

LIBRARY PLANNING COMMITTEE

Wednesday, September 15, 2021  
7:00 p.m.

Via Zoom

*Due to the COVID-19 pandemic, this meeting will take place virtually via Zoom. Please join the meeting from your computer, tablet or smartphone by visiting <https://us06web.zoom.us/j/82468501787?pwd=TXRmamEwU2tERjAzaHoydWFSYU4zQT09>. You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID: 824 6850 1787#. When asked for your Participant ID, just press #, when asked for the Passcode enter 221.*

*You may also choose to participate by providing public comment prior to the meeting via email to Village Clerk Lisa Kalata: [lkalata@village.cottage-grove.wi.us](mailto:lkalata@village.cottage-grove.wi.us)*

AGENDA

- 1) **Call Meeting to Order:**
- 2) **Quorum and Roll Call:**
- 3) **Public Appearances:** Public's opportunity to speak about any subject that is not a specific agenda item.
- 4) **Presentation:**
- 5) **Old Business:**
  - Review letter to DPI status.
  - Review ordinance (Library Board) draft.
  - Review Library Board Memo: Service area, library deserts, and collaborations.
  - Review Dane County requirements.
  - Review grant(s) status.
- 6) **New Business:**
- 7) **Approve minutes:**
  - a. August 11, 2021, Library Planning Committee Minutes
- 8) **Next meeting:**
- 9) **Future Agenda items:**
- 10) **Adjournment**

Notice:

1. Persons needing special accommodations should call 839-4704 at least 24 hours prior to the meeting.
2. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.
3. Any item on the agenda is subject to final action.



August 24, 2021

Mr. John Williams, President  
Village of Cottage Grove  
221 E Cottage Grove Road  
Cottage Grove, WI 53527

Dear Mr. Williams:

I am responding to your request for an opinion regarding the establishment of a municipal public library, under section 43.52 (1) of the Wisconsin Statutes, in the Village of Cottage Grove, Dane County, Wisconsin.

The Division for Libraries and Technology is required under Wis. Stat. sec. 43.52 (1) to render an opinion regarding the feasibility and desirability of legally establishing a public library before final action is taken.

We believe that the establishment of the municipal library you propose may help achieve improved library service to residents of the Village of Cottage Grove.

You and your library planning committee are to be commended for the time you have devoted to careful consideration of the library services offered to Cottage Grove residents. The depth of research and level of commitment to understanding your community's needs as demonstrated in your report is outstanding.

The Division for Libraries, Technology, and Community Learning would consider it feasible and desirable to establish a public library for the Village of Cottage Grove that meets minimum Wisconsin Public Library Standards and Dane County Library Standards. In addition, the following are also required for the Village's establishment of a public library to be considered feasible and desirable by the Division:

1. The village must establish the library under Section 43.52 of the Wisconsin Statutes.
2. The village must appoint a library board according to the provisions of Section 43.54 with the authority of Section 43.58 of the Wisconsin Statutes and the library must be operated according to the provisions of Chapter 43.
3. The library must employ a library director who is eligible for Grade 1 public librarian certification by the Division for Libraries and Technology.
4. The establishment of the public library will agree with the Dane County Plan for Library Service.
5. The library will be a participating member of the South Central Library System.

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This letter meets the requirements of s. 43.52 (1) for an opinion from the Division for Libraries and Technology regarding the feasibility and desirability of establishing a new public library. If you do establish a new public library, please notify us so that we can update our records.

Good luck in your efforts to provide quality public library service to the Village of Cottage Grove. If we can be of further assistance, please let us know.

Sincerely,

A handwritten signature in cursive script that reads "Shannon M. Schultz".

Shannon M. Schultz, Public Library Administration Consultant  
Division for Libraries and Technology

Cc:

Tessa Michaelson Schmidt, Assistant State Superintendent, Division for Libraries and Technology  
Ben Miller, Director, Library Services Team, Division for Libraries and Technology  
Melissa Ratcliff, Library Planning Committee  
Martha Van Pelt, Director, South Central Library System  
Tracy Herold, Director, Dane County Library Service

## **DIVISION X. – VILLAGE OF COTTAGE GROVE COMMUNITY LIBRARY BOARD**

### **Sec. X. - Board Committed.**

The Village has created a board known as the "Village of Cottage Grove Community Library Board", pursuant to Wis. Stats. § 43.54. The purpose of this board is to govern and administer the Village of Cottage Grove public library.

