

**System and Resource Library Administrators Association of Wisconsin  
(SRLAAW)  
Q4 2021 Meeting Minutes**

Date: November 16, 2021

Time: 1:00PM

Location: Green Bay, WI and via Teams

Recorder: David Kranz

1. Call to Order – Vreeke called the meeting to order at 1:06 p.m.
2. Quorum Determination – Yes (Vreeke did roll call)

Present: Tracy Vreeke, Chair (NFLS), Sarah Sugden (Brown County Library), Steven Platteter (ALS), Karol Kennedy (Bridges), John Thompson (IFLS), Barbara Brattain (Kenosha) online, Angela Zimmermann (Racine PL), Jeffery Gilderson-Duwe (Winnefox), Rebecca Scherer (MCLS), Joan Johnson (Milwaukee PL) online, Riti Grover (Monarch), Garrett Erickson (Mead PL online), Sherry Machones (NWLS), Bradley Shipps (OWLS), Collen Rortvedt (Appleton PL Tasha S for colleen), Martha Van Pelt (SCLS online), David Kranz (SWLS), Jessie Lee-Jones (Platteville PL) online, Shannon Grant (La Crosse PL), Kristen Anderson (WRLS), and Marla Sepnafski (WVLS)

Affiliated Organizations/Guests - Mark Jochem (SCLS/LAWDS), Jennifer Chamberlain (WiLS), Laura Sauser (WLA), Ben Miller (DPI) online, Scott Brower (Recollection Wisconsin), Andi Coffin (WiLS), John Chrastka (Everylibrary), Jaime Healy-Plotkin (COLAND) online

3. Proxy announcements –
4. Introductions/Welcome – Vreeke introduces John Chrastka who will speak during the meeting.
5. Approval of the Agenda (Vreeke) – Marla Sepnafski moves to approve as presented, second by Steve Platteter, motion passes.
6. Approval of the Minutes from Q3 August 20, 2021 (Vreeke) – Bradley Shipps moves approval, second by Sara Sugden, motion passes.
7. Guest Speaker: John Chrastka from EveryLibrary and EveryLibrary Institute– EveryLibrary is a 501(c)4 PAC, works with local governments and other levels of governments to communicate about library funding, including work on funding formulas. Donor model allows them to work pro-bono with libraries. EveryLibrary Institute is a 501(c)3, more of a think tank, not a membership group. One thing they think on is, how should money flow to libraries? John is aware of regional library systems and how they add capacity – interlibrary loan, training, support, cooperative purchasing, networking. EveryLibrary has spent lots of time working with individual libraries on funding, working

with states on legislation, now looking to new areas. Worried about years to come, crisis not here now in Wisconsin, but look around at what's happening in other states/regions.

John shared three stories about work EveryLibrary could do for SRLAAW. The first involved opening a dialogue between the library community and the government, specifically in New Mexico looking at how general obligation bonds were used. An attorney and bond advisor put together a proposal; having a third party like EveryLibrary validate their existence was of use. His second story focused on EveryLibrary's role in coordinated advocacy rather than relying on a hope-based approach. Coordinated public education work led to a hearing for a previously stalled bill in New Jersey. The third story was about EveryLibrary's role in a crisis; they can be a third voice or an outside voice in a crisis and can also help organizations prepare for future crisis or opportunity.

Jeff Gilderson-Duwe brings up concept of developing the capacities of local library boards as advocates for funding, mentioning that Winnefox Library System is using some of EveryLibrary's tools. John responded that the work is really political literacy. Tap value systems, get people on board, tie it to budget. He said enterprise-level trainings are available.

Tracy Vreeke mentions WLA LD&L Committee and the current analysis of system funding formula. John responds that the federal government is interested in block grant funds (such as LSTA, ARPA, others) flowing the way states want them to flow. He notes that rural and urban development are often in block grants, but the grants are missing libraries. He was interested in work on the funding formula, but suggested also looking to other block grants to move forward.

John said smart and efficient use of taxpayer money is a story library systems could tell to other parts of government. About moving data, moving materials, about marketing. How does/could this take place?

Laura Sauser asked, does EveryLibrary do work around public-private partnerships? John's response includes that EveryLibrary works has worked with libraries when there is a pilot or grant to get a partner and then make it part of the funding base.

Riti Grover asks if John thinks a bond program like one in New Jersey could be possible in Wisconsin. John responds, there's a braided funding formula possibility in Wisconsin, needs more homework. He reiterates that Wisconsin has community block grant opportunities, esp. Americans with Disabilities Act compliance which is central to community development block grants. Also HUD and rural agriculture possibilities for block grants. He sees some coming opportunities for archives and local history facilities, esp. with 2026 U.S. 250<sup>th</sup> anniversary (semiquincentennial) approaching. He notes that instituting recreational cannabis and accessing the related tax revenues would be a money maker, similar concept to using state's natural resources fund for education.

