. Usage rates per capita were more than twice the average of all Wisconsin libraries, programs were well attended, feedback from patrons sang the praises of friendly and skillful staff, and there was no fiscal crisis.

These achievements had been realized without any overall plan ever having been written for this library. But a great community deserves a great library. The Board and its new Director, Bronna Lehmann, sensed that it was time to look deeper to gauge the nature of changing community needs and the way technological advancements are impacting information access. Their goal was to set a clearer course into the future – a world very different from the one that existed when Belleville’s library was founded 135 years ago or even that which existed 36 years ago in 1979 when the Library moved to its present location.

So the planning journey was begun. The decision was made to engage in a robust and detailed planning process. It was a long journey which took over a year to complete. The Board charged a special committee of dedicated individuals to really listen to community voices about what both library users and non-users thought was needed and to gather the community’s ideas about going forward. As a result, the planning committee spent months engaged in focused listening sessions with small groups of residents. This was followed by the design and distribution of a community-wide survey. Over 800 individuals responded, which netted over a thousand comments and much helpful data. In addition, the committee studied national and state research about library trends, looked at local demographic statistics, and asked the library staff about what they thought was important. These inputs were used to deliberate carefully about the Library’s mission and vision to create a truly strategic plan for Belleville Public Library’s next three years.

The following is the result of the efforts of the Board of Trustees and its strategic planning committee – five overall strategic goals with related specific objectives for the Library to focus on during 2015 - 2018.

Our Mission

The Belleville Public Library is a strong community partner providing programs and services that bring people together, foster creativity, and encourage lifelong learning. We preserve our storied past, enrich present lives, and prepare for an ever-changing future.



Our Vision

To be the welcoming heart of our community where all come to learn, discover, create, and connect.

Our Core Values

The Belleville Public Library will guide accomplishment of our Mission and Vision by:

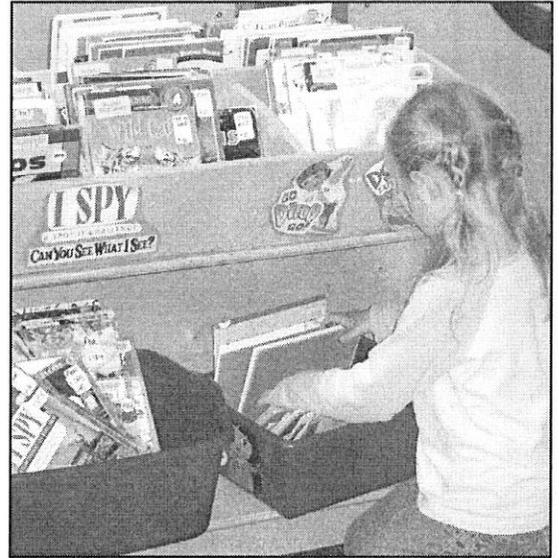
- 1. Being a warm and welcoming place for community members to gather.*
- 2. Being actively engaged in the life of the community.*
- 3. Employing a collaborative, creative, and positive staff focused on library users' interests and needs.*
- 4. Being good stewards of the Belleville Public Library's financial and material resources.*
- 5. Ensuring ready, equal, and equitable access to library materials.*
- 6. Protecting confidentiality of library patron records.*
- 7. Championing everyone's right to intellectual freedom.*

“A library outranks any other one thing a community can do to benefit its people. It is a never failing spring in the desert.”

-- Andrew Carnegie

Goal 1

Promote literacy and enrich people's lives through lifelong learning.



Objectives

- ◆ A: Promote the enjoyment and the skill of reading for all ages and abilities.
- ◆ B: Help parents and caregivers prepare their children to be successful readers and lifelong learners.
- ◆ C: Offer programs and materials that pique curiosity, encourage exploration, and engage all learners.
- ◆ D: Provide hands-on opportunities for children and adults to develop their creativity, build problem-solving skills, and gain first hand exposure to and greater comfort with emerging technologies.
- ◆ E: Support community members with practical information as they navigate through their lives – relationships, health, finances, caregiving, career changes, retirement – and the host of challenges and opportunities along the way.
- ◆ F: Provide high quality instruction, programs, and materials that support personal growth and aspirations.

Goal 2

Provide a welcoming, vibrant atmosphere that draws community members together.

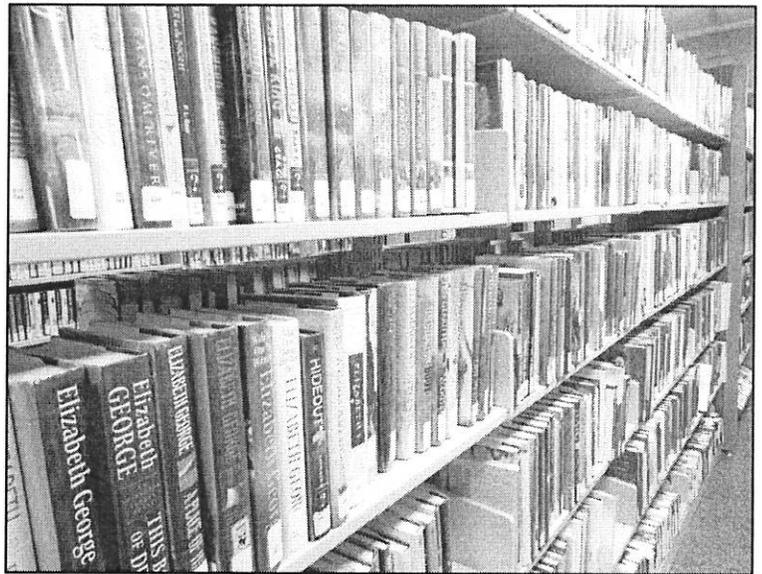


Objectives

- ◆ A: Provide a comfortable, accessible destination for all community members to gather, read, learn, and socialize.
- ◆ B: Sponsor events appealing to a broad range of interests that provide opportunities to connect with other residents and be involved in community life.
- ◆ C: Foster partnerships, communication, and problem solving that enhance the quality of life for Belleville residents.
- ◆ D: Maintain our emphasis on friendly and well-trained staff.
- ◆ E: Involve teens in volunteer opportunities and in planning programs for older children and teens.
- ◆ F: Evaluate current library space and former senior center office space to identify opportunities to provide additional event, meeting, and quiet space within our current building.
- ◆ G: Participate in the Village municipal facility needs study to explore options for additional library and community gathering space.