### **Sec. X. – Composition and Appointment.**

- a) *Number of members.* The Library Board shall initially consist of seven members. Up to five additional members may be appointed by the county pursuant to Wis. Stats. § 43.60(3), as applicable.
- b) *Organization.* The Village of Cottage Grove Community Library Board is organized pursuant to Wis. Stats. § 43.54. The members shall serve without compensation.
- c) *Selection and Composition.* The Village President shall appoint as one of the members of the Library Board the Monona Grove School District Administrator (or their designee). The remaining six members of the Library Board shall be appointed by the Village President, subject to confirmation by the Village Board of Trustees. Not more than one member of the Library Board shall also be a member of the Village of Cottage Grove Board of Trustees. Members of the Library Board other than the Monona Grove School District Administrator shall be residents of the Village, except that not more than two members may be residents of the Town of Cottage Grove. All Members of the Library Board may vote on matters before the Library Board.
- d) *Term of office.* Upon first appointment, the members shall be divided into three groups, one group of three members and two groups of two members, to serve for two-, three- and four-year terms, respectively. Thereafter, each regular appointment shall be for a term of three years. Vacancies shall be filled for unexpired terms in the same manner as regular appointments are made. The Superintendent of the Monona Grove School District or their designee shall serve an indefinite term until such representative's successor is appointed and qualified.

### **Sec. X. - Officers.**

The Library Board shall annually choose from its members a president and such other officers as it deems necessary. As soon as practicable after the first appointments, at a date and place fixed by the Village President, and annually thereafter, within sixty (60) days after the time designated in this Section for the beginning of terms, the members of the Library Board shall organize by election from among their number a President and such other offices that they deem necessary to prescribe and adopt rules and regulations, including bylaws, for the operation of the library.

### **Sec X.-Meetings.**

Regular meetings of the Library Board shall be held at least monthly if practicable. A majority of the membership of the Library Board shall constitute a quorum. All meetings of the Library Board shall be held in compliance with the statutory provisions of the Wisconsin Open Meetings Law. No vacancy in the membership of the Library Board shall impair the right of a quorum to exercise powers and perform the functions of the Library Board.

### **Sec. X. - Powers and Duties.**

The Library Board shall have all the powers and duties set forth in Wis. Stats. Ch. 43, including, but not limited to, Wis. Stats. § 43.58.

**State Law Reference**— Composition of municipal public library boards, Wis. Stats. § 43.54 and 43.58.

Memo Date: 9-15-2021

To: Cottage Grove Village Board of Trustees

From: Library Planning Committee Chair Cindi Kelm-Nelson

RE: Service area, library deserts, and collaborations with neighbors

### **Service Area**

The Library Planning Committee (LPC) has evaluated the spread of libraries throughout Dane County (see map below). This map highlights the service area of the future Cottage Grove Community Library. The estimated service area consists of: Village of Cottage Grove, Town of Cottage Grove, Pleasant Springs, Blooming Grove, Sun Prairie, Deerfield and Marshall. It is important to note that not everyone from an adjacent municipality would use the library; instead, the LPC totaled those municipality's populations and used 15% of that total to conservatively estimate service population. The initial service population used was 16,470 as defined in our July 5, 2021 report. We have discussed the impact of what 16,000 users of a library could do for the Village's economy and growth; the economic impact was detailed in 8-11-21 LPC Memo "RE: Libraries increase economic spending and community value".

### **Establishing Community Relationships**

We, as a committee, have also discussed how it is imperative that we allow for the opportunity for representation from our neighboring communities. The recently established Library Board Ordinance, in compliance with WI State Statute Chapter 43 allows for citizen representation from adjacent municipalities, for example the Town of Cottage Grove. Library boards are composed of members of varying backgrounds and perspectives; for example, our school district representative brings expertise in the field of education, the Village Trustee improves the communication between the Library Board and the Village. Individuals from other municipalities may bring valuable expertise to the Library Board, and this should be a strong consideration in establishing a robust, diverse board and sub-committees.

We encourage the Village Board to maintain professional working relationships with our neighboring communities. Individuals that may not live in the Village may still contribute to our economic growth, attend our school districts, and may donate to our future library. We will continue to establish working relationships and partner with outside communities as a LPC and as a Library Board.



\$5K

**Mission and Programming:**

Friends of the Cottage Grove Community Library Inc.'s vision is to create connections across generations and cultures to foster personal, community, and economic growth. Our current mission includes the planning and supporting of community activities to enhance skills for all our residents and neighbors. The Friends Inc. are part of the ongoing initiative of championing a community gathering place, the building of a physical library, in Cottage Grove that celebrates literacy, education, and technology for all. Our values include working collaboratively, empowering lifelong learning as well as inspiring each other to discover, create, achieve, and cultivate. In general, we advocate a sense of belonging, inclusiveness, and respect for people of all ages and abilities.

**Goals and Objectives:**

The Village of Cottage Grove is the largest municipality, with a population of 7020, in Dane County without a physical library. Based on location, proximity, and access to a public library, the Village is currently in a "library desert". The primary goal of this work is to introduce the families of the Village of Cottage Grove to all the benefits library programming has to offer. Currently, these programs do not exist in the Cottage Grove community, nor does the Village offer literacy, arts, humanities, or in-home services to its residents.