Sherry Machones thanks John for coming, mentions the funding formula analysis being pursued.

Chair Tracy Vreeke thanks John and suggests that the library world has run out of time and resources for some of the needed activities.

8. Treasurer's Report (Anderson) – report provided in advance. John Thompson moves approval, Karol Kennedy seconds, motion passes.
9. LD&L Report (Gay) – report provided in advance. Sherry Machones happy to take questions in Bruce Gay's absence. Kristen Anderson asks if LD&L is talking to John Chrastka as well. Sherry says he's presenting to the WLA tonight, and two people are meeting with him tomorrow. He may present to entire LD&L Committee next year, Sherry expects LD&L will keep everyone posted.
10. Libraries Activating Workforce Development Skills (LAWDS) Project – Report provided in advance. Mark Jochem shared highlights, notably personnel changes and plans. Messaging for systems to share with libraries is being developed by DPI. Posters for libraries highlighting job seeking will be available at this WLA conference and shipped to systems after Thanksgiving. A new website for LAWDS is coming soon. A WLA session is planned for Wednesday about LAWDS. The grant supporting LAWDS has been extended to Sept. 20, 2022. There could be ongoing activity beyond the grant. Marketing firm KW2 has helped prepare some of the LAWDS materials.
11. Affiliated Organization Reports:
  - a. WLA – report provided in advance. Laura Sauser congratulates John Thompson as Librarian of the Year. She is willing to visit systems and libraries. This WLA conference received 439 online registrations, expecting about 450 including on-site registrations. WLA's "Get a Member, Be a Member" campaign will be relaunched; it previously brought in 200 members. Also a tiered dues structure for full boards has been created. Upcoming activities will include partnering with Covering Wisconsin and the National Network of Libraries of Medicine (NNLM) for two webinars, volunteer leader orientation scheduled for Jan. 14, Library Legislative Day on Feb. 8, 2022 spring WAPL conference May 11-13, 2022 fall WLA conference Nov. 1-4 in Lake Geneva.
  - b. Recollection Wisconsin – Report provided in advance. Scott Brouwer, chair of Steering Committee of Recollection Wisconsin, present. Scott shares thanks from the steering committee for support for libraries to participate in Recollection Wisconsin and to be content partners. Thanks also to Outagamie-Waupaca Library System for ARPA grant facilitation that is helping fund Recollection Wisconsin activities. Scott notes that "Family Tree Magazine" recently recognized Recollection Wisconsin as one of best genealogy websites.
  - c. DPI – report provided in advance, Ben Miller participating online. Ben mentions that ARPA grant pre-application review is wrapping up, and that the grants are highly competitive. He says grants not funded at this time will advise themes of LSTA grant planning. In response to a question, Ben says the ARPA competitive grant review is on schedule, with notifications expected by the end of November. He says DPI is synchronizing the LSTA 5-year plan and PLSR implementation report.
  - d. WiLS – Report provided in advance. Jennifer Chamberlain present. Jennifer mentions that several Ideas to Action grant winners are present at the WLA conference, highlighting WiLS reinvesting in members. WiLS increased that grant funding by \$10,000 this year and put out the call for projects touching on equity, diversity, and inclusion.
  - e. WPLC – report provided in advance by Melody Clark of WiLS. WPLC Chair Kristen Anderson present, highlighted new board for 2022. Jeff Gilderson-Duwe

noted the development of WPLC over the years. David Kranz thanked Kristen for her years of service as WPLC Chair.

- f. COLAND – report provided in advance. COLAND Chair Jamie Healy-Plotkin participating online. Jamie says COLAND will continue its focus on advocacy, making recommendations to the state superintendent and legislature. She notes COLAND's recent letter advocating sustainable funding for Recollection Wisconsin. Tracy Vreeke notes that the latest COLAND meeting included a virtual tour of tribal library in Nicolet Federated Library System.
12. Impact of COVID-19 on Libraries – Discussion item.
  13. Member Roundtable – Tracy Vreeke mentions that NFLS is sponsoring the Thursday morning keynote address by Nigel Poor at this WLA conference. Sarah Sugden promotes the reception tonight at Brown County Library, starts at 7 p.m. It was asked who had been on SRLAAW longest: Jeff Gilderson-Duwe started on SRLAAW in 2004; John Thompson in 2007; Marla Sepnafski was present but did not specify her start date. Bradley Shipps says OWLS' new office space will have windows and a parking lot, they still in lease negotiations but may be able to announce more in mid-December, planning to move in the first quarter of 2022. OWLS staff have been sorting through 40 years of accumulated materials – Disney films on reels were mentioned – in preparation for the move.
  14. Next Meeting Announcement: Monday before Library Legislative Day, Feb. 7, 2022. Location is TBD if in-person.
  15. Adjournment by Consensus. 2:55 p.m. Becky Sherer moves, Riti Grover seconds, motion passes.