Goal 3

Support access to information in traditional and changing formats.

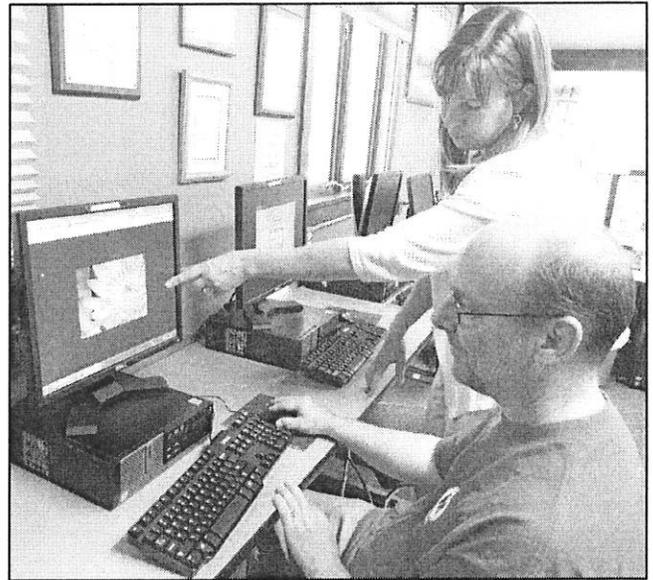


Objectives

- ◆ A: Maintain a robust physical materials collection of books, magazines, movies, and music.
- ◆ B: Increase access to digital formats by taking full advantage of library system and state-wide consortium opportunities to provide a wide selection of digital materials.
- ◆ C: Offer essential training and high-speed Internet access so all can skillfully participate in an increasingly online world.
- ◆ D: Create online digital access to local historical materials through partnerships with the Belleville Historical Society and state agencies.

Goal 4

Support the economic health of the community.

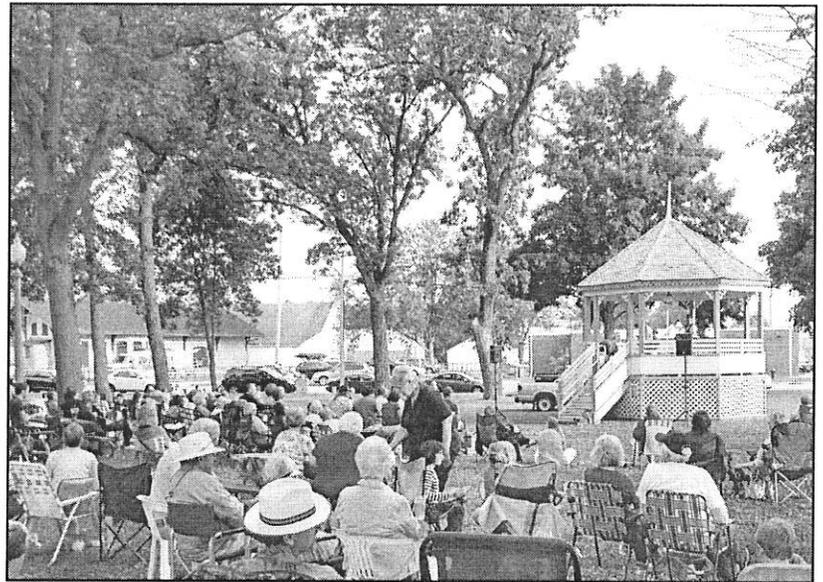


Objectives

- ◆ A: Support local business by drawing people downtown through increased program attendance and library use.
- ◆ B: Raise awareness of the Library as a small business resource center with office equipment, high speed Internet, and work space.
- ◆ C: Ensure that the Library has a robust collection and resources on small business management, career development, job search, test preparation, and entrepreneurship.
- ◆ D: Offer computer training to upgrade skills and job qualifications.
- ◆ E: Partner with the Chamber of Commerce to provide small business workshops for local businesses.

Goal 5

**Increase
community
awareness of
and support
for the Library.**



Objectives

- ◆ A: Develop a comprehensive marketing plan to better inform people about library services, programs, and other opportunities.
- ◆ B: Partner with school, civic, and social service organizations to create and promote events and programs both at the Library and out in the community.
- ◆ C: Actively reach out to new residents.
- ◆ D: Support the efforts of the Friends of the Belleville Public Library to involve community members as volunteers and advocates for the Library and to raise funds for library programs, services, and initiatives.
- ◆ E: Establish a library foundation to support the library's mission and future expansion.

Planning Process Elements

- **Establishment of a Strategic Planning Committee.** The committee consisted of five community members, the Library Director, and a professional consultant hired for facilitation and guidance.
- **Review of Current Library Status and Future Library Trends.** The Strategic Planning Committee began their research with an overview of the community's current library use and research into the trends and challenges facing libraries today. Area demographics were also reviewed.
- **Focus Groups.** With the goal of gaining a broad understanding of community needs, eight focus group sessions were held with a total of 65 people attending. Session participants included: social service providers (2 sessions), parents, youth services providers, senior citizens, library advocates, Kiwanis Club members, and local business people.
- **Community Survey.** Over 800 responses to the print and online community survey provided input from a broad cross-section of library users and non-users. In addition to category choice-type questions, there were multiple questions requesting open-ended responses. Spanish language surveys were also available.
- **Staff In-Service.** Staff met for a half-day session to identify community needs and ways the Library could meet those needs based on staff members' knowledge from working with the public.
- **Identification of Goals and Objectives.** Based on the above input, the Strategic Planning Committee developed five strategic goals with accompanying objectives for 2015-2018.
- **Final Plan Development.** The Strategic Planning Committee summarized the process and conclusions into a written plan which was presented to the Library's Board of Trustees on July 13, 2015.