The specific objective of this grant, which directly aligns with the vision and mission of the Friends, is to create connections across generations and cultures to foster personal and community growth. To accomplish this, we propose using the Stricker AmFam Foundation funding to (1) establish a weekly 'toddler time' program for families, (2) form a teen community book club, and (3) invest in programming to support at-home reading initiatives. Within each of these programs there will be an emphasis on inclusiveness, diversity, and cultural awareness.

1. Establishment of "Toddler Time": a weekly early literacy program and focus on the "1000 books before Kindergarten". Increasing early literacy has shown that 3-to-5-year-olds who have been read to at least three times per week are 2x more likely to recognize letters and understand words in context.
2. Teen Book Club: developing a Teen Reading List and discussion group with a focus on Anti-Racism and cultural awareness. Insufficient resources mean that teens in many communities, including the Village, do not have access to the resources, knowledge, and services they need to support their academic, emotional, and social development, and to master 21st-century skills.
3. At-Home Programming: funds will be used to purchase age-appropriate reading materials to distribute to the 130 kids who receive weekend meals. We will collaborate with the Optimist Club of Cottage Grove who are responsible for the "snack pack" program. Additional funds will be used to create a cultural awareness "Story Walk" in a Village Park.

**Provide specific outcomes (growth, expansion, change, etc) you expect from this funding and the timeframe within which they will occur.**

Increase Participation: We expect the impact of this grant to be widespread throughout our community. We will aim to target at least 100 families. While the median household income within the Village of Cottage Grove is \$99,322, there is still a substantial number of low-income families (2.5%; approximately 45 families). This funding mechanism would aim to close that socio-economic gap and address the inequalities associated with having a "library desert" by adding these programming services within the Village.

Establish Collaborations for Future Expansion: We expect that by establishing these programs we can then begin to collaborate with the the Village of Cottage Grove Parks and Recreation, the Optimist Club, the school district, and other groups in the community to increase participation and offerings in the community.

Timeframe: upon funding, the Friends Inc will begin planning for events for the Spring 2022 and Summer 2022.

**APPLICATION MUST BE SUBMITTED VIA EMAIL**

## THE EVJUE FOUNDATION, INC. APPLICATION FORM

*Please attach a copy of your organization's current IRS tax exempt status letter.*

Submit completed application to [Evjue-Foundation@madison.com](mailto:Evjue-Foundation@madison.com)

**Organization** Friends of the Cottage Grove Community Library      **EIN** 34-2016611  
**Address** PO Box 136      **City** Cottage Grove      **State** WI      **Zip Code** 53527  
**Telephone** 608-616-0536      **Email** libraryfriendscgwi@gmail.com  
**Contact Person** Anne Schoenemann      **Contact Title** President

**List members of your current Board of Directors:**

Anne Schoenemann, President  
Tonya Olson, Vice President  
Tom Olson, Treasurer  
Nancy Engle, Secretary

**Amount requested \$** 5,000

**Has your organization received a grant in the past from our foundation? If so, please list the year and amount and provide a one paragraph explanation of how the money for the most recent grant was used as well as describing the outcome of that activity.**

No.

**Briefly supply us with the following:**

**1. Summarize the purpose, objective and the impact of the grant request on our community**

Purpose: The Village of Cottage Grove is one of the few municipalities in Dane County that does not have a community library nor does the Village offer forms of library programming. This gap in service is substantial as public library services have been shown to benefit the community. For example, programming in the arts and humanities encourages people to think and talk about ethics and values, history, art, poetry, and other cultures. These facets are integral and parallel to the Friends of the Cottage Grove Library Inc.'s mission of planning and supporting activities to enhance skills for all our residents and neighbors. The Friends Inc. are part of the ongoing initiative of championing a community gathering place, the building of a physical library, in Cottage Grove that celebrates literacy, education, and technology for all; this plan includes introducing the residents of Cottage Grove to all the benefits library programming has to offer. For the past two years, the Village's Library Planning Committee has been tasked with researching the initial phases of building a library. As the planning continues in 2022, the Friends Inc., are working hard to build a groundswell of support in the community. The purpose of this grant is to (A) introduce the residents of Cottage Grove to all the benefits of library programming, (B) stimulate a bilingual dialogue across age groups, (C) educate the community on ethics, culture, value, and the critical importance of a public library.

### 1. Summary (continued)

Objective: The objective of this grant, which directly aligns with the vision and mission of the Friends, is to create connections across generations and cultures to foster personal and community growth. Specifically, this grant proposes a series of sessions consisting of bilingual book readings by a local author and community discussion with families and adult/seniors.

The Friends Inc. will consult with the Wisconsin Book Festival Director to secure renowned Madison-based children's author Kevin Henkes. Having written over 30 children's books and additional novels, we believe Henkes will have a major draw and will speak to the importance of public libraries in small communities like ours. Likewise, a bilingual book reading stimulates discussion about cultural diversity and cultivates multicultural awareness and appreciation.

