# Waunakee PUBLIC LIBRARY

## LIBRARY BOARD MEETING

### Waunakee Public Library Board Room
### Thursday, January 23, 2025, 7:45 AM

I.      Call to order
II.     Roll call: Annie Ballweg, Jean Elvekrog, Kathy Grosskopf, Melissa Hill, Sam Kaufmann, Carolina Quintana-Kuether, Cathy Sheffield, Library Director Erick Plumb.
III.    Public Comment
IV.     Consent agenda
      A. Approve December 20, 2024 Library Board Minutes
      B. Approve Schedule of Bills
      C. Approve Financial Reports
V.      Library Director's Report
VI.     Old Business
      A. Friends of the Library Update
VII.    New Business
      A. Discuss use of library meeting rooms by political parties or organizations
      B. Discuss and possibly take action on proposal for a new Waunakee Library website by LibraryMarket for $17,000, to be paid with 220 Funds
VIII.   Adjourn

**Next Library Board meeting:** Friday, February 21, 2025 @ 7:45 AM in the Board Room, Waunakee Public Library

Notice is hereby given that members of the Village Board may attend this meeting. No action will be taken by the Village Board at this meeting.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or form should contact the municipal clerk at (608) 850-8500, 500 West Main Street, Waunakee, Wisconsin.

## Waunakee Public Library

## Library Board Meeting

## Friday, December 20, 2024- 7:45AM

## 201 N. Madison Street, Conference Room

I. **Call to order:** Cathay Sheffield called the meeting to order at 7:45 AM

II. **Roll Call:**

    A. **Roll call:** Present: Melissa Hill, Jean Elvekrog, Kathy Grosskopf, Annie Ballweg, Cathy Sheffield, Sam Kaufmann and Library Director Erick Plumb. Excused: Carolina Quintana-Kuether

    B. **Guests:** No

III. **Public Comment** No public comment

IV. **Approval of the consent agenda** Annie made a motion to approve. Jean seconded. Passed.

V. **Director's Report** The Library had considerable growth and accomplishments in 2024. Some of the highlights were a 25% increase in attendance at teens and tweens programs, digital checkouts are up 15% and an overall increase in building visits, program attendance, and private meeting and study room bookings. Interviews have started for a new Special Events Coordinator. Randy West has been hired by the Village as a full-time Building Maintenance Supervisor, he will primarily work at the Library.

VI. **Old Business**

    A. **Friends of the Library Update** The Annual Friends Craft Fair and raffle made $8,100. The Book Sale returned this year and brought in $736. The Friends are looking to have the Craft Fair at the Intermediate School and Heritage Elementary in 2025. Bingo Night will be on Friday, January 10.

VII. **New Business**

    A. **Review furniture plans for meeting and study spaces** We reviewed and discussed future furniture needs.

    B. **Approve purchase of 2 single study pods from Pillar Booth for $13,980 with 220 Funds** We looked at examples of study pods that trustees had found. Erick presented his findings on the Pillar Booth study pods. Cathy made a motion to approve the purchase of 2 study pods from Pillar Booth using monies from the 220 fund. Jean seconded. Passed.

    C. **Discuss and approve Meeting Room pricing for 2025** Sam made a motion to approve the new Pricing with discussed changes. Melissa seconded. Passed.

    D. **Discuss use of library meeting rooms by political parties or organizations** Will push discussion to January Meeting.

E. **Discuss and Take Action on Library Management Performance Evaluation and Compensation.** Cathy made a motion to go into closed session. Jean seconded. Passed. Roll was taken.

**Pursuant to §19.85 (1)(c), Stats., to consider employment, promotion, compensation or performance evaluation data of any public employee over which the Board has jurisdiction or exercises responsibility**

Melissa made a motion to return to open session at 8:45AM. Kathy seconded. Passed.

Cathy made a motion to approve compensation as discussed. Sam seconded. Passed.

VIII.      **Adjourn**  Cathy adjourned the meeting at 8:58 AM

**Library Board Meeting: Thursday, January 23, 2024 at 7:45 AM**
**Respectfully submitted, Kathy M. Grosskopf, Trustee and Secretary**

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# December 2024

| Account | Vender | Amount |
|---|---|---|
| 100-551400-210 Outside services | | |
| | **Total** | **0.00** |
| 100-551400-219 Automation levy | | |
| | SCLS | 0.00 |
| | **Total** | **0.00** |
| | **Total** | **0.00** |
| 100-551400-290 Leased items | | |
| | Gordon Flesch | 380.25 |
| | | 0.00 |
| | **Total** | **380.25** |
| 100-551400-292 Maintenance contracts | | |
| | SCLS | 0.00 |
| | Fearing's | 0.00 |
| | | 0.00 |
| | **Total** | **0.00** |
| 100-551400-311 Postage | | |
| | Post Office | 186.17 |
| | UPS Store | 0.00 |
| | **Total** | **186.17** |
| 100-551400-320 Publications, subscriptions and dues | | |
| | Wall Street Journal | 194.97 |
| | State of Wi | 0.00 |
| | Amazon | 0.00 |
| | WLA | 0.00 |
| | **Total** | **194.97** |
| 100-551400-330 Travel and training | | |
| | SCLS | 12.00 |
| | UW- Madison | 0.00 |
| | WLA | 0.00 |
| | Dunkin | 0.00 |
| | **Total** | **12.00** |
| 100-551400-340 Programs | | |
| | Pig | 0.00 |
| | Dunkin | 26.98 |
| | Amazon | 267.26 |
| | Michaels | 0.00 |
| | Waunakee One Stop | 0.00 |
| | Sean Gaskell | 0.00 |
| | Jim Rice | 0.00 |
| | Laura Huff | 0.00 |
| | Costco | 0.00 |
| | Intuit Mailchimp | 0.00 |
| | Martha Fitzmier | 0.00 |
| | Waunakee Chamber | 0.00 |
| | Minuteman Press | 0.00 |
| | Ace Hardware | 0.00 |
| | Post Office | 0.00 |
| | **Total** | **294.24** |
| 100-551400-341 Equipment | | |

| | |
|---|---:|
| Demco | 1,356.12 |
| Amazon | 221.25 |
| Nassco | 0.00 |
| Laird Plastics | 0.00 |
| SCLS | 0.00 |
| **Total** | **1,577.37** |

**100-551400-350 Repairs and maint**

| | |
|---|---:|
| **Total** | **0.00** |

**100-551400-380 Adult books**

| | |
|---|---:|
| Amazon | 397.60 |
| Baker and Taylor | 5,325.47 |
| Barnes and Noble | 0.00 |
| Dane County Library Service | 0.00 |
| **Total** | **5,723.07** |