Themes from Community Input

An essential premise of Belleville Public Library's strategic planning process was that the Library's primary purpose is to serve the community. Therefore, we listened at length to small groups of residents, both users and non-users. The results of these Focus Groups helped us design the community-wide survey. Residents were generous and open about what they thought, both positive and negative.

Major themes identified were:

- The Library should be a *community gathering place* to bring people together for classes, programs, and services.
- To achieve its goals, the Library should *work together in partnership* with other community organizations.
- People value the *sense of community* and want opportunities to volunteer and work together to solve local problems.
- *More meeting space* is needed for community group and business use.
- There was strong support for *our children's educational success* and a desire for the Library to provide enrichment opportunities.
- *Computer literacy and access to computers* are increasingly important for day-to-day life. There were many requests for help with computer and tablet skills.
- Children and younger teens need *a place to go* and engage in worthwhile activities, especially after school and as an alternative to sports.
- Concern was expressed about meeting the *needs of an aging and more culturally diverse population*.

"The community needs a center, a heart, and anchor. It should be in a central location. The library should be the hub."

"Internet access is so important. It is great that the library provides that access. Our rural Internet can be intermittent & for many, it is still unaffordable."

- Many requested *more comfortable furnishings* and a more attractive space in general. Natural lighting was important. “Cramped” and “uninviting” were words used to describe the current facility.
- A significant number of *misunderstandings or lack of knowledge* about the Library and its services were discovered. For example, 42% of the survey respondents did not know that e-books and downloadable audiobooks were available from the Library. Fifty-seven percent of respondents to the survey had never visited the Library’s website. Additionally, comments revealed that some people were unaware of the basement level, the elevator, and programs and classes already offered by the Belleville Public Library.
- Belleville area residents *clearly value their library*. Over 96% of respondents, even those who did not use the Belleville Public Library, said that having a public library is important to the quality of life in a community.
- Comments indicated *great satisfaction with current library services*, especially in the areas of children’s programs and services along with the friendly, helpful staff. As one respondent said, “The staff does a terrific job considering the space limitations.”

“I support any effort to keep and expand the library. I am not a frequent user, but libraries are vital to the health and vibrancy of any community.”

Input from Infrequent and Non-Users

The committee was especially interested in learning reasons for low or non-use of the library. Primary multiple-choice reasons given for not using Belleville Public Library were “not needing anything from the library” (40%) and “not having time to use the library” (34%). Given that many seemed unaware of the range of services offered, it is possible that those not needing anything from the library might hold a different opinion after taking the survey.

“I really like the always helpful staff and admire their efforts to provide the best facility and service they can. Our library is a lively and welcoming space.”

Reasons those who used other libraries cited were convenient location and hours, a more spacious library, and services not available at Belleville, which included attending specific events of interest, wider selection of materials, and meeting rooms.

Teen Library User Input

Those who have used the Belleville Public Library in the past year have:

- 89% Borrowed a book or magazine
- 64% Borrowed a CD, DVD, or audiobook
- 26% Used a library computer
- 13% Used the library's Wi-Fi
- 31% Used the photocopier or fax
- 26% Brought a child to a program

We value the viewpoints offered by the 9th, 10th, and 11th graders who took the survey as part of their school day. We learned that 48% had visited the library in the past year, with 39% visiting monthly or more often. Two thirds of teen library users had borrowed reading materials. Between a quarter to a third indicated a high interest in things like small study group rooms, a separate teen area, and hands-on opportunities to learn things like coding, robotics, and 3-D printing.

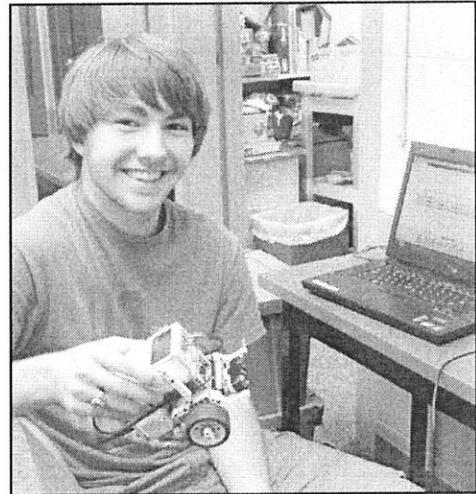
Library Programming

Many ideas for more and a wider variety of programming came through clearly in both the focus groups and the survey. Although there was no one topic that dominated the requests, significant numbers indicated interest in programs on financial planning, health information, computer use, gardening, small business management, and arts and crafts.

That many could benefit from computer training was identified early on in the focus groups. The requests for computer training ranged from absolute beginner classes to more advanced topics like website development, coding, and 3-D printing. Skill in navigating the Internet has become a necessity for many day-to-day tasks. Due to the immediate need, the Library began in December 2014 to offer several well-attended computer classes for beginners each month.



Numerous comments reflected support for the library-hosted community events. Survey responses recognized the Library's sponsorship of the successful Music in the Park concert series and encouraged additional programs to bring the community together.



Requests for More Space

Overwhelmingly, the greatest number of oral and written comments requested a larger library with more space for a wide variety of needs. Of the 334 comments made in response to the survey question “*If you could make any changes to the library, what would they be?*” 204 respondents directly said that they wanted a larger library or they asked for things requiring more floor space like meeting rooms, quiet space, and room for additional computers.

A majority of survey respondents indicated a high or medium desire for each of these uses:

- an enclosed, quiet reading area (72%),
- small study, group or meeting rooms (74%),
- a separate area for teens (67%),
- a large community room (58%), and
- meeting space available for small business or community group use (67%).

“Expand the library to allow more places for reading, studying, working with others as well as additional places for books, movies, music, and computers. The library right now is so small it is not a very welcoming place to relax and read or study.”

To begin to address this need for meeting and program space, the Library will be renovating the former Senior Center office which became available in June 2015. Our gathered input guided the decision of how this additional space will be used. The new space will provide a closed room for programs and classes. It will be used as a quiet reading area when not needed for library events.