Impact: We believe our Cottage Grove community can work collaboratively to empower lifelong learning of other cultures, race, orientation, and beliefs. We expect the impact of this grant to be widespread throughout our community; we will aim for 300 participants across both sessions. Together, we can inspire each other to discover, create, achieve, and cultivate. Ultimately, the grant will generate momentum and build support for the future Cottage Grove Village Library and show potential donors there is significant interest in community investment.

### 2. Please cite one example that demonstrates your organization's commitment to diversity in the past year

This grant opportunity represents our commitment to increasing diversity programming in our community.

- The Monona Grove School District is 18% non-white

### 3. Total budget for your project and other sources of financing

The total budget for this project is \$5000. This includes funding for marketing, outreach, as well as books, supplies, and a stipend for our Spanish-speaking reader. There are no other sources of financing for this work; however, Summit Credit Union has pledged their auditorium as an in-kind donation to the Friends of Cottage Grove Library.

Estimated Budget:

Marketing & Outreach Materials: advertising; promotion in daycares, schools, senior & community centers, \$500

Materials: 200 copies of Kevin Henkes' book at \$18/each, \$3600

Author and Interpreter Stipend x2: author stipend for two readings plus bilingual interpreter stipend for two readings; \$600

Space Rental-Summit Credit Union: we have discussed space, seating & AV equipment with Summit and they will provide the location as an in-kind donation; \$0

Misc.: food and beverage costs, sanitizer, masks; \$300

## LIBRARY PLANNING COMMITTEE

Wednesday, August 11, 2021  
9:00 a.m.

Via Zoom

## AGENDA – DRAFT MINUTES

- 1) **Call Meeting to Order:** 9:01 a.m.
- 2) **Quorum and Roll Call:** Chair Cindi Kelm-Nelson, Melissa Ratcliff, Stephanie Rossing, and Alison Anger. Erik Braun was absent and excused.
- 3) **Public Appearances:** Public's opportunity to speak about any subject that is not a specific agenda item. **None.**
- 4) **Presentation:** **None.**
- 5) **Old Business:** Review Library Board memo. Reviewed that establishing a Library Board is important to continue the process in understanding the financial impact on the community and how the fundraising opportunities in building a library here. The Memo notes that the Library Board does not guarantee the building of a library but it does allow for accurate and adequate researching and planning that needs to happen.  
Review grant and submission details. The Friends will be submitting an application for a grant to Evjue foundation for diversified programming in our community and also another grant opportunity with Steve Stricker Foundation through American Family.  
Review ordinance and letter to DPI status. Reviewed the drafted ordinance that was reviewed by Ordinance Review Committee  
Review Libraries as Economic Engines memo. Reviewed the memo that notes that libraries and the services they provide increase the value to municipalities they serve – specifically, it was found that for every \$1.00 of taxpayer support, the return to community is \$4.06! The return per dollar of taxpayer funds comes back to taxpayers in the form of the value of public library services and the direct economic contribution of public libraries to the state economy.  
Review LPC Memo to village board on prioritization process and 2022 library goals. Reviewed the Memo regarding the Village Board's priorities and how the library fits in with the other priorities.
- 6) **New Business:** **None.**
- 7) **Approve minutes:**
  - a. July 21, 2021, Library Planning Committee Minutes – Motion by Rossing, second by Anger to approve. Motion passed 4-0-0.
- 8) **Next meeting:** Tentatively September 15, 2021, at 7 p.m.
- 9) **Future Agenda items:** DPI response and library board ordinance
- 10) **Adjournment.** Motion to adjourn by Rossing, second by Anger. Motion passed 4-0-0. Meeting adjourned 9:44 a.m.

Memo Date: 8-11-2021

To: Cottage Grove Village Board of Trustees

From: Library Planning Committee Chair Cindi Kelm-Nelson

RE: Discuss Library Action Items and 2022 Goals

The annual Village Board prioritization process outlines goals for 2022 work. The Library Planning Committee (LPC) recommends the consideration of the following goals and actions related to the ongoing library planning initiatives and 2022 fiscal budget (**A**). We emphasize that these recommendations also align with the current village priority plan for 2022 which ranks the library planning as first. The document that the LPC created that outlines how the library intersects with the list of other priorities as well as the mission and vision for the village is attached to this memo (**B**).