**100-551400-381 Juvenile books**

| | |
|---|---:|
| Amazon | 0.00 |
| Baker and Taylor | 1,196.38 |
| Penworthy | 0.00 |
| The Dot Central | 0.00 |
| **Total** | **1,196.38** |

**100-551400-383 Serial subscriptions**

| | |
|---|---:|
| Rivistas | 0.00 |
| **Total** | **0.00** |

**100-551400-384 - Digital Materials & Computer Software**

| | |
|---|---:|
| Amazon | 0.00 |
| Kanopy | 146.30 |
| T-Mobile Hotspots | 123.20 |
| Verizon -Hotspots | 200.05 |
| CDW - Adobe | 1,067.71 |
| **Total** | **1,537.26** |

**100-551400-385 Kit supplies**

| | |
|---|---:|
| Amazon | 65.62 |
| Minuteman Press | 0.00 |
| Target | 0.00 |
| Walmart | 0.00 |
| LL Bean | 0.00 |
| Wall Monkeys | 0.00 |
| **Total** | **65.62** |

**100-551400-386 Audio materials**

| | |
|---|---:|
| Blackstone Publishing | 896.27 |
| Midwest Tape | 0.00 |
| Amazon | 0.00 |
| Findaway | 0.00 |
| **Total** | **896.27** |

**100-551400-387 Videos**

| | |
|---|---:|
| Amazon | 114.79 |
| Midwest Tape | 14.99 |
| Debbie Howard | 0.00 |
| Greta Productions | 0.00 |
| **Total** | **129.78** |

**100-551400-390 Other**

| | |
|---|---:|
| Amazon | 249.57 |
| Office Depot | 0.00 |
| UPS store | 96.25 |
| Walmart | 56.86 |
| Pig | 0.00 |
| Demco | 248.69 |
| Thermal Paper Direct | 67.90 |
| Uline | 293.92 |

| | | Total | | 1,013.19 |
|---|---|---|---|---|
| 100-551400-391 Personnel | | | | |
| | | Total | | 0.00 |
| 100-551400-392 Public relations | | | | |
| | Minuteman Press | | | 0.00 |
| | Intuit Mailchimp | | | 58.00 |
| | Sticker Junkie | | | 86.40 |
| | Kwik Trip | | | 50.00 |
| | Total | | | 194.40 |
| 100-551401-210 Building serices | | | | |
| | Fearings | | | 1,317.28 |
| | Butters-Fetting | | | 1,390.00 |
| | Otis Elevator Company | | | 0.00 |
| | Masters Building Solutions | | | 2,085.75 |
| | JF Ahern | | | 0.00 |
| | CJ's Lawn & Snow | | | 0.00 |
| | Total | | | 4,793.03 |
| 100-551401-350 Repairs/Maintenance | | | | |
| | Nassco | | | 0.00 |
| | Kraemer Air Filter Corp | | | 0.00 |
| | Menards | | | 0.00 |
| | Ace Hardware | | | 0.00 |
| | Amazon | | | 0.00 |
| | Schilling Supply Company | | | 0.00 |
| | Capital Coffee | | | 0.00 |
| | The Electricians | | | 0.00 |
| | USA Clean | | | 0.00 |
| | Waunakee Power Equipment | | | 0.00 |
| | Total | | | 0.00 |
| 220 fund | | | | |
| | Sweet Pea Floral | | | 69.00 |
| | Demco | | | 3,889.59 |
| | Trending Now Promotions | | | 527.00 |
| | Metro Market | | | 39.38 |
| | Total | | | 3,997.97 |
| | Month Total | | | 22,191.97 |

GENERAL FUND

| | | PERIOD ACTUAL | YTD ACTUAL | BUDGET AMOUNT | VARIANCE | % OF BUDGET | PRIOR YEAR |
|---|---|---|---|---|---|---|---|
| | **LIBRARY OPERATIONS** | | | | | | |
| 100-551400-110 | LIBRARY FULL TIME | 41,947.36 | 479,514.82 | 481,614.00 | 2,099.18 | 99.56 | 450,112.06 |
| 100-551400-120 | LIBRARY PART TIME | 26,479.89 | 363,310.10 | 363,945.00 | 634.90 | 99.83 | 342,638.67 |
| 100-551400-130 | LIBRARY FICA | 4,961.83 | 61,450.77 | 64,686.00 | 3,235.23 | 95.00 | 57,375.56 |
| 100-551400-131 | LIBRARY RETIREMENT | 3,638.88 | 42,788.35 | 42,819.00 | 30.65 | 99.93 | 39,799.90 |
| 100-551400-132 | LIBRARY HEALTH | 12,764.53 | 163,803.84 | 156,479.00 | ( 7,324.84) | 104.68 | 155,713.61 |
| 100-551400-133 | LIBRARY LIFE | 36.49 | 897.51 | 808.00 | ( 89.51) | 111.08 | 793.42 |
| 100-551400-134 | LIBRARY DENTAL | 658.36 | 9,484.33 | 8,460.00 | ( 1,024.33) | 112.11 | 8,200.80 |
| 100-551400-210 | LIBRARY OUTSIDE SERVICES | 207.00 | 1,184.25 | 1,296.00 | 111.75 | 91.38 | 1,762.00 |
| 100-551400-219 | LIBRARY AUTOMATION LEVY | .00 | 72,018.00 | 72,019.00 | 1.00 | 100.00 | 68,923.32 |
| 100-551400-225 | LIBRARY COMMUNICATIONS | 1,526.78 | 8,290.40 | 8,700.00 | 409.60 | 95.29 | 7,962.07 |
| 100-551400-290 | LIBRARY LEASED ITEMS | 1,355.50 | 8,603.33 | 8,940.00 | 336.67 | 96.23 | 7,901.18 |
| 100-551400-292 | LIBRARY MAINTENANCE CONTRACTS | .00 | 4,320.18 | 2,477.00 | ( 1,843.18) | 174.41 | 2,009.39 |
| 100-551400-311 | LIBRARY POSTAGE | 351.90 | 1,332.38 | 1,500.00 | 167.62 | 88.83 | 1,736.70 |
| 100-551400-320 | LIBRARY PUBS/SUBS/DUES | 194.97 | 11,110.03 | 2,924.00 | ( 8,186.03) | 379.96 | 3,470.43 |
| 100-551400-330 | LIBRARY TRAVEL/TRAINING | 83.10 | 1,582.18 | 2,200.00 | 617.82 | 71.92 | 1,361.00 |
| 100-551400-340 | LIBRARY PROGRAMS | 1,313.18 | 40,844.97 | 35,000.00 | ( 5,844.97) | 116.70 | 28,033.75 |
| 100-551400-341 | LIBRARY EQUIPMENT | 1,922.23 | 7,594.54 | 7,500.00 | ( 94.54) | 101.26 | 2,645.14 |
| 100-551400-350 | LIBRARY REPAIRS/MAINT | .00 | .00 | .00 | .00 | .00 | 111.93 |
| 100-551400-380 | LIBRARY ADULT BOOKS | 11,056.95 | 50,144.90 | 50,000.00 | ( 144.90) | 100.29 | 43,645.31 |
| 100-551400-381 | LIBRARY JUVENILE BOOKS | 1,856.74 | 28,036.86 | 28,000.00 | ( 36.86) | 100.13 | 25,502.34 |
| 100-551400-383 | LIBRARY SERIAL SUBSCRIPTIONS | .00 | 6,976.16 | 8,572.00 | 1,595.84 | 81.38 | 6,787.48 |
| 100-551400-384 | LIBRARY COMPUTER SOFTWARE | 792.80 | 16,722.72 | 22,721.00 | 5,998.28 | 73.60 | 21,973.49 |
| 100-551400-385 | LIBRARY KIT SUPPLIES | 556.73 | 4,590.05 | 4,500.00 | ( 90.05) | 102.00 | 5,150.24 |
| 100-551400-386 | LIBRARY AUDIO MATERIALS | 1,000.34 | 9,313.75 | 8,500.00 | ( 813.75) | 109.57 | 5,994.72 |
| 100-551400-387 | LIBRARY VIDEOS | 465.05 | 7,071.70 | 8,000.00 | 928.30 | 88.40 | 8,352.33 |
| 100-551400-390 | LIBRARY OTHER | 2,290.04 | 11,516.41 | 16,000.00 | 4,483.59 | 71.98 | 14,775.10 |
| 100-551400-391 | LIBRARY PERSONNEL | .00 | .00 | .00 | .00 | .00 | 230.00 |
| 100-551400-392 | LIBRARY PUBLIC RELATIONS | 879.07 | 4,061.10 | 6,000.00 | 1,938.90 | 67.69 | 3,322.27 |
| | **TOTAL LIBRARY OPERATIONS** | 116,339.72 | 1,416,563.63 | 1,413,660.00 | ( 2,903.63) | 100.21 | 1,316,284.21 |