A Well-Used Community Resource

Heading into the future, the Belleville Public Library has a strong track record to build upon. Our community averages annual use of 25.1 books, DVDs, and other items per resident compared to the Dane County average of 17.6 per resident and statewide average of 10.7 per resident in 2013. The Library has built an excellent youth program serving toddlers through teens. Almost half of all items checked out are juvenile materials. During the summer almost 400 children and teens developed their reading skills by participating in our seven week summer reading program. Last year, 2,348 children and teens attended the 84 fun, educational activities and performances sponsored by the Library.

In 2014, cultural performances, book discussions, and classes sponsored by the Library were attended by 1,812 people. Taking library programs to the people through sponsorship and participation in community events, such as Music in the Park and LakeFest, have been well-received by residents.

Although our physical collection is limited by space considerations, membership in the South Central Library System (SCLS) provides Belleville residents with access to the same wealth of shared library materials available to those living in larger communities. Belleville library patrons appreciate convenient daily delivery of requested items. Of the 81,608 books and other items borrowed in 2014 from our library, just over one third (27,495) were from other SCLS libraries.

While the availability and convenience of digital formats, such as e-books and streaming video, continue to grow, many people will still prefer traditional books or may lack the Internet capacity at home to

Average Use per Resident

Belleville	25.1
Dane County	17.6
State-wide	10.7



"The Belleville Public Library is a gem in our little community. I have been a regular and devoted patron for over 40 years."... "The library is an institution that positively impacts the lives of the residents of the Village, providing services, materials, and facilities that contribute to the betterment of society."

effectively use digital formats. Providing free Wi-Fi, access to computers, and computer training will continue to be essential services.

Looking to the Future

The Belleville Public Library, like many libraries throughout the country, is transitioning to new ways of serving our community. We now have a well-informed strategic plan for the near future. During these next few years, we will build on our strengths and respond to what we discovered in this planning effort. We will strive to enhance and expand Library services to our community to the best of our ability within the limits of our current location. Given our better understanding of the needs and desires of the community, we will continue to explore options for additional library and community gathering space. The Village's evaluation of the Library as part of their municipal facility needs study is a significant first step toward understanding twenty-year space needs, site options, and potential for shared municipal facilities.



Beyond the near future, we can be certain that there will be even more dramatic change in how information is created and distributed, which will impact how citizens learn and live in a digital world. Along with these changes, the expectations of what people want from their library will evolve. So will we. What will remain constant is Belleville Public Library's commitment to support the quality of life in our community.

THANK YOU!

The Library Board of Trustees is extremely grateful to the members of the Strategic Planning Committee, to all of the participants in the focus groups, and the hundreds of area residents who took their time to fill out the Library's community survey. Special thanks are expressed to Bronna Lehmann for her tireless work and leadership and to Laura V. Page for her facilitation and guidance.

Acknowledgements

Library Board of Trustees

- Linda Schmitt, President
- Mary Gehin
- Denise Mussehl
- Kiley Ogodogu, School District Representative
- Bonnie Wilcox, Village Board Representative

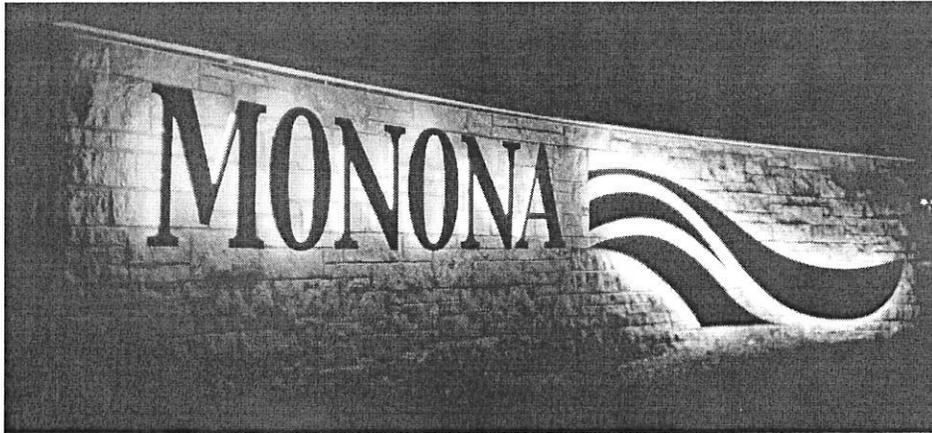
Strategic Planning Team

- Terry Kringle
- JoAnn Gruber-Hagen
- Christine Belle
- Heidi Clark (5/14 – 8/14)
- Matt Belknap (5/14 – 8/14)
- Karen Stremikis (joined 9/14)
- Linda Schmitt (joined 9/14)
- Bronna Lehmann, Library Director
- Laura V. Page, Consultant/Facilitator

Other Contributors

- The hundreds of community members who provided valuable input to our planning process through participation in our focus group discussions and community survey.
- The many local businesses who helped raise awareness and increase participation in our community survey by posting information at their place of business.
- The Friends of the Belleville Public Library for financial support toward survey costs.
- The staff of the Belleville Public Library for sharing their insights about how to improve services for our library patrons.
- Mindy Habecker and Sharon Lezberg of Dane County UW-Extension for skillfully facilitating our focus group discussions.
- John Stevenson, Associate Director, UW-Madison Survey Center for advising us during the development of our survey.
- Postmaster Eric Buzza and Dan Brennan of Postal Connections for their valuable advice about preparing and mailing our survey.
- Belleville Public High School for coordinating survey participation with their 9th, 10th, and 11th graders.