### **A. Fall 2021-2022 Goals and Projects**

1. Pass Library Board (LB) Ordinance
2. Establish formal LB and hold elections for officers
3. Write bylaws, mission, and goals for the LB
4. Form LB sub-committees
  - a. LB Policy Committee
  - b. LB Finance Committee
    - i. Actual and realistic operational costs and line items
    - ii. Assessment of future Dane County Library Tax projections
  - c. LB Facility Committee
    - i. Sustainability and building concepts
    - ii. Library tours of existing local libraries
    - iii. Diagram of functional areas: a generic floor plan
    - iv. Square footage assessments
  - d. LB Public Relations Committees
    - i. Surveying residents for building spaces
  - e. LB Capital Campaign Committee
    - i. Work with financial consulting firms
  - f. Ad Hoc committees as needed: Strategic Planning, Solar and Leed Certification, Diversity and Inclusion (e.g., Assistive Technology Lending Library Status)
5. Select and hire financial feasibility consulting firm\*, **for an estimated \$10,000 in the 2022 budget**
  - a. Key deliverables include findings (e.g., reactions to the project, participant interest, preliminary gift intention, and major donor prospects), analysis (e.g., internal and external campaign readiness, quantitative analysis of gift intentions and potential campaign success), and recommendations (e.g., strategies to avoid obstacles, recommended campaign goal and strategy to achieve success, campaign timeline).
  - b. Consult with Ehlers on revised financial and tax impacts
6. Initial Planning Discussions
  - a. Establishing a vision
  - b. Stakeholder Identification
  - c. Goal Setting (programs and costs among other things)
  - d. Space needs programming – determining the space needs for the programming desired
7. Write librarian position description
8. Work with engineering firm\* and SCLS
  - a. Evaluate impact fee **for an estimated \$5000 in the 2022 budget**
  - b. Develop a new Library Program Statement
  - c. Identify project architect with library expertise
9. Begin discussion with the Dane County Library Board (DCLS) to finalize county requirements
10. Write grants and pursue funding opportunities with the Friends of the Cottage Grove Library Inc. (501c3)
  - a. Submit the Evjue Grant Application for library programming in Spring of 2022, **goal is \$4000**

**\* Work indicates staff time at 10% effort in the 2022 annual budget.**

## **B. Village Priorities**

The LPC wanted to determine how the Village Departments and priorities could collaborate on the library project and use the library in the future. For example, Village Departments combine resources and services to better serve the community and decrease duplication of services. **A library intersects with multiple Village initiatives:**

1. **Fiscal responsibility and financial planning:** The LPC is recommending a financial feasibility study to determine how fundraising will impact the financing and tax plans. There are many opportunities to reduce finances (see other report sections). Keeping taxes local is fiscally responsible; as currently Village residents pay over \$280,000 for the use of other community libraries (2021).
2. **Economic growth:** Libraries have a large impact on the local economy and workforce development through the provision of a variety of classes and resources. The community's economy benefits when businesspeople use library resources to make business decisions, and employees use it to improve job skills. During economic hardship, citizens turn to and depend on the library. In turn, libraries boost economic development. Proximity to a library increases spending for those businesses located near the library. (Reference: <https://www.urban.org/sites/default/files/publication/46006/1001075-Making-Cities-Stronger.PDF>)
  - a. 73% of public libraries assist their patrons with job applications and interviewing skills, and 48% provide access and assistance to entrepreneurs looking to start a business of their own.
  - b. Chamber of Commerce leakage study (2017) shows that sales are leaking out of the CG area and being absorbed by businesses in Madison.  
(Reference: [https://www.cottagegrovechamber.com/uploads/4/0/7/8/40788503/commercial\\_leakage\\_study\\_-\\_cottage\\_grove\\_2015-08-20.pdf](https://www.cottagegrovechamber.com/uploads/4/0/7/8/40788503/commercial_leakage_study_-_cottage_grove_2015-08-20.pdf))
3. **Diversity, equity, and inclusion:** Libraries are accessible for all, support literacy, education, and technology for everyone including underserved populations.  
(Reference: <https://www.journals.uchicago.edu/doi/full/10.1086/699267>)
4. **Sustainability:** Libraries provide educational events (*e.g.*, seed borrowing, community gardens). The Ad Hoc committee could provide suggestions during design and construction (*i.e.*, reduction of carbon footprint, net zero building, LEED certification).  
(Reference: <https://americanlibrariesmagazine.org/blogs/the-scoop/libraries-and-sustainable-thinking/#:~:text=Sustainable%20thinking%20refers%20to%20the,life%20to%20fruition%20through%20choices>)
5. **Emergency management planning:** A library provides a space for residents to go in extreme weather; this location is currently lacking in Cottage Grove.
6. **Food insecurity:** Public libraries are part of the solution to food insecurity. Librarians can be a source for programming (State, County, and Local). For example, librarians may assist those who manage farmers' markets, summer feeding programs, community fridges, and culinary literacy centers builds a greater understanding of the unique roles of local librarians in community food systems. (Reference: <https://www.youtube.com/watch?v=h8YC2ILYsMk>)
7. **Communication and engagement:** A library provides the spaces to recruit volunteers from the community as well as provides and enhances their confidence, skills, and levels of employability. A library is welcoming to all, and that bridges socioeconomic divides through examples of productive partnerships. A library allows for a space for our local community groups to meet and provide information for residents on programs, groups, and activities to be active in. We estimate many roles for community members throughout the library planning process. (Reference: <https://www.ala.org/tools/librariestransform/libraries-transforming-communities/engagement>)

