

**BARABOO PUBLIC  
LIBRARY**

**Ad hoc  
Upgrade Review Committee  
Report**

**January 17, 2017**

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# **BARABOO PUBLIC LIBRARY AD HOC UPGRADE REVIEW COMMITTEE REPORT**

## **Introduction**

During the summer of 2016, the Baraboo Public Library's Board of Trustees authorized the formation of an ad hoc Upgrade Review Committee (URC) to "review the work completed to date regarding the Baraboo Library upgrade project and assess if that work sufficiently addresses current and future library space needs and trends. It is expected that the Committee's work will help the Library Board accelerate its planning and implementation for upgrading/expanding the Baraboo Public Library."

### Upgrade Review Committee Members:

David Wernecke, Baraboo Public Library Trustee and Committee Chair  
Beth Persche, Friends of the Baraboo Public Library President  
Meg Allen, Baraboo Public Library Director  
Andy Bingle  
Melanie Burgi  
Gil Hantzsch  
Sean McNevin  
Keri Olson, Discussion Facilitator  
Luisa Ramos  
Lacey Steffes  
Michael Zolper

The Upgrade Review Committee held four meetings (See Appendices section for meeting minutes). In addition, committee members visited at least two other public libraries, read reports and articles about the future roles of libraries, and studied conceptual designs and other current and historical reports, studies and building project documents (available on the Baraboo Public Library's website: <http://www.baraboopubliclibrary.org/buildingproject>).

## **Findings**

The Baraboo Public Library is a critical community asset that long ago outgrew its current space. It is in dire need of significant physical expansion in order to meet the needs of the current and future community.

The current Library space was designed for a 15,000-person service population. However, the Library served 18,866 people in 2015. The service population is projected to grow to 22,578 people by 2040 -- 50% more than the Library's current capacity.

The Baraboo Public Library is a safe and trusted center of lifelong learning and community development for diverse constituencies in increasing numbers.

In its many roles (See Appendices for complete list), the library is an adaptive environment that:

- Supports education and literacy,
- Serves the entire community, from children and families to teens, millennials and seniors,
- Helps local businesses, entrepreneurs and job seekers,
- Fills gaps in community services,
- Embraces and educates the community to learn how to use new technologies,
- Serves as a community gathering space and cultural center and
- Serves as the community's primary knowledge center, with free access to all forms of media from print books to electronic materials, as well as to the expertise of the library's reference staff.

A strong Baraboo Public Library will make the City of Baraboo socially and economically stronger and increasingly appealing to existing and prospective residents, thus providing a measurable return on investment. Furthermore, the Library plays a key role in providing early childhood literacy services and educational services to our youth, thus helping facilitate students' success in school.

It is crucial that the Library expansion project be next in the line of City-authorized capital projects. Further delay will decrease the Library's effectiveness as a valuable community resource and will increase construction costs.

## **Recommendations**

1. The Library's Board of Trustees should approach the expansion of the library with the assertion that the City of Baraboo should carry out its responsibility for this vital community infrastructure enterprise by funding the entire expansion project.
2. The Library's Board of Trustees, not Library staff, should drive the expansion project.
3. A three-person ad hoc committee of the Library's Board of Trustees should be charged with forwarding the expansion project by developing and utilizing a clear, concise, consistent and compelling message to educate elected officials; build stakeholder and community support; work collaboratively with Library staff; develop a plan and report regularly to the Baraboo Common Council and the Library's Board of Trustees.
4. While the Upgrade Review Committee (URC) values the previous work undertaken to forward the Library expansion project, the current Library conceptual design, revised in February 2015, should be abandoned due to its space limitations and ineffective layout with regard to staff work flow. The previous charrette process should be reviewed and a new plan developed to forward the Library expansion project with urgency.
5. The Upgrade Review Committee is willing to serve as an ongoing resource to the Library Board.

# Appendices

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**Baraboo Public Library Upgrade Review Committee**  
**September 14, 2016 Meeting Minutes**

David Wernecke opened the meeting with an introduction and summary of the group's objective: Expansion plans for the library have been under consideration for about 15 years, and the City is almost in a position to contribute financially, so this committee is intended to re-evaluate and re-energize the project, filling in gaps from community members.