Additional information on our strategic planning process is available at the Belleville Public Library or www.bellevillelibrary-wi.org



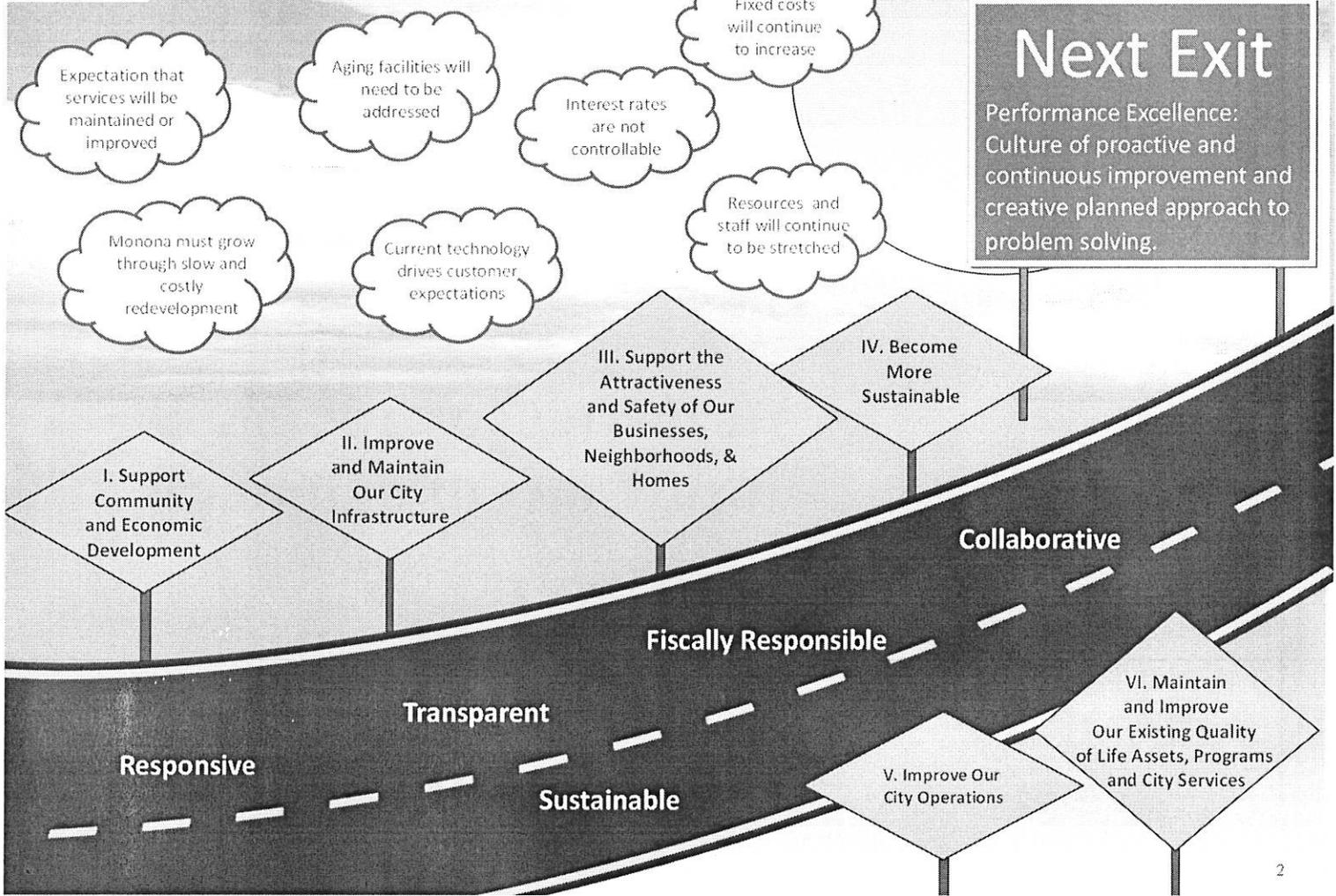
Strategic Planning Deliverables

December 16, 2013



Roadmap to Our Future

City of Monona Marketplace Realities



Guiding Principles

We will be.....

Responsive

We will respond to residents' requests in a timely, informative, respectful, and thorough manner.

Transparent

We will be honest and transparent in providing information on our actions and decisions.

Fiscally Responsible

We will act in a fiscally responsible manner on behalf of our residents.

Collaborate

We will work together.

Sustainable

We will strive to be sustainable in everything we do.



**CITY OF MONONA
2014-16
STRATEGIC PLAN**

Mission

To provide a safe, sustainable, well-planned, and fiscally responsible city where a sense of community builds a high quality of life.

Vision

A welcoming, vibrant community where people want to be

Guiding Principles – We Will...

1. **Responsive** - We will respond to residents' requests in a timely, informative and thorough manner
2. **Transparent** - We will be honest and transparent in providing information on our actions and decisions
3. **Fiscally Responsible** - We will act in a fiscally responsible manner on behalf of our residents
4. **Collaborative** – We will work together
5. **Sustainable** - We will strive to be sustainable in everything we do

Target / Lead Stakeholders

- **Potential Owners** – Business and Homeowners
- Developers
- Retirees / Seniors
- Frontline Employees
- City Leadership

EXTERNAL PRIORITY GOALS – MONONA 2.0

SUSTAINABILITY IN EVERYTHING WE DO

INTERNAL PRIORITY GOALS

I. SUPPORT COMMUNITY AND ECONOMIC DEVELOPMENT

- I.A Focus on Targeted Developments
- I.B Update Development Plans
- I.C Identify / Develop Partnerships and Funding Sources
- I.D Improve the Marketing / Communications of Economic Development
- I.E Make It Easier For Potential Businesses / Developers

II. IMPROVE AND MAINTAIN OUR CITY INFRASTRUCTURE

- II.A Improve Our Street Maintenance and Repair
- II.B Improve the Safety of Our Streets , Bike and Pedestrian Infrastructure
- II.C Improve and Upgrade Our City Buildings
- II.D Improve Our Transit Effectiveness

III. SUPPORT THE ATTRACTIVENESS AND SAFETY OF OUR BUSINESSES, NEIGHBORHOODS & HOMES

- III.A Improve and Upgrade Building Facades and Home Appearance
- III.B Strengthen Code Enforcement
- III.C Become More Welcoming to Newcomers
- III.D Maintain and Improve Public Safety