GENERAL FUND

| | | PERIOD ACTUAL | YTD ACTUAL | BUDGET AMOUNT | VARIANCE | % OF BUDGET | PRIOR YEAR |
|---|---|---|---|---|---|---|---|
| | **LIBRARY BUILDING** | | | | | | |
| 100-551401-110 | LIBRARY BLDG FULL TIME | .00 | 56,310.69 | 66,272.00 | 9,961.31 | 84.97 | 65,082.29 |
| 100-551401-120 | LIBRARY BLDG PART-TIME | 3,638.96 | 31,312.32 | 34,334.00 | 3,021.68 | 91.20 | 21,042.23 |
| 100-551401-121 | LIBRARY BLDG OVERTIME | .00 | 2,066.73 | .00 | ( 2,066.73) | .00 | 758.24 |
| 100-551401-130 | LIBRARY BLDG FICA | 278.38 | 6,742.34 | 7,696.00 | 953.66 | 87.61 | 6,464.61 |
| 100-551401-131 | LIBRARY BLDG RETIREMENT | .00 | 4,028.04 | 4,573.00 | 544.96 | 88.08 | 4,479.63 |
| 100-551401-132 | LIBRARY BLDG HEALTH | .00 | 18,620.76 | 20,940.00 | 2,319.24 | 88.92 | 19,443.11 |
| 100-551401-133 | LIBRARY BLDG LIFE | .00 | 65.63 | 71.00 | 5.37 | 92.44 | 68.92 |
| 100-551401-134 | LIBRARY BLDG DENTAL | .00 | 1,811.42 | 1,968.00 | 156.58 | 92.04 | 1,826.75 |
| 100-551401-210 | LIBRARY BLDG SERVICES | 5,048.03 | 30,068.46 | 29,753.00 | ( 315.46) | 101.06 | 35,432.70 |
| 100-551401-220 | LIBRARY BLDG UTILITIES | 1,986.27 | 26,611.13 | 24,000.00 | ( 2,611.13) | 110.88 | 30,010.89 |
| 100-551401-221 | LIBRARY BLDG GAS HEAT | 1,693.25 | 9,485.75 | 18,000.00 | 8,514.25 | 52.70 | 13,304.68 |
| 100-551401-341 | LIBRARY BLDG EQUIPMENT | ( 20.00) | ( 20.00) | 1,446.00 | 1,466.00 | 1.38- | .00 |
| 100-551401-350 | LIBRARY BLDG REPAIRS/MAINT | 235.97 | 12,038.95 | 21,000.00 | 8,961.05 | 57.33 | 23,101.08 |
| 100-551401-390 | LIBRARY BLDG OTHER | 387.32 | 596.31 | 200.00 | ( 396.31) | 298.16 | 185.00 |
| | **TOTAL LIBRARY BUILDING** | 13,248.18 | 199,738.53 | 230,253.00 | 30,514.47 | 86.75 | 221,200.13 |
| | **DEPOT** | | | | | | |
| 100-551410-210 | DEPOT OUTSIDE SERVICES | .00 | 34.00 | .00 | ( 34.00) | .00 | .00 |
| 100-551410-350 | DEPOT REPAIRS/MAINT | 193.32 | 431.12 | 600.00 | 168.88 | 71.85 | 52.00 |
| | **TOTAL DEPOT** | 193.32 | 465.12 | 600.00 | 134.88 | 77.52 | 52.00 |

LIBRARY SPECIAL REVENUE FUND

### ASSETS

| | | | |
|---|---|---|---|
| 220-11110 | COMMINGLED CASH | 150,241.98 | |
| 220-11801 | CASH ON HAND | 450.38 | |
| | TOTAL ASSETS | | 150,692.36 |