A few ground rules:

- Meetings will begin and end on time;
- Everyone is committed to attend all five meetings;
- Everyone is committed to completing their homework before meetings and coming prepared;
- Electronic devices are to be turned off during the meeting (except for hearing aids);
- Discussion will be limited to one conversation at a time (no side conversations, please);
- Keri and David will rein in the discussion and re-focus as necessary;
- Everyone is encouraged to participate;
- Participants may disagree with each other, but please treat one another with respect;
- Treats & bathrooms!

Each committee member gave a brief introduction. Maria Luisa Ramos Romero was absent.

On behalf of the library staff, Jean Funke thanked all the participants for their time and effort and presented a video by Joan Wheeler that demonstrated the current configuration and limitations of the library spaces that staff use to serve the public.

After the video, Gil wondered if there would be as much physical “stuff” to store in a future library. Lacey noted that in the planning process for the new City Hall, stakeholders were each asked to tour three comparable buildings, which was a very valuable, though time-consuming, experience. Melanie said it is obviously a challenge to work here and that programming is very important to the community and requires space. She added that supervising the youth at the library must be a huge challenge. Andy said the video illustrated how important staff input will be in this process. Michael said it comes down to how to most efficiently use the space to its best potential in order to do your job. Lacey thought that keeping the current magnificent library should be a priority, but could be expensive. Beth praised the staff for being very versatile up to this point, despite the challenges of storage and organization.

The group divided in two, and library staff conducted tours of the building. Downstairs, staff emphasized line-of-sight problems, storage limitations, ergonomic issues, the lack of privacy, and noise concerns. They also reiterated the popularity of the program room and the importance of free WiFi, particularly now that the public schools are issuing each student a laptop and some of them have nowhere else to go to complete their homework. Upstairs, staff pointed out some of the building's architectural details along with congestion problems at the circulation desk and

## **Baraboo Public Library Upgrade Review Committee – September 14, 2016 – Page 2**

the challenge of shelving books very high or near the floor. Noise and storage were concerns here, too.

Due to time considerations, the group decided to skip the Financial Summary discussion.

Meg gave a review of the expansion project to date. The over-arching rationale for the addition is to allow the library to achieve its mission and fulfill its strategic plan. A few statistical highlights:

- About 60% of library users are City of Baraboo residents;
- 255,000 physical items are check out each year, compared to 12,000 virtual items;
- This means staff are handling over half-a-million items each year;
- In 2015, there were 482 in-house programs, with an attendance of 8,600, plus 328 off-site programs reaching 7,700 people;
- Despite the growing popularity of wifi, there are still many people who absolutely rely on using the library's computer work stations.

The current library was built in 1903 with a \$15,000 grant from Andrew Carnegie. The 1982 addition expanded the building from 6,000 square feet to 15,000 square feet. The downtown location is a big plus, and the library contributes to the vitality of other nearby businesses. A very committed staff and excellent customer service are also major strengths.

Meg then listed some of the building's weaknesses:

- The 1982 addition was designed for a service population of 15,000. Our current service population is 18,666, a 24% increase;
- The HVAC, electric, and networking systems all need upgrades;
- There is a shortage of electrical outlets throughout, especially with the popularity of wireless devices;
- The library is deficient in many areas of ADA accessibility;
- There are 40 to 50 youth programs per month, making it very difficult for other community groups to use the program room;
- There is no place to put something new (like the 3-D printer);
- Lack of storage;
- Lack of quiet space and study rooms;
- Two service desks lead to an increase in staffing costs;
- Some patrons have noted the library looks “shabby.”

The Library Board has been pursuing an addition since 2001. In 2009, OPN Architects was hired, based on their experience with Carnegie libraries and their history of bringing projects to completion under budget. OPN conducted a design charrette to gather ideas from community

### **Baraboo Public Library Upgrade Review Committee – September 14, 2016 – Page 3**

members. One early decision was to expand east, rather than north, based on 1) a \$300,000 estimate to move the utilities in the alley; 2) a greater connection to the Square and the rest of downtown; and 3) a southern exposure provided better opportunities for sustainability and energy efficiency. The result of the charrette was a design with a total square footage of 34,000 and two floors throughout. The estimated cost was \$7.9 million in 2010. A fundraising feasibility study was conducted. From the City's perspective, however, the UW-B/SC Science Building consumed available funds, a decline in equalized value reduced City income, and the increased pace of technological change had some questioning whether a physical library remained relevant.

