

**CITY OF GLENDALE LIBRARY REVIEW COMMITTEE**

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

**Due to rising cases of COVID-19 this meeting will be conducted via Zoom**

Join Zoom Meeting

<https://us02web.zoom.us/j/86082850938>

Meeting ID: 860 8285 0938

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**MEETING AGENDA**

**Tuesday, March 23, 2021**

**6:00 p.m.**

1. Call to / Roll Call
2. Approval of the March 3, 2021 meeting minutes.
3. Approval of the survey for residents.
4. Update on community leader input.
5. Finalize plans for survey dissemination.
6. Set next meeting date.
7. Adjournment

NOTICE: Although this is NOT a meeting of the Glendale Common Council, a majority of Council members may be in attendance. No action or deliberation by the Council will take place.

– Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities.

**CITY OF GLENDALE LIBRARY REVIEW COMMITTEE**

Meeting Minutes

March 3, 2021

Meeting was called to order at 6:00 p.m. by the Chair via Zoom

Roll Call: Present: Amanda Seligman, Catherine Hansen, Helaine Glass, Benjamin Koziol, Lin McCracken, Mary Lynn Cinealis, Lyndsay Smanz, Katie Wood. Absent: None.

Other Officials Present: Rachel Safstrom, City Administrator, Sarah Armstrong, Consultant, and Kaela Sullivan, Administrative Secretary.

**Approval of the February 3, 2021 Meeting Minutes**

Motion by Ms. McCracken, seconded by Ms. Cinealis, to approve the February 3, 2021 minutes. The motion carried unanimously.

**Discussion with Consultant of Community Outreach Process**

**A. Survey/Review Committee Expectations**

Ms. Armstrong discussed the survey results gathered from Glendale city staff and Common Council members. Ms. Glass asked how many people received the survey and the amount of people who completed it. Administrator Safstrom and Ms. Armstrong explained that 17 of 81 individuals responded to the survey. Ms. Cinealis, Ms. McCracken, and Ms. Glass were concerned that more common council members did not complete the survey. Ms. Armstrong will reach out to the common council members individually for their input on the library.

Ms. McCracken feared that a traditional library may not meet the long-term needs of the community based on the survey responses, and Ms. Armstrong explained that the small sample size may be skewed.

Ms. Glass wanted to ensure that residents know the North Shore Library was heavily used. Administrator Safstrom explained that 25% of Glendale residents have a library card and 50% of these individuals are going to other local libraries. Ms. Seligman, Ms. Cinealis, and Ms. Hansen suggested to add a survey question asking residents their top three visited libraries in Milwaukee County and their reasoning. There is a similar question on the survey.

Ms. Seligman was worried that funding was a major concern for Glendale city staff. Administrator Safstrom explained that this is a common theme in employees.

Ms. Glass questioned whether libraries may be included in the next recovery funding. Administrator Safstrom stated the funding is for COVID-19 related expenses only.

**B. Public Education**

Ms. Armstrong stated that there will be a library survey posting on Facebook and Nextdoor, along with a city webpage. Ms. Armstrong will retrieve Ann Deuser's email

list for information distribution to raise the profile of the survey. Administrator Safstrom stated there have not been questions regarding the survey from the electronic newsletter. Ms. Armstrong explained there is not a current need for a live event and questioned whether the city has texting capabilities. Administrator Safstrom stated some residents have signed up for news and announcements. Ms. Armstrong explained the benefits of having a press release and an incentive for the survey. The committee provided local restaurants who may benefit from being involved in the incentive; Solly's Grille, Bistro in the Glen, and Johnson's Green 7.

Ms. Armstrong will ask the community leaders if they are willing to share the survey information with their networks. Ms. Armstrong stated she will create a graphic for the committee to dispense and postcards for mail distribution, per Ms. Smanz's request.

Ms. Seligman, Ms. Hansen, Ms. Armstrong, and Administrator Safstrom discussed how to make questions more positive throughout the survey. Ms. Armstrong confirmed that it is possible to add drop-down options on the survey. Ms. Armstrong will update sections of the survey and send it to the committee for approval.

Ms. Hansen and Ms. Seligman shared the importance of including an educational piece to the survey and Ms. Wood suggested to include more granular data for more potential support.

Mr. Koziol questioned how answers may vary between the paper and online surveys. Ms. Armstrong assured that Survey Monkey will be used for consistency.

Ms. Armstrong described the funding request options and the committee agreed on the first option with alterations. Administrator Safstrom suggested including funding tiers based on other libraries, with the base level being equivalent to the North Shore Library. Ms. Armstrong explained the importance of showing the residents how much they are currently paying and explaining that this is an operational service that does not include funding for a building.

### **C. Draft Community Survey**

Ms. Armstrong explained the categories of the survey, ensured the emphases on completing one survey per household, and explained that the survey will be time-tested, and a time stamp will be used. Ms. Armstrong stated revisions will be done midweek next week.