8. **Housing:** People prefer to live near a public library if they have a choice, and often perceive library access as part of an enhanced quality of life.  
(Reference: <https://www.ala.org/tools/research/librariesmatter/minnesota-public-libraries-return-investment>)
9. **Parks and Recreation:** More so than a community center, town hall, or public park ever could, libraries connect their communities in a way that benefits everyone. They combine local resources, including arts and crafts, educational offerings, job training, tutoring and technology learning. The Cottage Grove Library could include a dedicated space for Parks and Recreation programming.  
(Reference: <https://www.brookings.edu/blog/up-front/2017/03/30/how-public-libraries-help-build-healthy-communities/>)
10. **Cottage Grove's Mission and Vision:** a library directly serves the mission and vision of Cottage Grove by increasing the richness and opportunities for a growing village and effectively providing the community services for our citizens and fostering economic development.

Memo Date: 8-11-21

To: Village of Cottage Grove Board

From: Library Planning Committee Chair Cindi Kelm-Nelson

RE: Libraries increase economic spending and community value

Libraries and the services they provide increase value to the municipalities that they serve. Libraries have a large impact on the local economy and workforce development through the provision of a variety of classes and resources. Data has shown that proximity to a library increases spending for those businesses located near the library. These benefits are directly related to the operational tasks and programming that are designated by library budgets. Below you will find examples of how libraries directly impact local economies:

## 1. Libraries increase spending in local economies.

- a. **Wisconsin:** The economic return to taxpayers is \$4.06 per dollar of taxpayer support. The return on investment is calculated by dividing the economic contribution of public libraries per capita (\$134.16) by the public tax support per capita (\$33.07). This return per dollar of taxpayer funds comes back to taxpayers in the form of the value of public library services and the direct economic contribution of public libraries to the state economy. In addition to the measurable services and expenditures that add value to the state economy, there are numerous other services that are valuable but at this time can't be calculated from available data. The contributions of public libraries to overall literacy, to helping people with special needs, to supporting the efforts of K-12 schools, to providing community gathering space, and to supplying data needs of big and small businesses are additional and valuable contributions to the state economy (p. 33). (Source: <https://www.ala.org/tools/research/librariesmatter/wisconsin-public-libraries-have-strong-roi-and-provide-additional-valuable-services>)
- b. **Minnesota:** For every dollar of direct spending on operations payroll, libraries generate \$0.53 in additional spending in the economy of Minnesota. In the same way, for every dollar of direct spending on operations services, libraries generate \$0.74 in additional spending in Minnesota's economy (Source: <https://www.ala.org/tools/research/librariesmatter/minnesota-public-libraries-return-investment>)
- c. **Seattle:** The Library is associated with \$16 million in net new spending in Seattle in its first year of operations--equal to \$80 million for 5 years, \$160 million for 10 years, or \$320 million over a 20-year period. Nearby businesses report increases in spending associated with visitors to the Central Library. Increases in the use of Library resources contributes to learning, literacy, business productivity, personal and professional developments, and individual livelihood. (Source: <https://www.ala.org/tools/research/librariesmatter/economic-vitality-brought-seattle-central-library>)
- d. **South Carolina:** Among the findings are indications that the public library: - 49% of business users indicated that they obtained most of the business/research information from their public library - 78% of business users indicated that information obtained from the public library contributed to the success of their business - 59% of personal investors said they obtained the information needed for making investment decisions from their public library - 48% said "definitely" the investment information at the public library had contributed to their financial well-being and 34% said "somewhat" (Source: <https://www.ala.org/tools/research/librariesmatter/extent-taxpayers-south-carolina-feel-public-library-contributes-their-economic-well-being>)
- e. **Philadelphia:** 8% of survey respondents report that they could not have started, grown or improved their business without the Free Library, resulting in an estimated 8,630 businesses that benefited from Free Library business development services. (p.5) (Source: <https://www.ala.org/tools/research/librariesmatter/businesses-couldnt-have-done-it-without-library>)

## 2. Libraries are valuable resources to local entrepreneurs, small businesses, and their employees.

As described above, libraries boost economic development, and the community's economy benefits when businesspeople use library resources to make business decisions, and employees use it to improve job skills.