So, in 2014 (??) the conceptual design was revised to reduce the size of the addition and its cost. Features included:

- A single-story addition to the east, all on-grade;
- A single public service area/circulation desk;
- Dedicated youth services program area, with a larger program room for community use;
- Study rooms;
- A maker space;
- Improved staff offices and work space.

The total cost (in 2020) is estimated at \$8.1 million. We are hoping for \$5 million from the City, plus \$2.2 million in library trust/impact fee funds, leaving a \$900,000 fundraising target. There is a sense of urgency based on the City's budget timeline and the library's needs.

Remaining questions include:

- Can we afford to build it?
- Can we afford to operate it?
- Does the community still want the same thing they did in 2009?
- Should we change the facade?

Feedback and questions followed Meg's presentation: Gil asked what size service population the current building could serve. (Meg didn't know the answer, but would find it before the next meeting.)

Sean questioned where the continuity and commitment were at the Board level and asserted that the City would not fund the project under the current rationale. There needs to be a much better message and marketing (not just statistics) that emphasizes how the library will transform our community and schools instead of settling for "good enough." The project will continue to be pushed back until public pressure forces the Mayor and Council to act. The library is critical to youth literacy, which in turn is crucial to an individual's future success and the health of the community. Given that the City is committed to a \$14 million dollar building that will serve a couple of hundred people a year, it is a no-brainer that they should fund a building that serves over 18,000 people a year. The library is the most popular institution in the community.

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Someone needs to “own” the project and sell it as “the tip of the spear” and that person shouldn't be the library director. (Sean used the example of the indoor pool.)

Beth agreed that the Board needs to generate excitement but tends to get bogged down in details and loses sight of the big picture.

Keri said that the messaging needs to place a sense of urgency front and center and agreed that the City should fully fund the building, with library funds reserved for programming and operations.

Andy affirmed that the quality of the library and its role as a community center was one of the key elements he and his partner considered when moving to Baraboo.

Keri recommended having a conversation about the future of libraries.

Sean countered that as long as the space is a large, flexible learning environment, it can be easily reconfigured to meet the future needs that we may not be able to anticipate now. We have to sell the idea of what we can do better in the future. Must get the Mayor on board. Our community needs *more* programming from the library in order to complement what the schools are able to do.

In bringing the meeting to a close, David said he would send out some links to additional web sites that he recommends people study. He also said the director at the Reedsburg library would be happy to give committee members a tour of her facility. She is available on Sept. 17 (1:00 p.m. - 2:00 p.m.), Sept. 20 (4:00 p.m. - 5:00 p.m.), Sept. 22 (6:00 p.m. - 7:00 p.m.), and Sept. 24 (9:00 a.m. - 10:00 a.m.)

*--sconelessly submitted by Rob Nelson*

**BARABOO PUBLIC LIBRARY**  
**AD HOC UPGRADE REVIEW COMMITTEE**  
**October 5, 2016 Meeting Minutes**

The Upgrade Review Committee (URC), an ad hoc committee of the Baraboo Public Library (BPL) Board of Trustees, held its second meeting on Wednesday, October 5, 2016, beginning at 6:00 p.m. in the lower level meeting room at the Baraboo Public Library, 230 Fourth Avenue, Baraboo, Wisconsin. The theme of the meeting was the future role of libraries.

**PRESENT:** Meg Allen, Andy Bingle, Gil Hantzsch, Sean McNevin, Keri Olson, Beth Persche, Luisa Ramos, Lacey Steffes, David Wernecke and Michael Zolper

**ABSENT:** Melanie Burgi

URC Chairperson David Wernecke called the meeting to order at 6:00 p.m. He and Keri Olson, the group's facilitator, engaged URC members in sharing highlights of what they had learned during the previous meeting, which included presentations by the BPL staff about current BPL services and a tour of the library. Major takeaways from the first meeting expressed by URC members included the need to have "big picture" thinking when considering the URC's purpose, the BPL enjoys an active youth services department, the BPL's programming could be a role model for replication elsewhere and the realization that the current library facility does not meet current needs.

The URC's purpose was reviewed: "To review the work completed to date regarding the Baraboo Library upgrade project and assess if that work sufficiently addresses current and future library space needs and trends. It is expected that the Committee's work will help the Library Board accelerate its planning and implementation for upgrading/expanding the Baraboo Public Library." The URC members were advised to gain a clearer understanding of the current library facility and services, consider the future role(s) of the library to best serve the community's needs, consider if the currently proposed building plans fit those roles and needs, explore the financial implication of upgrading/expanding and then make recommendations to the Board of Trustees based on what has been learned.