Ms. Armstrong questioned whether feedback via email was acceptable for the committee. Administrator Safstrom explained that she will distribute the information, committee members should then respond to Administrator Safstrom alone, and she will compile responses and send to Ms. Armstrong.

**Set Next Meeting Date**

Ms. Wood stated the March 23, 2021 Library Review Committee meeting will be hosted via Zoom at 6:00 p.m.

**Adjournment**

Motion by Ms. Cinealis, seconded by Ms. Hansen, to adjourn the Library Review Committee meeting of March 3, 2021 at 7:11 p.m. The motion carried unanimously.



# Help us write our next chapter.

## HOW YOU CAN HELP:

Please submit one survey per household by **April 30, 2021**.

## What led to this moment?

In August 2020, the City of Glendale Common Council voted to give notice to leave the North Shore Library in 2023. The North Shore Library is a joint library comprising the member communities of Glendale, Fox Point, Bayside, and River Hills. After more than a year of discussion focused on improving the library building and enhancing library service to our community, Glendale made the decision to leave the joint library and move forward with a plan to provide library service that will better meet the needs of its residents..

## What does this mean for Glendale?

We'll be using the results of this community survey to identify the types of public library service that best fit our community in Glendale.

## PRIZES:

A random drawing among those who entered will be held for a **\$100 gift card** to each of the following:



**SOLLY'S**  
GRILLE



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## Public Library Survey

### 1. Do you live in Glendale?

- Yes    No

### 2. Before the COVID-19 pandemic, how often did you visit the North Shore Library?

- Multiple times per week                       Once every few months  
 Once per week     Never  
 Once or twice per month

*(Survey continues on back)*

**3. What other libraries do you use, if any? (Please check all that apply.)**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Brown Deer Public Library   | <input type="checkbox"/> Milwaukee Public Library   | <input type="checkbox"/> West Allis Public Library    |
| <input type="checkbox"/> Cudahy Family Library       | <input type="checkbox"/> Oak Creek Public Library   | <input type="checkbox"/> Whitefish Bay Public Library |
| <input type="checkbox"/> Franklin Public Library     | <input type="checkbox"/> Shorewood Public Library   | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Greendale Public Library    | <input type="checkbox"/> South Milwaukee Library    |   |
| <input type="checkbox"/> Greenfield Public Library   | <input type="checkbox"/> St. Francis Public Library |   |
| <input type="checkbox"/> Hales Corner Public Library | <input type="checkbox"/> Wauwatosa Public Library   |   |

**4. Before the COVID-19 pandemic, which of the following reasons explain why you used a library other than the North Shore Library, if applicable? (Please check all that apply.)**

- |  |   |
|--|---|
| <input type="checkbox"/> The library I use has the materials that I want   | <input type="checkbox"/> The hours of operation of the library I use are convenient to me |
| <input type="checkbox"/> The location of the library I use is more convenient to me than the North Shore Library | <input type="checkbox"/> Other (please specify): _____                                    |
| <input type="checkbox"/> I prefer the physical space of the library I use  |   |
| <input type="checkbox"/> The library programs offered at the library I use are of interest to me                 | _____   |

**5. As Glendale transitions from the joint North Shore Library, what do you hope for in library service?**

**6. How do you envision using a public library that is located in Glendale in the future? (Please check all that apply.)**

- |   |   |
|---|---|
| <input type="checkbox"/> Borrowing physical books   | <input type="checkbox"/> Reading, working, or studying in a quiet environment                       |
| <input type="checkbox"/> Borrowing audio/visual materials (e.g., DVDs, CDs, video games)  | <input type="checkbox"/> Meeting with others or working collaboratively                             |
| <input type="checkbox"/> Borrowing other physical materials (e.g., magazines, puzzles)  | <input type="checkbox"/> Using computers or other technology  |
| <input type="checkbox"/> Accessing electronic materials (e.g., e-books, e-audiobooks, genealogy resources, databases, downloadable content) | <input type="checkbox"/> Using the Wi-Fi  |
| <input type="checkbox"/> Taking my children/grandchildren to visit  | <input type="checkbox"/> I do not envision using a public library located in Glendale in the future |
| <input type="checkbox"/> Attending programs   | <input type="checkbox"/> Other (please specify): _____  |

*(Survey continues on next page)*

**7. How important to you are the following attributes of a future public library in Glendale?  
(Please mark with an X.)**

	Extremely important	Very important	Moderately important	Slightly important	Not at all important
Access to computers and/or other technology					
Convenient location					
Access to the materials I want					
Space for adults to attend programs					
Space for children to attend programs					
Quiet area to read or work independently					
Space for students to work collaboratively					
Meeting space for community groups					