a. **Libraries help to promote businesses.**

They provide data subscriptions for market analysis finding customers, demographic analysis, and business location evaluation, provide spaces for local small businesses to work, provide collaborative opportunities with small business development centers. (Sources: <https://medium.com/everylibrary/five-ways-local-libraries-can-help-small-businesses-and-entrepreneurs-bd8b7a208819>; "Conducting Business in the Library," by Rebecca Cruz in Public Libraries Online. March 28, 2013; "Top 3 Library Services for Your Small Business," Ahmad El-Najjar. December 15, 2016. Townsquared Resources.; <https://medium.com/everylibrary/tagged/business-development>)

b. **Employees turn to and depend on the library.**

For example, 73% of public libraries assist their patrons with job applications and interviewing skills, and 48% provide access and assistance to entrepreneurs looking to start a business of their own. Library operations and programming can focus on career skills for examples online study tools like Mango Languages, Learning Express Library, or access technical manuals, computer programming, and business eBooks through O'Reilly for Public Libraries (previously Safari Books Online). Libraries provide spaces for events, meetings, free wireless internet, printers, scanners, and computers. Libraries can work with partners to offer classes for business, job skills, and technology, and with service providers that offer business, career, and legal advice (Source: <https://www.madisonpubliclibrary.org/resources/business>)

3. **Fiscal responsibility and financial planning are essential to any capital project.**

The Library Planning committee in their July 2021 report has recommended a financial feasibility study to determine how a capital campaign and fundraising will impact the financing and tax plans. There are many opportunities to reduce finances including numerous opportunities to apply for programming that will benefit local businesses and employees. Moreover, **keeping taxes local and reinvesting this tax money into library programming for local businesses and their employees is fiscally responsible and directly benefits the local economy (please see economic impact memo)**. Currently Village residents pay over \$280,000 for the use of other community libraries (2021). In 2030, for example, this number is projected to be \$350K (using a constant rate of increase and given no change to the valuation of Cottage Grove).

- a. Chamber of Commerce leakage study (2017) shows that sales are leaking out of the CG area and being absorbed by businesses in Madison.

(Source: [https://www.cottagegrovechamber.com/uploads/4/0/7/8/40788503/commercial\\_leakage\\_study\\_-\\_cottage\\_grove\\_2015-08-20.pdf](https://www.cottagegrovechamber.com/uploads/4/0/7/8/40788503/commercial_leakage_study_-_cottage_grove_2015-08-20.pdf))

For more on the Economic Impact of Public Libraries: <https://dpi.wi.gov/pld/data-reports/economic-impact>

Memo Date: 8-11-2021

To: Cottage Grove Village Board of Trustees

From: Library Planning Committee Chair Cindi Kelm-Nelson

RE: Formal establishment of a Library Board

In Part 2 of the Library Planning Committee's recommendation to the Village Board (July 5, 2021), we recommend establishing a formal Library Board in compliance with Wisconsin State Statute Chapter 43. We arrived at this recommendation with guidance from the Department of Public Instruction, Dane County Library Services, South Central Library Services, local librarians and library directors (Belleville, Oregon, Fitchburg, Madison), and financial advisors (Madison Library Foundation, Grant Specialists, and Fund Development Advisors). Here, we emphasize that the establishment of a formal Library Board does not guarantee the building of a library; but it does allow for accurate and adequate researching and planning to take place.

A Library Board allows for the research and planning phases of this project to continue in 2022. These critical phases include networking and stakeholder engagement, researching to meet community needs, planning outreach to the community, financing for the future, and developing the team to accomplish this project.

### **Library Board Responsibilities**

A Library Board's true responsibility is to set a purpose and a direction for a local library; this includes defining directions to meet the needs of the community. Eventually it will delegate staff and resources to run library services. Additional responsibilities are to act as a liaison between the library, the village, and the community; the Library Board will represent the public in its stewardship of the library and **advocates for the library and the community it serves.** The Library Board will work with the staff and administration to determine what the public wants and, in turn, to let the public know what the possibilities of library service are. To do this, the Library Board must maintain regular contact with the public, this includes those who use the library and those who do not. These data that the Library Board will collect will guide the Library Board in setting future directions for the library. Moreover, to achieve future goals, the Library Board will communicate this information to the Village Board and advocate for the necessary resources. Advocacy includes working on obtaining the required funds for the library, finding ways to work with the community and connect with public groups, and making sure that the needs and interests of the community are at the forefront of making board decisions.

A Library Board will also **establish a mission and vision for the future of the library.** Library Board responsibilities include being cognizant of the future of the library and shaping it to be responsive to any community needs. Establishing a mission and vision for the library, essential Library Board responsibilities, are foundational to planning for the future of the library and its services. The Library Board will also begin to **establish and implement policies for the library**, this includes spending time on policy issues, developing and implementing policies and monitoring the effectiveness of those policies.