A presentation was made by BPL employees Anne Horjus, Gail Johnson, Barbara Lund and Gretchen Roltgen about the staff's vision for expanded and future BPL services, divided under the following library roles in the community: 1) part of the foundation of civil society, 2) free community and cultural center, 3) reference and technology resource, 4) trusted information source, 5) outreach and off-site opportunities and 6) a center for strengthening community. In response to questions from the URC about staffing needs for an expanded facility, it was explained that a different staffing model may need to be explored, but that there are staffing efficiencies to be gained by a properly designed facility.

The URC engaged in discussion about the future role of libraries, utilizing what has been learned from the committee's recommended reading, tours of other libraries and information provided by

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the BPL staff. Questions were raised as to 1) what the library should be in the community so as not to duplicate services and 2) what the library does well to provide niche services of value to the community. The URC reviewed the aforementioned roles of the library, as suggested by the BPL staff, and recommended further discussion to identify the services that are being done well, space adequacies and inadequacies for those services and what services are lacking in the community that the library could provide.

The URC explored how to prioritize the BPL's various services, noting that the library filled that role of a "third space," which comprise those social surroundings and gathering places outside of the home and workplace. It would be desirable to attract younger adults and families to the BPL.

More quiet spaces, meeting rooms, study rooms and social/community center space were also mentioned. Increased access to technology and education surrounding it, space for children's programming and a hub to foster early literacy were further noted. There is a need for flexible, adaptable spaces within the library to address the ever-changing needs, including the mobility of book shelving.

There was discussion around how to best gather the community's input in what they would like to see in an upgraded and/or expanded BPL. The best question may be what is missing from the community, not if the BPL should be expanded, based on the many roles the BPL serves and will potentially serve in the future.

There was also discussion about the City of Baraboo's timing to fund the BPL project, which is currently slated for 2020 in the capital master plan, as well as the BPL Board of Trustees' role in helping promote the project to City leaders. The URC noted that the Board of Trustees' would benefit from updating its source material and studies, reading the same articles that URC members were reading, reading the notes from the URC meetings, hearing the staff's presentations and gaining a clearer understanding of their role in the project, including a specific, urgent and unified message around the question of what the BPL does and why the current space is insufficient for current and future needs.

The meeting concluded with a reminder for URC members to finish their visits to other libraries before the next URC meeting on Wednesday, October 26 at 6:00 p.m. at the Baraboo Public Library. The next meeting's theme will be the BPL's future space needs, including a review of the most recent version of the proposed building plans. The meeting was adjourned at 8:05 p.m.

Respectfully submitted,

Keri Olson, Member and Facilitator  
Baraboo Public Library Ad Hoc Upgrade Review Committee

## October 5, 2016 Upgrade Review Committee Meeting Flipchart Notes

### Page 1

Big picture thinking

Tour -> Education about library's needs and services

Move from wish list to action (city)

County funding

Active Youth Services Department – space needs, teen services

Programming – role model for replication

Facility – How does it serve the staff needs?

### Page 2

Building maintenance costs

Staffing/personnel costs

Space use

Outreach vs on-site

Examination of staffing model

\*What should the library be for our community? (duplication of service)

\*What can the library do well? (prioritize, risk of trying to be everything to everyone, niches)

Specify existing and wish list services – message to city, community members

Shared space with other organizations under one roof

The role of the library in the community:

Part of the foundation of civil society

Free community and cultural center

Reference and Technology

Trusted information source

Outreach and off-site opportunities

\*Center for strengthening community

Of these roles:

What do we do well?

How is space not adequate?

What is lacking in the community that the library can serve?

City goals/accomplishments/problems – What can the library serve?

Downtown location/proximity - \*Kids, seniors, social welfare needs

### **Page 3**

More community center space

More technology – changing technology

Flexible space

Possibly fewer books (consider customer preference) vs ebooks

Resource center – trusted information source – they connect people with information.