### LIABILITIES AND EQUITY

#### LIABILITIES

| | | | |
|---|---|---|---|
| 220-21219 | ACCOUNTS PAYABLE SYSTEM | 4,296.59 | |
| | TOTAL LIABILITIES | 4,296.59 | |

#### FUND EQUITY

| | | | | |
|---|---|---|---|---|
| 220-34300 | FUND BALANCE | 124,317.37 | | |
| | BEGINNING FUND BALANCE | | 124,317.37 | |
| | REVENUE OVER EXPENDITURES - YTD | | 22,078.40 | |
| | TOTAL FUND EQUITY | | | 146,395.77 |
| | TOTAL LIABILITIES AND EQUITY | | | 150,692.36 |

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# Madison COMMUNITY FOUNDATION

**Summary of Fund Activity**

**Waunakee Library Forever Fund - # 1030243**

Fund Statement: 1/1/2024 through 11/30/2024

| | |
|---|---:|
| **Beginning Balance** | **318,919.51** |
| **Contributions/Gifts** | |
| Contributions* | 1,050.00 |
| Transfers In | 0.00 |
| **Total Contributions** | **1,050.00** |
| **Portfolio Gains (Losses)** | |
| Interest & Dividends | 2,381.85 |
| Unrealized Gain / Loss | 24,945.28 |
| Realized Gain / Loss | 7,763.32 |
| Investment Expenses | (394.20) |
| **Total Portfolio Gains (Losses)** | **34,696.25** |
| **Grants/Distributions** | |
| Grants/Distributions | (12,621.60) |
| Transfers Out | 0.00 |
| MCF Support | (2,974.94) |
| **Total Grants/Distributions** | **(15,596.54)** |
| **Ending Fund Balance** | **339,069.22** |
| Available to Grant | 0.00 |

*Contribution totals include net gift amounts for credit card gifts. Each credit card gift is assessed a merchant processing fee by the donor's credit card company of approximately 4%.

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# WAUNAKEE PUBLIC LIBRARY MONTHLY ACTIVITY REPORT
December    2024

| | 2024 | | | 2023 | | % Change | % Change | YTD |
|---|---|---|---|---|---|---|---|---|
| | December | Prev Month | Yr-to-date | December | Yr-to-date | Prev Month | Prev Year | % Change |
| # of Days Library was open | 28 | 28 | 338 | 28 | 340 | 0.0% | N/A | N/A |
| **CIRCULATION** | | | | | | | | |
| Physical circulation | 20,416 | 22,813 | 282,954 | 20,719 | 286,409 | -10.5% | -1.5% | -1.2% |
| Digital circulation | 5,095 | 5,201 | 61,649 | 4,954 | 53,995 | -2.0% | 2.8% | 14.2% |
| Library Total | 25,511 | 28,014 | 344,603 | 25,673 | 340,404 | -8.9% | -0.6% | 1.2% |
| Per Day library was open | 911 | 1,001 | 1,020 | 917 | 1,001 | -8.9% | -0.6% | 1.8% |
| Average of Deforest, Monona and Verona | 24,092 | 25,726 | 322,422 | 23,937 | 321,376 | -6.4% | 0.6% | 0.3% |
| | | | | | | | | |
| By Category | | | | | | | | |
| Books | | | | | | | | |
| Juvenile Fiction | 2,734 | 3,108 | 40,809 | 2,645 | 39,678 | -12.0% | 3.4% | 2.9% |
| Juvenile Non-Fiction | 1,261 | 1,488 | 18,487 | 1,210 | 18,834 | -15.3% | 4.2% | -1.8% |
| Easy Readers | 1,264 | 1,529 | 21,097 | 1,515 | 21,586 | -17.3% | -16.6% | -2.3% |
| Picture books | 4,185 | 5,304 | 57,198 | 4,235 | 59,551 | -21.1% | -1.2% | -4.0% |
| Total Juvenile | 9,444 | 11,429 | 137,591 | 9,605 | 139,649 | -17.4% | -1.7% | -1.5% |
| Young Adult | 606 | 567 | 8,888 | 646 | 8,909 | 6.9% | -6.2% | -0.2% |
| Adult Fiction | 2,883 | 3,087 | 39,229 | 2,933 | 37,930 | -6.6% | -1.7% | 3.4% |
| Adult non-Fiction | 2,110 | 2,142 | 28,062 | 2,054 | 27,587 | -1.5% | 2.7% | 1.7% |
| Large print | 929 | 905 | 10,859 | 742 | 10,486 | 2.7% | 25.2% | 3.6% |
| Total Adult | 5,922 | 6,134 | 78,150 | 5,729 | 76,003 | -3.5% | 3.4% | 2.8% |
| | | | | | | | | |
| Magazines | 411 | 500 | 5,271 | 376 | 4,980 | -17.8% | 9.3% | 5.8% |
| Audio | 724 | 776 | 9,969 | 783 | 10,608 | -6.7% | -7.5% | -6.0% |
| DVD and Blu-ray | 2,289 | 2,296 | 28,932 | 2,626 | 30,982 | -0.3% | -12.8% | -6.6% |
| Software and video games | 162 | 174 | 1,954 | 140 | 1,743 | -6.9% | 15.7% | 12.1% |
| Kits | 755 | 814 | 10,833 | 711 | 12,360 | -7.2% | 6.2% | -12.4% |
| Electric Resources | 0 | 0 | 0 | 0 | 0 | N/A | N/A | N/A |
| E-reader, laptops, equipment | 44 | 78 | 831 | 61 | 759 | -43.6% | -27.9% | 9.5% |
| E-books | 5,095 | 5,201 | 61,649 | 4,954 | 53,995 | -2.0% | 2.8% | 14.2% |
| % of total circulation | 20.0% | 18.6% | 17.9% | 19.3% | 15.9% | 7.6% | 3.5% | N/A |
| **PROGRAMS** | | | | | | | | |
| Children | | | | | | | | |
| Number | 27 | 37 | 436 | 34 | 418 | -27.0% | -20.6% | 4.3% |
| Attendance | 906 | 1,230 | 16,117 | 977 | 13,922 | -26.3% | -7.3% | 15.8% |
| Young adult | | | | | | | | |
| Number | 6 | 7 | 73 | 6 | 67 | -14.3% | 0.0% | 9.0% |
| Attendance | 31 | 37 | 609 | 19 | 478 | -16.2% | 63.2% | 27.4% |
| Adult | | | | | | | | |
| Number | 16 | 20 | 240 | 13 | 184 | -20.0% | 23.1% | 30.4% |
| Attendance | 150 | 226 | 3,882 | 247 | 2,774 | -33.6% | -39.3% | 39.9% |
| | | | | | | | | |
| **NEW PATRONS ADDED** | 43 | 74 | 1,155 | 69 | 1,118 | -41.9% | -37.7% | 3.3% |
| **PUBLIC MEETING ROOM BOOKINGS** | 29 | 32 | 347 | 23 | 312 | -9.4% | 26.1% | 11.2% |
| **STUDY ROOM BOOKINGS** | 480 | 566 | 6948 | 429 | 5396 | -15.2% | 11.9% | 28.8% |
| **PUBLIC PC SESSIONS** | 341 | 362 | 4,981 | 394 | 5,162 | -5.8% | -13.5% | -3.5% |
| **UNIQUE WIRELESS USERS** | 1,447 | 1,747 | 19,350 | 1549 | 25,276 | -17.2% | -6.6% | -23.4% |
| **CURBSIDE TRANSACTIONS** | 31 | 27 | 365 | 32 | 447 | 14.8% | -3.1% | -18.3% |
| **# OF VISITORS TO LIBRARY** | 9,825 | 14,345 | 166,792 | 10,580 | 147,615 | -31.5% | -7.1% | 13.0% |

