Library Development & Legislation Committee
Friday, September 23, 2016
10:00 AM - 1:00 PM
WLA Office
4610 South Biltmore Lane, Suite 100, Madison, WI

M I N U T E S

Present: Kathy Pletcher, Nick Dimassis, Mark Arend, Mark Ibach, Kathy Klager, Connie Meyer, Kris Adams Wendt, Plumer Lovelace

Virtual participation via GoToMeeting: Heather Johnson, Amy Kline (WEMTA), Michelle Green (WEMTA President-Elect), Erin Fabrizius (Blumenfeld Associates), John DeBacher (DLT), Kurt Kiefer (DLT).

Absent: Julie Schneider, Jean Anderson, Diana Skalitzky, Steve Conway (DeWitt), Dee Pettack (DPI)

Co-chair Pletcher called the meeting to order at 10:05 AM. Wendt acted as recorder.

The agenda was accepted as presented. Minutes of the August 5, 2016 meeting were approved on a motion from Meyer seconded by Dimassis.

LD&L Committee Changes for 2017. Pletcher reported regarding changes to LD&L membership which will be recommended to Vice-President/President-Elect Anderson: Pletcher will partner with Meyer as co-chairs, with Dimassis continuing as Library Legislative Day/Libraries Transform chair. Bryan McCormick (Director, Hedberg Public Library, Janesville) has accepted nomination as Federal Relations Coordinator and will be mentored by Schneider, who will retain her seat on LD&L. Mark Arend (Assistant Director, Winnefox Library System) will replace Ibach who will be missed after many years of much appreciated service. John Thompson (Director, Indianhead Federated Library Service) will provide liaison to the Public Library System Revisioning project. Wendt will continue as newsletter editor and recorder. Future interest in LD&L has been expressed by a South Central Library System trustee.

Biennial Budget Request increase for 2017. Meyer, Dimassis and Conway presented the LD&L report at the August 22 SRLAAW meeting. SRLAAW members were pleased that workforce development and lifelong learning emerged as the dominant theme and Big Idea from survey results gathered in July, and supported pursuit of a modest increase in public library system aids to support that value added proposition. The LD&L team carried the message that coordinated teamwork advancing action steps was crucial to future success during the budget process; that ownership will be enhanced by final approval of the SRLAAW/WLA partnership in support of the DeWitt contract. Lovelace will consult with Meyer to clarify the billing form and pathway for collection SRLAAW member shares and collaborate on a message to the SRLAAW list. Meyer asked to put on record LD&L gratitude to her fellow members of the ad hoc SRLAAW committee that facilitated shared government relations support (Marla Sepnafski, Ralph Illick, Krista Ross, Bruce Gay and Sherry Machones).

Pletcher and Dimassis discussed future state budget related meetings. Kiefer would like to set up a meeting with the LD&L team and Superintendent Evers. LD&L budget team conversations with DOA and
Governor’s office budget policy staff are desirable now that the DPI budget request has been released. It’s important to sell the Big Idea while clarifying the reason for the 13% index level request while comparing it to 6.5% index reality; sell the value of strengthening and enhancing already valuable services. Messaging consistency is important, starting with those meetings and continuing through the WLA newsletter, SRLAAW channels and Library Legislative Day to rank and file WLA members at the local level. It’s important to tap into a state constituency that values libraries and recognizes their importance to each community, whether that be of a public, school or academic definition. LD&L needs to develop a “leave behind” lit piece with our talking points and think ahead to Legislative Day packets.

**DPI Budget Request Summary.** Kiefer and DeBacher joined the meeting by phone at 11 AM for a short time. Kiefer thanked LD&L members for “digging in” to the budget. No opportunity had been provided since August 3 by DLT for a Q&A discussion with the LD&L budget team and others who may want to participate. Kiefer promised a follow up meeting with the budget team and other interested members for a “deeper dive” into specifics of the DPI budget request released September 15 which Wendt summarized in an email to the committee, specifically to provide additional clarity on costs/expenses vs. requests/appropriations. Cost to continue requests for the four statewide resource contracts and Newsline for the Blind have been included. BadgerLink cost to continue did not exceed current appropriation and was not included in the September 15 document. Continuation requests also included TEACH (BadgerNet) rates benefitting small and rural school districts, and a request to restore funding to the Educational Communications Board (Public Media for Wisconsin) for Wisconsin Media Lab. Language modification to WISEdash and WISEdata to include public as well as school libraries could benefit PLSR process when it reaches the pilot project stage. DeBacher elaborated on BadgerNet progress, and announced the new Job Seeker website, tailored to Wisconsin residents, businesses and communities went live the day before. He also touched on New Director Boot Camp (Sept. 30), public library standards revision, collaborative e-book purchasing and new licensing for teachers and school media specialists.

**Cross county payments working group.** Klager updated the LD&L members on activities since the last meeting including best practices, data gathering and verification, as well as the construction of models for selected legislative districts to illustrate variant potential for causing unintended consequences. Conway is pursuing an appointment for the working group to meet with Senator Cowles. Arend presented an overview of working group activities to SRLAAW on August 22 and received support for the information and recommendations so far.

**Libraries Transform.** Dimassis has been working through SRLAAW to encourage presentation events in local libraries for legislators whose “Libraries Transform!” posters are done, and arrange for photos to be taken of legislators missed in the first round. A large symbolic library card bearing all system logos will be produced and distributed to each system director to facilitate photo taking. Lovelace estimated a five day turnaround to have finished posters printed and sent to presenting libraries once the design is created. Wendt from WVLS will reach out to NWLS and IFLS. The project is yet another way to encourage contact between legislators and WLA members and facilitate library visits and good PR.

**Library Legislative Day (February 21, 2017).** The Madison Concourse has been selected. Dimassis is working with the WLA office on arrangements and will consult with Conway regarding program and potential speakers. Emphasis will be on the state budget. Lt. Gov. Kleefisch is renewing the friendship with WLA from 2016 LLD by giving greetings at the Wednesday opening session of Fall Conference.
**Federal Legislative Report.** In the absence of Schneider, there was no report.

**PLSR update.** Pletcher welcomed John Thompson, joining the group by phone as chair and representative of the Public Library System Revision Steering Committee (PLSR). Thompson has been added to the LD&L distribution list. He gave an overview of progress to date and shared PLSR presentations scheduled for Fall Conference. Thompson was encouraged to share the PLSR timeline with Conway and LD&L as soon as possible. It was agreed that open communication between the two groups and presenting a united message is important going forward. It was pointed out that any information about PLSR that is requested to be included in Legislative Day attendees’ information packet should be sent to Pletcher in early November for review by the co-chairs and Conway before inclusion on the committee’s December agenda.

**DPI/DLT update.** Previously reported as part of budget request agenda item.

**WEMTA update.** Kline, Green and Fabrizius reported that WEMTA representatives also plan to meet with DOA to discuss priorities of importance to school library services; Common School Fund, reliable broadband access, BadgerLink, Wisconsin Media Lab, and staffing/licensing were specifically mentioned.

**Announcements and other business.** Arend shared an anecdote illustrating the need for messaging at the county level to foster better understanding of the collaborative roles of public library systems and local libraries.

**Next meeting.** Thursday, December 1, 2016

**Adjourn.** The meeting adjourned at 12:35 PM on a motion from Klager seconded by Meyer.

Respectfully submitted,
Kris Adams Wendt, recorder