Educational ecosystem – include early literacy

Technology instruction

Children's programming

Space for programming vs repository for books – sustainable programming

Segregated spaces for: Quiet space, Meeting rooms, Study rooms, Social spaces

\*Attracting younger adults and families – “third space”

Library facilitates connection between people

Entrepreneurs – technology access a benefit

Economic development

Entrepreneurs, start-ups

Community Survey – last one done in 2004; use, needs, desired improvements

\*Community education about library and service needs

### **Page 4**

Trends in libraries on campuses

Library = books

Role of library vs. what's missing from the community -- i.e. social spaces

\*Flexible, adaptable space

Social interaction

Cutting-edge technology

Current plan's match to actual current/future space needs and services

### **BPL Board**

Outdated source material

Reading material, notes from meeting

Staff presentations

Understanding of their role in with project

Unified message – what they need to strengthen the committee and why

Specific and Urgent message

One on one meetings with city leaders

What does the library do and why current space is insufficient?



**BARABOO PUBLIC LIBRARY**  
**AD HOC UPGRADE REVIEW COMMITTEE**  
**October 26, 2016 Meeting Minutes**

The Upgrade Review Committee (URC), an ad hoc committee of the Baraboo Public Library (BPL) Board of Trustees, held its third meeting on Wednesday, October 26, 2016, beginning at 6:00 p.m. in the lower level meeting room at the Baraboo Public Library, 230 Fourth Avenue, Baraboo, Wisconsin. The theme of the meeting was the future role of libraries.

**PRESENT:** Andy Bingle, Melanie Burgi, Gil Hantzsch, Sean McNevin, Keri Olson, Beth Persche, Luisa Ramos, Lacey Steffes and David Wernecke

**ABSENT:** Meg Allen and Michael Zolper

URC Chairperson David Wernecke called the meeting to order at 6:00 p.m. Keri Olson, the group's facilitator, reviewed the themes of the first two meetings (Meeting #1: Current library services, space and space constraints and Meeting #2: Future roles of public libraries and staff desires for future Baraboo Public Library roles) and the URC's purpose: "To review the work completed to date regarding the Baraboo Library upgrade project and assess if that work sufficiently addresses current and future library space needs and trends. It is expected that the Committee's work will help the Library Board accelerate its planning and implementation for upgrading/expanding the Baraboo Public Library." The URC reviewed highlights of the last meeting, including 1) programming being among the library's strengths, 2) community needs that could be served realistically by the library should be examined, 3) a strong, united message is needed as to why a library expansion is needed and 4) that while there are multiple stakeholders, a clear path to approval by the City of Baraboo is needed.

BPL employees Carey Kipp and Nathan Rybarczyk presented the 2015 Baraboo Public Library expansion conceptual design, including the staff's views about the design's strengths and weaknesses. There was extensive URC discussion that followed, resulting in the determination that the current library expansion plan is insufficient and should be re-developed to take into consideration the future roles of the library, the community's needs and the space required for those needs.

It was noted that libraries are an attractor for young adults, families and seniors and that there are economic development implications for strong libraries in communities (along with such other services as schools and healthcare) as amenities to motivate people to visit and move to a community. It was also noted that in its role as a community hub or center, the Baraboo Public Library physically serves as a link to downtown businesses and local government offices. It was further noted that the library serves as a resource to the community, including as a job center, and that its space provides patrons of such organizations as Hope House a safe place. While such services are important to the library's value to the community, it was noted that there is still a continuing importance for the library to remain a book repository.

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David Wernecke reviewed a two-page document he had developed, titled “Census Data and Projections which may help Plan Library Space and Size,” which addressed population projections for the Baraboo area in 2020 and 2040. It was determined that the library should look to 2040 when developing its expansion plans. URC members noted that during their library visits they learned about space constraints even in newer libraries and those libraries’ plans for further expansion, with the reminder that the Baraboo library should build for the future, not what is just needed today.

The URC spent the remainder of the meeting discussing their recommendations to the library’s Board of Trustees:

**1. Develop New Conceptual Plan**

The current conceptual plan should be discarded because it doesn’t work. It offers no flexible, adaptable spaces or appropriate workflow. It is too small for current and future needs. The expanded facility needs to be a lasting capital improvement built to accommodate community needs until 2040 or beyond.

The Board should re-examine and re-define square footage to accommodate 2040 space needs. The new plan should provide general, high-level square footage figures based on current and future community need, not focused on the identification of specific spaces within the square footage. The new conceptual plan should utilize projected 2020 construction costs.

The Board should not believe that the plan and budget are set for the expansion project.