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## Waunakee Public Library Activity Report
## Library Director Erick Plumb
## January 23, 2025

### Library Activity in December/January

- We look forward to once again being open on Martin Luther King Jr. Day on January 20. Holiday-themed programs held in conjunction with the Waunakee IDEA took place the week prior, so the day will be devoted to providing a warm third place for students to study for finals.
- Andrea Brandt was promoted to the new position of Special Events Coordinator. This position's focus will be to manage non-library events held at WPL and grow revenue. Andrea has an event planning background and has worked as a Customer Service Assistant at WPL since early 2023. The library hired Chelsea Severin to take Andrea's previous position. With these changes, WPL is at full strength for the first time in months!
- Our annual Winter Reading program for all ages continues. Library users may complete reading and other tasks around the community to fill their activity sheets and collect prizes. The program runs through January 31.
- The Library's HVAC system malfunctioned during the Holidays. A blown motor in the boiler led to having no heat inside the building on December 29-30. We closed to the public at noon on December 30 as temperatures were well below 60 degrees inside and while we awaited a replacement part. Repairs were made that evening and we were back up and running - and warm - on December 31.
- The Children's Room sports a new reading nook, a play truck, and updated sensory panels! These new toys allow kids to use their imagination, explore, and get cozy at the library. Thank you to Neil and Sharon Kruschek for the generous gift supporting the library!

### Youth Services Report by Brittany Gitzlaff

December was a busy month that thankfully included a break to wrap up the year. We kicked off the month with a Winter Reading Program for kids. It's a great way to keep families focused on reading over the business of the season. This year we incorporated a new display that encouraged kids to let us know their favorite books of the year. They've enjoyed seeing their favorites on display, and also discovered new titles to try out. Teen programs and outreach continued to soar, and this month Laura also included a scavenger hunt in the library just for teens. This is a huge deal in the kids' area, so it was wonderful to include the older ages. We also said goodbye to Anna Ruch this month. She was a practicum student from UW-Madison that spent her semester with us. She was awesome to have around, and helped out at the kids' desk, assisted with and led programs, created kits, and updated our book menu recommendations.

**Adult Services & Community Engagement Report by Amy Sampson**

In December, we hired Kelli Miller as our new Adult Programming and Engagement Assistant! Kelli has an MLIS from UW-Madison's iSchool and was previously at the Winding River Library System. We also offered the Special Events Coordinator position to current employee Andrea Brandt! I worked with Emily, Erick, and Jared at the Village to transition both of their positions. I am excited to have both of these folks on board to round out Adult Services!

In December, I continued planning programs for the Spring. One program highlight is a workshop on 4/7 on communicating across political divides to be presented by Amber Wichowsky of the LaFollette School at UW. I closed out the Spanish-language interest survey and am in the process of compiling results. Winter Reading started December 1st and continues through the end of January.

**Random happy image of the month:**

**Prepared by:**

**LIBRARYMARKET**

PO Box 17332
Jonesboro, AR 72403
(888) 234-3805
info@librarymarket.com
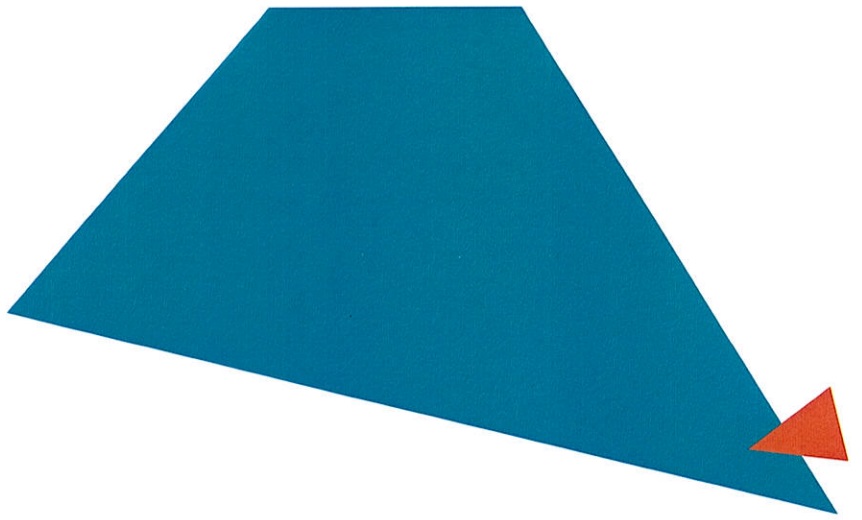
# Project Proposal

## LibraryWebsite

**Prepared for:**

Waunakee Public Library
201 N. Madison St.
Waunakee, WI 53597

**Created:**

January 17, 2025
*Estimate valid for 90 days.*

14
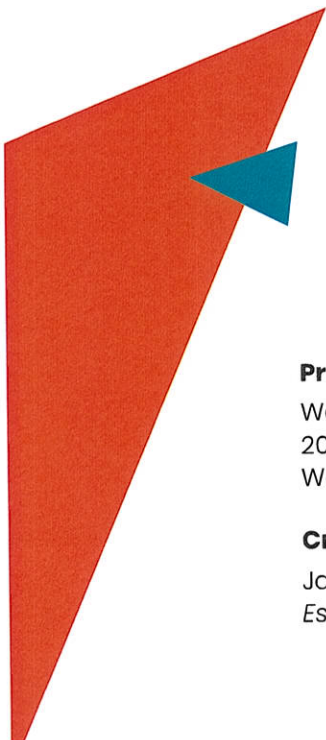
# WHO WE ARE

LibraryMarket is a small strategic design agency exclusively committed to providing creative and cost-effective branding, marketing, and technology solutions for libraries and their communities.