### **Library Board Meetings**

The Library Board would meet. At minimum, once per month. An example of topics covered include:

- By-laws and format of library board meetings.
- Expectations for library board member participation.
- The library's long range and/or strategic plan.
- Review of current issues facing the library.
- The library's budget and financial situation.
- Overview of the Trustee Handbook.
- Library board powers and relationship with the municipality and/or county.
- Discussion of Library's role within, and expectations from, South Central Library System.
- Discussion of library compliance with local, state, and federal law.
- Take into consideration public comment, when appropriate.
- Other library policies, including input upon, and approval of, an annual Library Budget.
- Input and/or status report from the Library Director, once they are established.
- Hiring and evaluating a library director on an annual basis.
- Public library system membership.
- Policies on the selection and review of library materials.
- Approve of, amend, and suggest Library Policy.
- Discussion of: library circulation, library programming, approximate number of attendees to library in a month, and approval of library bills.
- Address building concerns.
- Friends of the Library reports and collaborations

### Library Board Committees

Moving a library project forward means expanding the role for community engagement. A physical library building must meet the needs of the community, whether as a village hall, community center, and collaborative space. However, community input is necessary so that the Library Board can direct future planning appropriately. The Library Planning Committee suggests several sub-committees, formed by residents, that will help research answers to questions Village Board Trustees have raised in the last several meetings including:

- Actual and Realistic Operational Costs— **Library Board Finance Committee**
- Surveying Residents for Building Spaces— **Library Board Public Relations Committee**
- Program Statement/Architectural Design: Sq Footage Assessments—**Library Board Facility Committee**
- Capital campaign/fundraising—**Library Board Capital Campaign Committee**
- Working with the Friends of the Cottage Grove Community Library, Inc to assist in setting up long-term endowments and foundations, grants from employers and large charitable foundations—**A vision to fund the library**

### References

See attached for the Department of Public Instructions Trustee Essentials document as well as the “*Role of Library Trustees*” document by the Association of Library Trustees, Advocates, Friends, and Foundations.

**DIVISION X. – PUBLIC LIBRARY BOARD**

**Sec. X. - Board Committed.**

The Village has created a board known as the "Village of Cottage Grove Community Library Board", pursuant to Wis. Stats. § 43.54. The purpose of this board is to govern and administer the Village of Cottage Grove public library.

**Sec. X. – Composition and Appointment.**

- a) *Number of members.* The board shall initially consist of seven members. Up to five additional members may be appointed by the county pursuant to Wis. Stats. § 43.60(3).
- b) *Organization.* The Village of Cottage Grove Community Library Board ~~Library Board~~ shall consist of the School District Administrator (or designee) and six citizen members, one of whom shall be a Village Board Trustee, all of whom may vote. ~~A majority of the membership of the Board shall constitute a quorum.~~ The members shall serve without compensation.
- c) *Selection.* Seven members of the Village of Cottage Grove Community Library Board ~~board~~ shall be appointed by the Village President, subject to confirmation by the Village Board of Trustees.
- d) *Composition and Nonresident members.* The Village President shall appoint as one of the members a school district administrator (or designee); to represent the public school district in which the library is located (Monona Grove School District). Not more than one member of the Village Board shall be at any one time a member of the Village of Cottage Grove Community Library Board ~~board~~. Members shall be residents of the Village, except that not more than two members may be residents of ~~other municipalities (towns adjacent to the Village)~~ the Town of Cottage Grove.
- e) *Term of office.* Upon first appointment, the members shall be divided into three groups, one group of three members and two groups of two members, to serve for two-, three- and four-year terms, respectively. Thereafter, each regular appointment shall be for a term of three years. Vacancies shall be filled for unexpired terms in the same manner as regular appointments are made. Any Village Trustee shall be annually appointed by a two-thirds vote at the organizational meeting of the Village Board of Trustees. The Superintendent of the Monona Grove School District or representative shall serve an indefinite term until such representative's successor is appointed and qualified.

**Sec. X. - Officers.**

The Village of Cottage Grove Community Library Board ~~Library Board~~ shall annually choose from its members a president and such other officers (e.g., Vice President, Secretary, Treasurer) as it deems necessary. As soon as practicable after the first appointments, at a date and place fixed by the appointing officer, and annually thereafter, within thirty (30) days after the time designated in this Section for the beginning of terms, the members of the Village of Cottage Grove Community Library Board ~~Library Board~~ shall organize by election from among their number a President and such other offices that they deem necessary to prescribe and adopt rules and regulations, including bylaws, for the operation of the library.

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**Sec X.-Meetings.**

Regular meetings of the Village of Cottage Grove Community Library Board shall be held at least monthly. A majority of the membership of the Board shall constitute a quorum. All meetings of the Village of Cottage Grove Community Library Board shall be held in compliance with the statutory provisions of the Wisconsin Open Meetings Law. No vacancy in the membership of the Village of Cottage Grove Community Library Board shall impair the right of a quorum to exercise powers and perform the functions of the Village of Cottage Grove Community Library Board.

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**Sec. X. - Powers and Duties.**

The board shall have all the powers and duties set forth in Wis. Stats. Ch. 43, including, but not limited to, Wis. Stats. § 43.58.

**State Law Reference**— Composition of municipal public library boards, Wis. Stats. § 43.54 and 43.58.