**2. Library Staff Should Provide Presentations, Input to Library Board**

The library staff should share the presentations it gave to the URC with the Board of Trustees. The staff should also provide input to the Board and space design team regarding the library’s role(s) in the community, its services, size of the expansion and the design of the interior in order to maximize workflow.

**3. Update Surveys, Assessments and Other Studies**

The Board should review past work that has been done related to a possible facility expansion and should obtain new surveys, assessments and other studies pertinent to the expansion project because the most current versions are outdated.

**4. Develop Clear, Concise, Simple, Urgent Message**

The Board needs to have a clear, concise, simple, urgent message about the expansion that can be easily repeated. Such a message may best be developed in concert with a marketing/communications professional or firm. The message should advocate for library

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services and space (building size) for those services, emphasizing the library as a critical asset to the community. It should be noted that the current space was designed for a 15,000-person service population, but served 18,666 in 2010. The service population is projected to grow by 50% by 2040. The message should also emphasize that the Baraboo Public Library project should be next in the line of City-authorized capital projects and why. It is vital to get a spot anchored in the City of Baraboo capital plan to accommodate the expansion project. The process has taken too long (15 years). Further delay will make a critical community project even more expensive.

**5. Garner Support from City Leaders and Community for the Project**

Once it has its message developed, the Board should invite the Baraboo Common Council for a one-hour meeting at the library to appeal for the expansion and why. The Board will also benefit from garnering as wide of support as possible from the community in order to build a mandate for the Mayor and Baraboo Common Council members. The Board should identify those representatives who would serve as leading spokespeople when addressing City leaders and the community.

The meeting concluded with the decision that the next URC meeting will focus on formalizing its recommendations to the library's Board of Trustees instead of discussing financial implications of the expansion project, as originally planned. The meeting will take place on Wednesday, November 16 at 6:00 p.m. at the Baraboo Public Library. The meeting was adjourned at 8:00 p.m.

Respectfully submitted,

Keri Olson, Member and Facilitator  
Baraboo Public Library Ad Hoc Upgrade Review Committee

## October 26, 2016 Upgrade Review Committee Meeting Flipchart Notes

### Page 1

Current library strengths – Programming

Examine community needs for library to serve (realistically)

Strong, united message why to expand

Multiple stakeholders – path to approval (City)

Sizing a library: population, space and space use in 20140

Information needed to make case to City:

- Attract young adults and families and seniors – a safe place
- Current space accommodates 15,000 people (service population) but serves more
- What space is needed
- Conceptual, not exact plans – get lost in details
- Current square footage vs. what is needed
- Put budget to square footage needed
- Communities judges by schools, libraries and healthcare
- Economic development implications to draw people
- Community hub/center
- Job center, technology services
- More private (safe) spaces
- Current space location benefits
- Importance of book repository aspect

Current plan – no flexible, adaptive space

Library – potential to fill blank spots that community wants

### Page 2

Steps for Library Board to take:

Position of the Board (toward an expansion project)

- Advocate services
- Advocate space and building size
- Clear, concise message repeated – simple
- Appeal to City
- Get rid of notion that plan and budget set
- Urgency – Baraboo Public Library project is next (and why it is next) – Get spot anchored
- Process has taken too long (15 years)
- Lasting capital improvement
- Current plan doesn't work

- Branding/messaging
- Staff presentations to Board
- New conceptual plan – update quickly – for 2040 space needs (square footage based on community need, not specific spaces) – using 2020 square footage costs
- Board review past work
- Board invites City Council for 1-hour meeting at Baraboo Public Library
- Andrew Carnegie and City commitment

**BARABOO PUBLIC LIBRARY  
AD HOC UPGRADE REVIEW COMMITTEE**

**November 16, 2016 Meeting Minutes**

The Upgrade Review Committee (URC), an ad hoc committee of the Baraboo Public Library (BPL) Board of Trustees, held its third meeting on Wednesday, November 16, 2016, beginning at 6:00 p.m. in the lower level meeting room at the Baraboo Public Library, 230 Fourth Avenue, Baraboo, Wisconsin. The theme of the meeting was the future role of libraries.