**8. Please share any additional comments you have regarding a future public library in Glendale:**

**9. A \$250,000 home in Glendale currently contributes \$62.50 in taxpayer support annually for public library service through the North Shore Library.**

**Would you support the creation of the Glendale Public Library if it involves increased taxpayer support?**

- Definitely yes
- Probably yes
- Undecided
- Probably no
- Definitely no

*(Survey continues on next page)*

*Operating expenses for a public library include costs such as staff, library materials, utility costs, and supplies.*

*Operating costs do not include expenses associated with construction or renovation of a library building.*

**10. What increase, if any, would you support through an operational referendum to help Glendale provide public library service? (Please check all that apply.)**

***Based on the yearly tax impact of a \$250,000 home, I would support a:***

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> \$75 increase: The City of Glendale should provide similar service to what is available through the North Shore Library | <input type="checkbox"/> \$100 to 150 increase: The City of Glendale should provide more services than currently available through the North Shore Library | <input type="checkbox"/> \$200 to 250 increase: The City of Glendale should provide fully comprehensive library services |
|  |  | <input type="checkbox"/> I would not support any tax increase  |

**11. Please provide any additional comments regarding the funding of a future public library in Glendale:**

**12. Please select your age range.**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> 17 years and under | <input type="checkbox"/> 36 – 50 years | <input type="checkbox"/> 81 years and over    |
| <input type="checkbox"/> 18 – 24 years      | <input type="checkbox"/> 51 – 64 years | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> 25 – 35 years      | <input type="checkbox"/> 65 – 80 years |   |

**13. Please select how many people live in your household, including yourself.**

- |                            |                                    |   |
|----------------------------|------------------------------------|---|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 4         | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 5         |   |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 6 or more |   |

**14. Please select the ages of the people in your household, including yourself. (Please check all that apply.)**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 5 years and under | <input type="checkbox"/> 25 – 35 years | <input type="checkbox"/> 81 years and over    |
| <input type="checkbox"/> 6 – 12 years      | <input type="checkbox"/> 36 – 50 years | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> 13 – 17 years     | <input type="checkbox"/> 51 – 64 years |   |
| <input type="checkbox"/> 18 – 24 years     | <input type="checkbox"/> 65 – 80 years |   |

**15. Please select the following categories with which you identify. (Please check all that apply.)**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> White                               | <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> Hispanic, Latino, or Spanish origin | <input type="checkbox"/> Middle Eastern or North African  | <input type="checkbox"/> Some other race, ethnicity, or origin     |
| <input type="checkbox"/> Black                               |   | <input type="checkbox"/> Prefer not to answer                      |
| <input type="checkbox"/> Asian                               |   |  |

**16. Do you rent or own your current residence?**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> I own my home | <input type="checkbox"/> I rent my home | <input type="checkbox"/> Prefer not to answer |
|--|---|---|

**17. OPTIONAL: Please include your contact information to enter for a chance to win a gift card.**

Email address: \_\_\_\_\_ Daytime phone number: \_\_\_\_\_

# Help us write our next chapter.



Take the **library survey**  
<https://www.surveymonkey.com/r/GlendaleLibrary>

For a paper copy, visit or call City Hall at 414-228-1702.  
Please submit one survey per household by April 30, 2021.



The City of Glendale Common Council voted to give notice to leave the North Shore Library in 2023 and move forward with a plan to provide library service that will better meet the needs of its residents.

We'll be using the results of this community survey to identify the types of public library service that best fit our community in Glendale.

Get entered to win 1 of 3 **\$100 gift cards** to these Glendale favorites!



**Help us write  
our next chapter.**

[surveymonkey.com/r/GlendaleLibrary](https://surveymonkey.com/r/GlendaleLibrary)



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**[surveymonkey.com/r/GlendaleLibrary](https://surveymonkey.com/r/GlendaleLibrary)**

**FOR IMMEDIATE RELEASE**

Contact: Rachel Safstrom, r.safstrom@glendalewi.gov, 414-228-1714

**CITY OF GLENDALE SEEKS COMMUNITY FEEDBACK REGARDING LIBRARY NEXT STEPS**

In August 2020, the City of Glendale Common Council voted to give notice to leave the North Shore Library in 2023.

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The City is seeking input from residents on what the community desires for public library services. City officials will use the results of the community survey to identify the types of public library service that best fit the Glendale community.

Residents can submit their survey online: <https://www.surveymonkey.com/r/GlendaleLibrary>.

Any individual interested in receiving a paper copy of the library survey should contact City Hall: 414-228-1702. Surveys should be completed by April 30, 2021.

Survey respondents may enter for the chance to win one of the three gift cards to a local Glendale restaurant: Solly's Grille, the Bistro on the Glen, or Johnson's Green 7.



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Owner/Occupant  
4848 N Lydell Ave 112  
Glendale, WI 53217

Owner/Occupant  
4848 N Lydell Ave 114  
Glendale, WI 53217



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