## Meet Hootie.

Hootie's been with us since the very beginning. He's here to let you know that we give a hoot!

## Our Mission

Our team's combination of library, marketing, and technology experience allows us a unique perspective when developing strategies for libraries. We can propose and deliver solutions with a distinct advantage over outside firms because we focus exclusively on libraries.

Our mission is to help libraries connect to their communities by offering superior marketing and technology products.

## Our Beliefs

We believe that libraries are more successful when they can engage their users through quality technology and branding. Our goal is to provide innovative and elegant solutions to expand the reach of libraries. We are committed to products streamlined for use by patrons and libraries alike.

## Our Values

Library Market proudly reflects values that public libraries put into practice every day. We remain rooted in our library origins and understand the importance of diversity and inclusion in ensuring all community members are heard and supported, regardless of their race, ethnicity, gender or gender identity, sexual orientation, religion, (dis)ability, or place of origin.

We believe patron privacy, intellectual freedom, and free access to information are fundamental rights and work to make sure we help our clients achieve their goals within this framework.

## What We Do

- Web development
- Marketing and branding services
- Integrated calendar for events, registrations, and room reservations

# OUR STORY
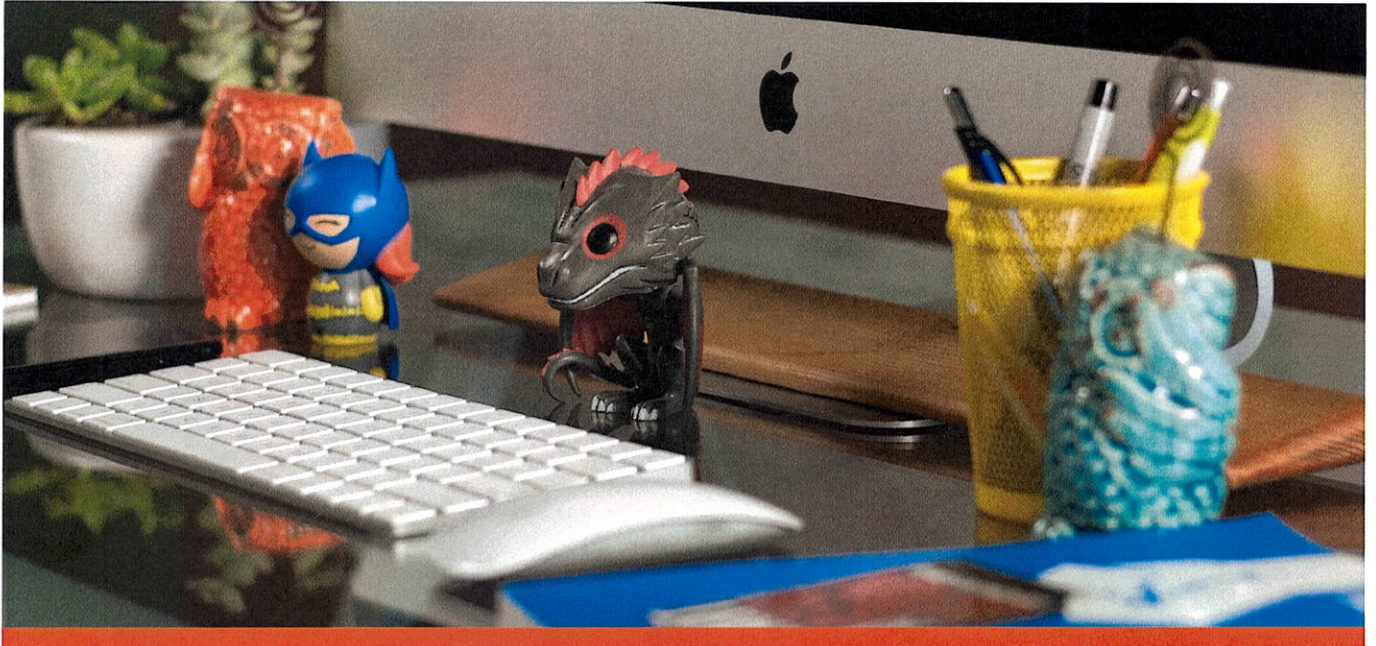


The story of Library Market began at the Craighead County Jonesboro Public Library, where co-founders Ben Bizzle and Joe Box formed a creative team that revolutionized the library's approach to digital services and marketing and resulted in a 2012 John Cotton Dana Award. Recognizing that libraries across the nation faced similar challenges in effectively reaching their patrons, Ben and Joe looked to create a company that would provide exceptional website and marketing services for the library industry.

The founding vision of Library Market was helping these libraries engage their communities with innovative, affordable products that reflected the day-to-day operations and budgets of libraries.

To turn this vision into reality, Joe and Ben approached designer Steven Trotter and project specialist Valerie Carroll, who were instrumental in transforming CCJPL's website. With this partnership in place, Library Market began assembling a talented team of software developers, project managers, and support staff to guarantee the company could deliver creative branding and software solutions for the library industry.

*Library Market has grown rapidly since its inception, developing award-winning solutions and setting a new industry standard for quality and flexibility in the areas of website, calendar, and branding for libraries of all sizes.*

# OUR TEAM

Library**Market** is a small firm with a close-knit staff, each of whom plays a vital role in managing, developing, and designing all of our products. Our staff includes:

BEN BIZZLE
**chief executive officer & owner**

As founder and CEO, Ben develops the vision for our projects and coordinates with clients to ensure we provide the best possible product.

*12 Years Library Experience*
*24 Years IT Experience*

STEVEN TROTTER
**chief creative officer & owner**

Steven is responsible for all creative aspects of our business, including information architecture, site design, and marketing & branding.

*25 Years Design & Branding Experience*
*15 Years User Interface Design Experience*

VALERIE CARROLL
**chief operating officer & owner**

Valerie works directly with clients to help translate their goals into deliverables. She manages web and branding projects and day-to-day operations.

*5 Years Library Experience*
*5 Years Project Management Experience*

**Master of Arts, English**
**Bachelor of Arts, English**

JOE BOX
**chief information officer & owner**

Joe is responsible for leading our team in QA and testing procedures for our projects, ensuring all features work as intended.

*13 Years Library Experience*
*16 Years IT Experience*

# OUR TEAM

### DUSTIN HOOD
**project manager**

Dustin is responsible for managing Library**Calendar** projects, making sure we identify client needs, and deliver a successful transition to the new platform.

<hr>

*6 Years Project Management Experience*

### LINDSAY SARIN
**project manager**

Lindsay manages website projects and supports customers from project kickoff through training to ensure that their website meets their current and future needs.