**PRESENT:** Meg Allen, Andy Bingle, Melanie Burgi, Gil Hantzsch, Sean McNevin, Keri Olson, Beth Persche, Luisa Ramos, Lacey Steffes, David Wernecke and Michael Zolper

URC Chairperson David Wernecke called the meeting to order at 6:00 p.m. The committee briefly reviewed the discussion topics of the previous meeting on October 26 and then spent the remainder of the meeting offering suggestions for the committee's report to the Baraboo Public Library's Board of Trustees. Below were some central themes that arose from the meeting:

**Why is the Baraboo Public Library's expansion critical?**

The Baraboo Public Library is a critical community asset that long ago outgrew its current space. It is in dire need of significant physical expansion in order to meet the needs of the current and future community.

According to the University of Wisconsin Extension's Applied Population Laboratory, the service population is projected to grow by 50% by 2040.

It is crucial that the Library expansion project be next in the line of City-authorized capital projects. Further delay will decrease the Library's effectiveness as a valuable community resource and will increase construction costs.

A strong Baraboo Public Library will make the City of Baraboo socially and economically stronger and increasingly appealing to existing and prospective residents, thus providing a measurable return on investment. Furthermore, the Library plays a key role in providing early childhood literacy services and educational services to our youth, thus helping facilitate students' success in school.

The Baraboo Public Library is a safe and trusted center of lifelong learning and community development for diverse constituencies in increasing numbers.

In its various roles, the library is an adaptive environment that:

- Supports education and literacy,
- Serves the entire community, from children and families to teens, millennials and seniors,
- Helps local businesses, entrepreneurs and job seekers,

- Fills gaps in community services,
- Embraces and educates the community to learn how to use new technologies, and
- Serves as a community gathering space and cultural center and
- Serves as the community's primary knowledge center, with free access to all forms of media from print books to electronic materials, as well as to the expertise of the library's reference staff.

### **Recommendations**

1. The Library's Board of Trustees should approach the expansion of the library with the assertion that the City of Baraboo should carry out its responsibility for this vital community infrastructure enterprise by funding the entire expansion project.
2. The Library's Board of Trustees, not Library staff, should drive the expansion project.
3. A three-person ad hoc committee of the Library's Board of Trustees should be charged with forwarding the expansion project by developing and utilizing a clear, concise, consistent and compelling message to educate elected officials; build stakeholder and community support; work collaboratively with Library staff; develop a plan and report regularly to the Baraboo Common Council and the Library's Board of Trustees.
4. While the Upgrade Review Committee (URC) values the previous work undertaken to forward the Library expansion project, the current Library conceptual design, revised in February 2015, should be abandoned due to its space limitations and ineffective layout with regard to staff work flow. The previous charrette process should be reviewed and a new plan developed to forward the Library expansion project with urgency.
5. The Upgrade Review Committee is willing to serve as an ongoing resource to the Library Board.

Keri Olson will draft a report based on the evening's key topics for committee review. It was recommended that the committee delay its presentation to the Library's Board of Trustees until January 2017 in order to allow sufficient time to refine its recommendations and determine the format of its presentation to the Board.

There being no further business, the meeting was adjourned at 8:00 p.m.

Respectfully submitted,

Keri Olson, Member and Facilitator  
Baraboo Public Library Ad Hoc Upgrade Review Committee

## What are current library services and who uses them?

Public libraries were founded with the mission to provide free and equitable access to reading and information, as well as cultural and educational experiences. The Baraboo Public Library follows suit, considering itself a center of lifelong learning. Here are the services we currently strive to provide:

### LIBRARY SERVICES

#### RESOURCES

- Print and digital books, audiobooks, magazines, and music CDs
- Movies and television series on DVD
- Large-Print book collection†
- “Lucky Day” walk-in book and DVD collection
- Local, state, and national newspapers†
- Digital ebooks and audiobooks
- Special collections
  - Local history materials†
  - Baraboo newspaper archive on microfilm†
  - Baraboo high/middle school yearbooks†
  - Spanish language book collections
- Print investment publications (ValueLine, Barrons, Investor’s Business Daily)†
- Seed lending library and information on seed saving and planting†
- Mental health pamphlets from National Alliance on Mental Illness (NAMI)†
- “Watts Up?” Power Analyzer and Watt Meter for checkout†
- Only distribution point in Baraboo for paper Federal/State Tax Forms and instructions†
- National interlibrary loan service
- Die-cutter and a variety of cutting dies for public use\*
- Current Elementary/Middle/High School textbooks\*
- Storytelling kits\*