IV. BECOME MORE SUSTAINABLE

- IV.A Incorporate Sustainability in Everything We Do
- IV.B Improve Our Energy Efficiency
- IV.C Reduce City Energy Consumption and Waste
- IV.D Identify / Develop Partnerships and Funding Sources
- IV.E Improve Our Storm Water Management and Execute Our Clear Water Initiatives
- IV.F Partner with Community Organizations to Encourage residents Waste Reduction

V. IMPROVE OUR CITY OPERATIONS

- V.A Standardize Processes and Improve On-line Access to Them
- V.B More Effective Planning
- V.C Clearly Define Goals and Objectives
- V.D Develop a Culture of Continuous Improvement
- V.E Develop Our Reporting and Metrics
- V.F Improve Our Use of Technology
- V.G Improve Our Communications and Response to Our Residents
- V.H Increase Public Awareness of City Services and Value

VI. MAINTAIN AND IMPROVE OUR EXISTING QUALITY OF LIFE ASSETS, PROGRAMS & CITY SERVICES

- VI.A Fire Protection
- VI.B Library
- VI.C Parks
- VI.D Police Protection
- VI.E Public Works Services
- VI.F Recreation
- VI.G Senior Center



CITY OF MONONA 2014-16 STRATEGIC PLAN

Mission
To provide a safe, sustainable, well-planned, and fiscally responsible city where a sense of community builds a high quality of life.

Vision
A welcoming, vibrant community where people want to be

- Guiding Principles – We Will...**
- 1. Responsive** - We will respond to residents' requests in a timely, informative and thorough manner
 - 2. Transparent** - We will be honest and transparent in providing information on our actions and decisions
 - 3. Fiscally Responsible** - We will act in a fiscally responsible manner on behalf of our residents
 - 4. Collaborative** – We will work together
 - 5. Sustainable** - We will strive to be sustainable in everything we do

- Target / Lead Stakeholders**
- Potential Owners – Business and Homeowners
 - Developers
 - Retirees / Seniors
 - Frontline Employees
 - City Leadership

EXTERNAL Strategic Goals

I. SUPPORT COMMUNITY AND ECONOMIC DEVELOPMENT

- Example of Potential Measures:
- Increase in Taxable Value
 - Number of Qualified Contacts
 - Number of Successful Contacts
 - Satisfaction with Service
 - Job Loss / Closings
 - Local Employment Rate
 - Development Cycle Time

Objectives - WHAT

I.A Focus on Targeted Developments
Attract Restaurants and Retail
Attract "Quality Job" Employers
Staff Owner: Community Development

I.B Update Development Plans
Staff Owner(s): Community Development

I.C Identify / Develop Partnerships and Funding Sources
Staff Owner(s): Community Development

I.D Improve the Marketing / Communications of Economic Development
Staff Owner(s): Community Development

I.E Make It Easier For Potential Businesses / Developers
Staff Owner: Community Development

Strategies / Tactics - HOW

- Focus business attraction efforts on South Towne industrial park (i.e., BD Diagnosis, market accessibility, CNG availability) *pre – June 2014*
- Facilitate public access and commercial waterfront development *5 year: start in 2014*
- North Monona Drive near High School *ongoing*
- Consider overlay districts in commercial corridors (business park, beltline, bridge/Broadway) *5 year*

- Update Comprehensive Plan *start Dec. 2013 to 2014Q4*
 - ✓ Include survey for commercial wants/needs for residents and developers *spring 2014*
- Update Economic Development Plan after Comprehensive Plan *2015*
- Update Broadway Corridor Plan *5 year*
- Develop maintenance plan for Monona Dr. *2014*

- Identify Federal, State, Regional, County, and Local Public and Private Funding Options for business and residential improvements *ongoing*
- Investigate/improve intergovernmental cooperation with Madison (e.g. Monona Dr. /Bridge Rd. redevelopment area/TID) *ongoing*
- Fund RENEW Monona *ongoing (*2013 key year)*
- Gauge support for Monona Dr. maintenance BID *2014*
- Develop financial assistance (TIF) package / kit for potential businesses and homeowners and include on website *2014*

- Develop communications / marketing plan for report *CDA 2014*
- Create and provide market report for potential business/developers and to expand/support existing business *2015-2016*
- Partner with mad rep, WEDC, WEOA, for marketing initiatives
- Post data and info on new economic development webpage including education/public relations content (e.g. TIF 101) *2015-2016*
- Broaden marketing and development potential to other markets

- Streamline/standardize process for development review - *2014Q1*
- Streamline Permitting process
- Improve Building Inspection process to min. time



CITY OF MONONA 2014-16 STRATEGIC PLAN

Mission

To provide a safe, sustainable, well-planned, and fiscally responsible city where a sense of community builds a high quality of life.

Vision

A welcoming, vibrant community where people want to be

Guiding Principles – We Will...

- 1. Responsive** - We will respond to residents' requests in a timely, informative and thorough manner
- 2. Transparent** - We will be honest and transparent in providing information on our actions and decisions
- 3. Fiscally Responsible** - We will act in a fiscally responsible manner on behalf of our residents
- 4. Collaborative** – We will work together
- 5. Sustainable** - We will strive to be sustainable in everything we do

Target / Lead Stakeholders

- **Potential Owners** – Business and Homeowners
- Developers
- Retirees / Seniors
- Frontline Employees
- City Leadership

EXTERNAL Strategic Goals

II. IMPROVE AND MAINTAIN OUR INFRASTRUCTURE

Potential Measures:

General

- \$ Spent by Type of Project
- Project On-Time and within Budget Index

Infrastructure

- Sewer and Water Replacement Status (Pending, Closed, Completed)
- Street PASER Rating

Transit

- Cost per Rider
- Benefits per Rider

III. SUPPORT THE ATTRACTIVENESS AND SAFETY OF OUR BUSINESSES, NEIGHBORHOODS & HOMES

Potential Measures:

- Façade Improvement Program grants completed
- City \$ invested vs. private investment for improvements
- Renew Monona projects completed
- Number of building permits issued
- Number of code violations