<hr>

*9 Years Library Experience*
*8 Years Project Management Experience*
**Master of Library Science**
**Bachelor of Science, English & History**

### HAYLEY WEBB
**lead content manager**

Hayley is responsible for reviewing and translating the content package during the development process, ensuring that it fits the client's goals.

<hr>

*5 Years Content Management Experience*

**Master of Arts, English**
**Bachelor of Arts, English**

### CLAY FREEMAN
**chief technology officer**

Clay's attention to detail makes him a keen director of all technical aspects of our projects, including managing development staff and site architecture and deployment.

<hr>

*8 Years Web Development Experience*

**Master of Science, Computer Science**
**Bachelor of Science, Computer Science**

### JEREMY JACKSON
**lead frontend developer**

Jeremy manages display tools including theme configuration, development of CSS, and JavaScript.

<hr>

*4 Years Web Development Experience*

# Section
# One

## Library**Website**
### *design & development*

# OUR WORK



## Madison County Public Library

Designed bright, colorful logo and matching website theme to reflect the library and its community.
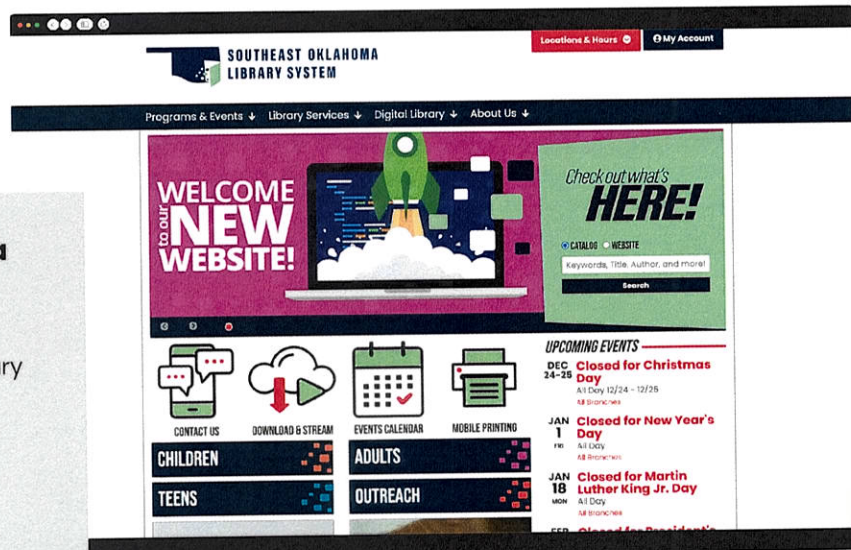
Richmond, KY

**www.madisonlibrary.org**



## Southeast Oklahoma Library System

Website design and development for a 15-library system covering seven counties in Oklahoma.

McAlester, OK

**www.seolibraries.com**

**Check out our website for even more examples of our work & product details! www.librarymarket.com**

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# OUR WORK
CONTINUED

**Ames Public Library**

Website designed with green tones, pops of color, and geometric elements to match existing brand and building.

Ames, IA

**www.amespubliclibrary.org**
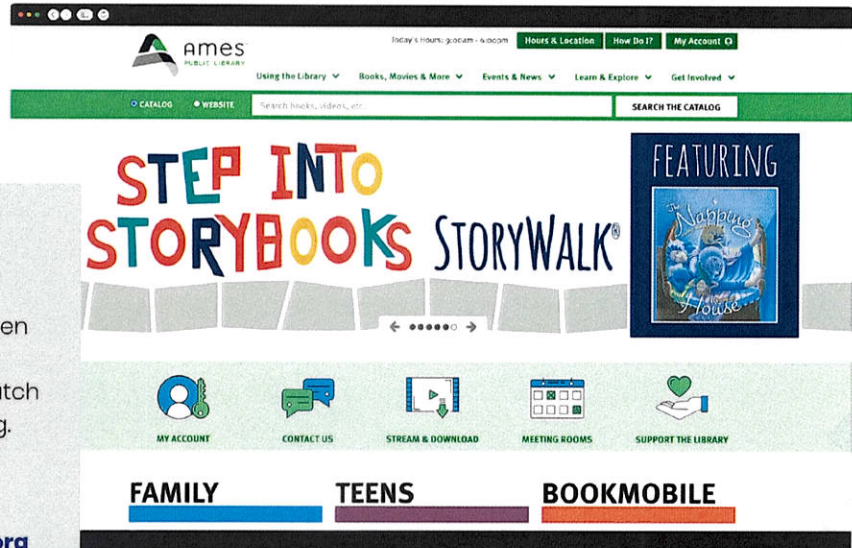
**Sayville Library**

New logo combining a light bulb and local street map in saturated brights with matching website theme.

Sayville, NY

**www.sayvillelibrary.org**
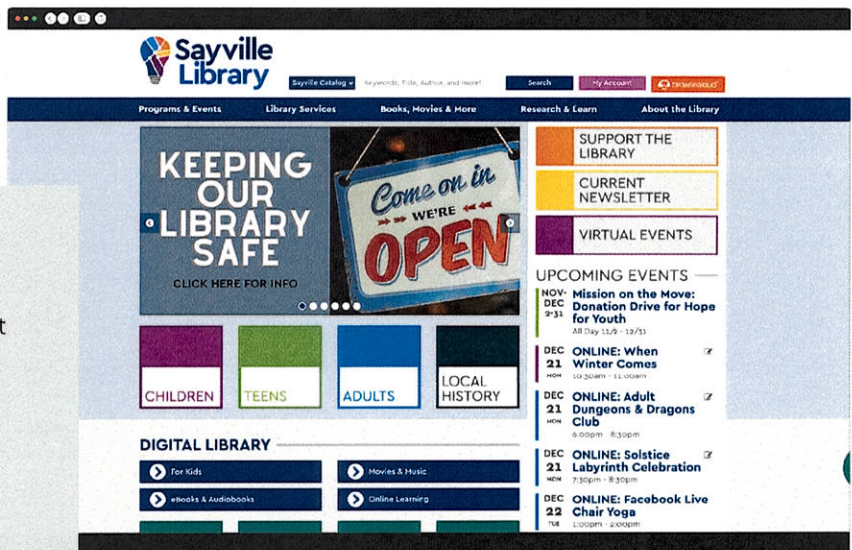
**Check out our website for even more examples of our work & product details! www.librarymarket.com**

# EXECUTIVE SUMMARY

## Benefits of a Library**Market** Website

With our library, design, and development backgrounds, Library Market knows that having a beautiful, functional website increases your capacity to serve your community. An effective website allows you to meet your patrons' and staff's changing needs, promotes the excellent work you do, and serves as a portal for library users to access your resources. We prioritize ease-of-use for our clients, empowering your staff at all levels to efficiently manage the website and focus on content, not web development. We include multiple layers of live training, training videos, a complete website manual, and ongoing customer support.