#### SPACE

- Accessible street-level entrance, elevator
- One program room
- Space at tables in adult reading room and youth services department for groups to meet
- Public cooling and warming shelter, both officially and unofficially
- Public restrooms



- Postings for non-profit and educational events (on entryway walls)
- Multi-use open space and tables for reading, studying, socializing
- Limited number of electrical outlets to charge devices
- Self-serve shelves of patrons' holds for pick-up†
- Shelf space to accommodate the Baraboo Area Literacy Council (BALC) book collection
- Free used magazine exchange†
- Small take-a-book/leave-a-book free exchange†
- Play area stocked with puppets, games, puzzles, blocks, stuffed animals, and a rocking chair\*
- Teen area with high tables/chairs, Minecraft, board games, Xbox console, and large flat screen TV\*

## **TECHNOLOGY**

- Free wireless internet access
- Laptops and devices to borrow
- Computers for in-library use (internet access, word processing, gaming, research, et cetera)
- Laser printer (black/white and color)†
- Copy machines (black/white and color)†
- Fax service†
- Digital scanning†
- Self-service checkout terminals
- LINKcat online public access catalog terminals
- Access to free online resources and databases
- Ear buds for purchase
- Two microfilm readers with diminishing printing capability†
- SD card reader to borrow†
- Launchpads: tablets with pre-loaded apps for youth to checkout\*
- Digital story times using iPads\*

## **INTERPERSONAL SERVICE**

- Individual technology help by appointment†
- Instruction and troubleshooting for Overdrive, our portal for digital books
- Special displays to highlight library materials
- Test proctoring†
- Readers Advisory: match patrons with books and resources to suit their needs
- Technology troubleshooting: help patrons format digital documents; troubleshoot online job applications; set-up email; print documents; and recover passwords, et cetera.
- Reference and Research: locating obituaries and local history information, health information, used/new car values, house histories, et cetera.

- Ready Reference: look up titles and place holds for patrons, access and print tax forms, find phone numbers and addresses, access online maps and directions, et cetera.
- Instruction: LINKcat (our online public access catalog) and free online resources/databases
- General reception and information desk services†
- Refer and connect patrons to the best source to meet their information needs

## **COMMUNITY OUTREACH**

- Concerts
- Free programs and workshops
- Library sponsored book clubs
- Incentive reading contests for all ages
- Community partnerships for events and services
- Institutional library cards for community schools/institutions/organizations
- Homebound delivery: select, coordinate, and provide library materials to homebound patrons†
- Shelves, cataloged materials, and reception services for the Baraboo Area Literacy Council
- Promote and market library services and events
- 1000 Books Before Kindergarten\*
- StoryWalk® at City View Park\*
- Register new patrons and promote library programs/services at school open houses and parent-teacher conferences\*
- Tutoring for K-12 students by UW-Baraboo/Sauk County honor students\*
- Volunteer opportunities for community members

## **LIBRARY USERS**

### **Who uses these services at the Baraboo Public Library?**

We serve the public and that includes all people...

Homeless people and populations in the social services sector

Workers faxing timesheets

Job seekers creating resumes, cover letters, and completing online job applications

People involved in legal disputes

Movie lovers and people who cannot afford cable in Baraboo

People who cannot see or speak

Travelers and visitors from abroad seeking internet access and researching local points of interest

People from Baraboo who want to travel the world looking for travel guides and print boarding passes

The homebound

Families

Artists and craftspeople

Professionals, small business owners, and do-it-yourselfers

Cooks and bakers

Backyard mechanics

Genealogists and local history buffs

Creative writers

The Amish and rural residents

English language learners

Adults with cognitive disabilities

People who need use of a printer

Educators obtaining books for their classes

Students using the computers for research and to do homework

Scholars

Avid readers and daily users of the library

Families who do not have computers

Proctored test takers pursuing continuing education and work certifications

Gardeners

Carnegie Library enthusiasts

Gamers of all ages seeking to play online games

Commuters in search of audiobooks

Music lovers

People who cannot afford internet access

Homeschool parents and students

People looking for help using their personal electronic devices

Children of all ages

People staying in Baraboo to care for elderly relatives

Travelers printing boarding passes and tickets

Parents to be and parents of young children

†Services only offered in the adult department

\*Services only offered in the youth services department

*Compiled by Baraboo Public Library Staff*

*Presented to the Building Upgrade Review Committee on Wednesday, September 14, 2016*