Objectives - WHAT

II.A Improve Our Street Maintenance / Repair
Staff Owner(s): Public Works

II.B Improve the Safety of Our Streets, Bike, and Pedestrian Infrastructure
Q1 2014
Staff Owner(s): Public Safety (Lead Staff)
Public Works, Community Development

II.C Improve and Upgrade Our City Facilities
Staff Owner: Public Works; Facilities Committee; additional ad-hoc study review committee

II.D Improve Our Transit Effectiveness
Staff Owner(s): Finance Director and Mass Transit Commission

III.A Improve and Upgrade Building Facades (External Appearance of Businesses and Homes)
Staff Owner: Community Development

III.B Strengthen Code Enforcement Zoning Maintenance / Condition Nuisance Properties
Staff Owner(s): Building Inspection

III.C Become More Welcoming to Newcomers
Staff Owner(s): Administration Staff

III.D Maintain and Improve Public Safety
Staff Owner(s): Police, Fire, Building Inspection, Public Safety Commission

Strategies / Tactics - HOW

- Street Repair Gap - investigate gap to learn what the true issue is
- Develop more aggressive street maintenance / repair plan based on approved budget *ongoing*

- Create advisory committee (pedestrian / bike safety program and safe routes) *2014-15*
- Gather data to identify the problem areas *2014-15*
 - ✓ Gather speed of travel data on heavily used streets
 - ✓ Identify higher traffic walkways to schools & parks
 - ✓ Accident areas
- Create options, solutions & funding for a pedestrian & bike safety *2016*

- Develop Long-Range Facilities Plan *2015*
 - ✓ Review Bray study to assess needs (2014Q1)
 - ✓ Review options
 - ✓ Prioritize needs
 - ✓ Determine funding options and sources
 - ✓ Develop recommendations and long-range timeline
 - ✓ Develop a plan for more efficient use of office space

- Discuss viability of collaboration with existing transit. (Madison Metro and EMMCA). *ongoing*
- Decrease cost per user. *ongoing*
- Promote increased ridership. *2014*
- Review current transit plan and identify transit needs for public and seniors *2014*

- Continue to fund Renew Monona program *ongoing*
- Investigate options on funding and expanding of program to improve housing quality *ongoing*

- Respond promptly to resident questions and concerns, and follow-up with resident once action has been taken *ongoing*
- Strengthen regulations in property maintenance and nuisance codes *Q1-2014*
- Improve code enforcement with increased staffing *Q1-2014*
- Provide online property owner/permits records *2014-15*

- Develop Welcome Wagon packet *2014*
- Meet-and-greet for new residents at existing community events *2014*
- Ensure that information regarding city services is easy to find on the new website and promote it to new residents *Q1-2014*
- Utilize social networks for new residents *Q1-2014*

- Regular inspections of multi-family and commercial buildings *ongoing*
- Increase use of technology, including website and social media applications, to inform the public *ongoing*



CITY OF MONONA 2014-16 STRATEGIC PLAN

Mission
To provide a safe, sustainable, well-planned, and fiscally responsible city where a sense of community builds a high quality of life.

Vision
A welcoming, vibrant community where people want to be

- Guiding Principles – We Will...**
- 1. Responsive** - We will respond to residents' requests in a timely, informative and thorough manner
 - 2. Transparent** - We will be honest and transparent in providing information on our actions and decisions
 - 3. Fiscally Responsible** - We will act in a fiscally responsible manner on behalf of our residents
 - 4. Collaborative** – We will work together
 - 5. Sustainable** - We will strive to be sustainable in everything we do

- Target / Lead Stakeholders**
- **Potential Owners** – Business and Homeowners
 - Developers
 - Retirees / Seniors
 - Frontline Employees
 - City Leadership

INT. & EXT. Strategic Goals

IV. BECOME MORE SUSTAINABLE

Achieve 25 x 25 renewable energy goal.

Potential Measures:

- Energy Consumption**
- Fuel purchase history

- Water Management**
- Water incidences (KPI)
 - Volume of storm water capacity
 - Annual VMT
 - \$ of grants secured

Objectives - WHAT

IV.A Develop Policies and Strategies to Incorporate Sustainability in Everything We Do
Staff Owner: Sustainability Committee

IV.B Utilize Technology to Minimize Paper Usage
Staff Owner(s): All Staff

IV.C Reduce City Government Energy Consumption
Staff Owner(s): Public Works

IV.D Identify / Develop Partnerships and Funding Sources
Staff Owner(s): Sustainability Committee

IV.E Improve Our Storm Water Management and Execute Our Clear Water Initiatives
Staff Owner(s): Public Works; Plan Commission; Sustainability Committee

Strategies / Tactics - HOW

- Develop and finalize comprehensive sustainability plan *Q1-2014*
- Train staff and community on sustainability and efficiency *ongoing*

- Staff training on technology that will reduce paper and energy. *ongoing*
- Eliminate duplication of efforts (e.g. preparing both electronic and hard copy documents) *2015*
- Investigate electronic billing system for bills *3-5 year*
- Investigate printers that make more efficient use of toner (e.g. a good "draft" print function). *2014*

- Find ways to reduce energy and fuel usage *ongoing*
- Reduce drive time to and from job site due to lack of preparation; limit staff trips *2014*
- LED lighting for building interiors and exteriors *3-5 years*

- Create plan to fund/incentivize energy and water efficiency *3-5 years*
- Investigate sustainability related grants *ongoing*
- Investigate state funding for sustainability initiatives *ongoing*
- Continuing financing Sustainability Committee educational efforts *ongoing*

- Storm water treatment (e.g. improving sediment and phosphorus capture before entering lakes via structure improvements) *ongoing*
- Educate residents regarding good storm water practices *ongoing*
- Improve water quality by promoting resident/business involvement with good practices to keep water on site whenever possible *ongoing*
- Review stormwater code impervious surface on residential properties *2014*



**CITY OF MONONA
2014-16
STRATEGIC PLAN**

Mission
To provide a safe, sustainable, well-planned, and fiscally responsible city where a sense of community builds a high quality of life.

Vision
A welcoming, vibrant community where people want to be

- Guiding Principles – We Will...**
- 1. Responsive** - We will respond to residents' requests in a timely, informative and thorough manner
 - 2. Transparent** - We will be honest and transparent in providing information on our actions and decisions
 - 3. Fiscally Responsible** - We will act in a fiscally responsible manner on behalf of our residents
 - 4. Collaborative** – We will work together
 - 5. Sustainable** - We will strive to be sustainable in everything we do

- Target / Lead Stakeholders**
- **Potential Owners** – Business and Homeowners
 - Developers
 - Retirees / Seniors
 - Frontline Employees
 - City Leadership

INTERNAL Strategic Goals

V. IMPROVE OUR CITY OPERATIONS

- Potential Measures:**
- Response time to work order requests/citizen requests
 - Time spent fixing computers; down time due to down computers
 - Website visits

Objectives - WHAT

V.A Standardize Processes and Improve On-line Access to Them
Staff Owner: Administration

V.B Clearly Define Goals and Objectives
Staff Owner(s): Administration

V.C Develop a Culture of Continuous Improvement
Staff Owner(s): Administration

V.D Develop Our Reporting and Metrics
Staff Owner(s): Administration

V.E Improve Use of Technology
Staff Owner(s): Administration

V.F Improve Our Communication and Response to Our Residents
Staff Owner(s): Administration

V.G Increase Public Awareness of City Services and Value
Staff Owner(s): Administration

Strategies / Tactics - HOW

COMMUNICATIONS

- Build-out and promote our website
 - ✓ Develop work order request and resident concerns system 2014
 - ✓ Determine how follow-up with the resident who sent in the work order/concern will be handled and ensure follow-up with the resident once complaint has been handled 2014
 - ✓ Improve access to information and promote resident engagement through updated technologies (get processes online, city website, social media, awareness of events and issues (e.g. budget, etc.). 2014
- Document and standardize our key customer facing processes 2014

MEASURE PROGRESS

- Develop city key performance indicators (KPIs) and council dashboard 2015
- Build leadership skills to manage performance measures & process ongoing
- Develop service standards 2014

TECHNOLOGY

- MUFN broadband network 2014
- Equipment replacement ongoing
- Investigate ways to improve current email system 2014
- Implement electronic bill paying (water billing, permitting, police) 3-5 years
- Train staff in productivity tools (Doodle, Google calendar, Google docs). Train employees for better use of email or smart phones ongoing

OTHER

- Review City Committee Structure 2014
- Review compensation and incentives ongoing
- Develop template and standards for department head reports 2014
- Safety training ongoing
- Get updated operations policies in place 2014
- Initiate City Council "department visits" prior to budget sessions 2014



**CITY OF MONONA
2014-16
STRATEGIC PLAN**

Mission
To provide a safe, sustainable, well-planned, and fiscally responsible city where a sense of community builds a high quality of life.

Vision
A welcoming, vibrant community where people want to be

- Guiding Principles – We Will...**
- 1. Responsive** - We will respond to residents' requests in a timely, informative and thorough manner
 - 2. Transparent** - We will be honest and transparent in providing information on our actions and decisions
 - 3. Fiscally Responsible** - We will act in a fiscally responsible manner on behalf of our residents
 - 4. Collaborative** – We will work together
 - 5. Sustainable** - We will strive to be sustainable in everything we do

- Target / Lead Stakeholders**
- **Potential Owners** – Business and Homeowners
 - Developers
 - Retirees / Seniors
 - Frontline Employees
 - City Leadership

INTERNAL Strategic Goals

VI. MAINTAIN AND IMPROVE OUR QUALITY OF LIFE ASSETS, PROGRAMS AND CITY SERVICES

- Potential Measures:
- Customer satisfaction survey
 - Customer complaints

Objectives - WHAT

VI.A Community / Senior Center
Staff Owner: Senior Center Director

VI.B Park & Recreation
Staff Owner: Parks & Recreation Director

VI.C Library
Staff Owner: Library Director

VI.D Fire Protection
Staff Owner: Fire Chief

VI.E Police Protection
Staff Owner: Police Chief

VI.F Public Works
Staff Owner: Public Works Director

VI.G Utilities
Staff Owner: Public Works Director

VI.H Administrative Services
Staff Owner: Director of Administrative Services, IT Staff

Strategies / Tactics - HOW

PARKS

- Interdepartmental collaboration: reduce duplication of services between library, Senior Center, and Parks and Rec departments *ongoing*
- Program analysis and evaluation *annually*
- Adopt Parks & Open Space Plan Update *2015*
- Complete scheduled upgrades and improvements to parks and open space *ongoing*

LIBRARY

- Library's 50th Anniversary programming and fundraising drive *2014*

PUBLIC SAFETY

- Monitor Dane Com. work and cost effectiveness *ongoing*
- Replacement of apparatus (Fire) *2014*
- Upgrade video storage systems. (Police) *2014*

PUBLIC WORKS

- Stormwater Plan (e.g. Improve stormwater runoff flow through Winnequah Park to lagoon and beyond to the lake) *2014*
- Street maintenance / Street improvements *ongoing*
- Well house improvements *ongoing*
- Implement new way finding signage *2014*
- Replace/increase public trees. *ongoing*
- Develop efficient schedule for brush pick-up *2014*
- Continue emphasis on sustainability - investigate recycling opportunities; investigate compost pickup *ongoing*

TECHNOLOGY

- Complete server upgrade *2014*
- Replace scheduling and playback server *2014*
- Upgrade to broadband network (MUFN) *ongoing*

ADMIN/OTHER

- Better use of data in decision making *2014*
- City-wide staffing study - ensure staff compensation is commensurate with responsibilities *ongoing*
- Investigate upgrade of phone system *2015*
- Staff retention and development *ongoing*
- Implement vehicle replacement schedule *ongoing*
- Investigate new payroll system *2014*

Mission and Vision



Mission

To provide a safe, sustainable, well-planned, and fiscally responsible city where a sense of community builds a high quality of life.

Vision

A welcoming, vibrant community where people want to be