Our standard practice is to include Library**Calendar**—a fully-integrated event, registration, and room reservation system—with the websites we build.

If selected for this project, Library Market will develop a website for your library with these goals in mind.

## Design

- Developed to be clean, modern, and user-friendly
- Designed to reflect the values and personality of the library
- Themed around the library's branding

## Public Website

- Helps users find information quickly and easily with intuitive navigation tools
- Highlights upcoming library events
- Includes tools for marketing collections, like book rivers and database views
- Is fully responsive on desktop and mobile environments
- Integrates with the library's third-party services

## Content Management

- Allows staff to quickly and easily edit and add information with custom content types and integrated forms
- Uses intuitive blocks and layouts that make creating and customizing pages simple
- Provides granular access roles to allow multiple staff members various levels of editing permissions
- Founded on a robust database that allows an administrator to quickly search, sort, and filter site content

We know that libraries prioritize the needs of their communities. A Library**Website** from Library Market will allow you to highlight and promote your digital services to patrons, and our robust calendar system will facilitate your programming. Our mission is to work with library clients to build a website that is attractive, functional, reflects the community's needs, and allows the website to grow with the library.

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# FEATURES

Library**Website** is an extremely adaptable platform for your library to promote its services and connect patrons with the resources you provide, all within an elegant design and intuitive navigation framework. Through a thorough information-gathering and discovery process, we pinpoint the best way to implement our features for your library. Our team will work with you to craft all of the content for launch, then provide staff training so the website can continue to grow with the library. If you have any questions about the features below, please do not hesitate to contact us!

## Modern, Clean Theme with Logo & Color Scheme

During the initial phase of your project, our designers develop a design strategy for your new website. Using your logo and brand, including the color palette, text hierarchy, and graphics, our staff creates a modern, accessible design for presenting your library's content. Our key focus is creating a UX that allows users to find what they are looking for and attractively reflects the library and its personality.

## Efficient Navigation

Library Market's websites are optimized for ease-of-navigation. From uncluttered layouts to a fixed top menu bar with hover styling, pages are designed to help users find what they need. Our streamlined design and consistent UX helps minimize scrolling and clicking.

The header and footer include the library logo, top navigation menu, hours, contact information, search tool, social media links, and other vital information. The homepage serves as a portal for patrons to access highlighted services, in part through a prominent slideshow feature. An announcement region allows emergency information to be displayed. Custom, dynamic tools such as upcoming events feeds, quick links, newsletter sign-ups, and feedback forms can be added to pages, allowing the library to point users to promoted resources and services.

## Speed & Reliability

Our websites offer your staff and patrons a seamless web experience with no lags in response time. Presently, we host on Pantheon, a premier containerized environment that offers in-built protection for database failures and server traffic fluctuations.

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# FEATURES
## CONTINUED

### Mobile & Tablet Users

All Library Market websites are fully responsive, which means they are mobile and tablet-friendly. The content and layouts adapt to screen size, stacking vertical elements as needed for narrower displays. On mobile, some areas may be collapsed to best adapt to screen size and ensure an equitable experience for all users, regardless of their device.

### Third Party Integrations

Library Market websites allow you to incorporate and highlight your third-party vendor resources like databases and streaming services. Using custom library content types, we enable your patrons to locate and access these resources easily. Many of these services offer JavaScript, iFrame, or GET widgets and functions, which can be included in strategic locations. Integrations need to be evaluated on a case-by-case basis for suitability. Some examples of possible integrations include EBSCO Discovery Service, live chat (via LibraryH3lp, Tidio, Bold360, and others), LibraryAware, Niche Academy, and fundraising platforms.

### CRM & Email Marketing Integration

Our websites allow for easy integration of your contact management system with the ability to add third-party forms to allow for email and newsletter sign-ups. Library**Calendar** also includes customized reporting that can be incorporated into marketing strategies.

### Events & Reservations Calendar

Library Market's integrated Library**Calendar** system allows you to create and manage events with ease. Display options include a calendar view and upcoming events feed that can be placed on the homepage and throughout the site. Registration can be enabled on any event and incorporates email reminders and notifications. With Library**Calendar** room reservations, patrons can see which rooms are available and submit reservation requests. Staff notification emails are sent automatically. Downloadable reports are available for all calendar functions. For more information, see pages 17-27.

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**Content Types**

Library Market's websites include several custom content types built exclusively for libraries. Adding content is as easy as filling out a form, and each content type includes a built-in display. Some of these content types include:

- **Book Rivers** - a sliding "river" tool or a grid layout. This content type allows staff to build lists to promote various parts of the collection; this can be used as a replacement for (or in conjunction with) third-party services like Select Reads, Bookletters, or LibraryAware.
- **Databases** - lists databases and other online resources, including in-house ones and ones provided by consortia or groups. Displays each as a block with an image, description, and link. These blocks have taxonomy terms associated with them that allow databases to be searched, filtered, and placed on multiple pages. An optional detail page can provide resource-specific help, guides, and tutorials. Streaming and downloading platforms like OverDrive, hoopla, Kanopy, and others can be included here or as a separate content type.
- **Gallery Items** – displays art, images, and other media items as a block, including basic information along with a link to a detailed item record. Like databases, these blocks have taxonomy terms associated with them that allow items to be searched and filtered.
- **Blogs/News** - allows staff members to create and manage blog posts and news updates. Taxonomies such as category or age group will allow blog posts to be filtered and placed on pages across the site.
- **Staff/Board** - manages a personnel directory that can include titles, contact information, profiles, and images for library staff members and board officials.

**Page Designs & Templates**

The website design mockup will include layout designs for the homepage, landing pages, content pages, calendar view pages, event detail pages, and any other high-level pages requested by the client. Appropriate templates for these pages are created for the site, in addition to any others that are needed. These templates are designed to be flexible and allow for layouts that are fully customizable to support the page's content needs.

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# FEATURES

**LibraryWebsite**

## Integrated Forms

Library Market websites come equipped with robust integrated webforms allowing you to collect data on a secured platform. We will help you move existing forms during our content development and migration processes, optimize them, and help you identify new opportunities to collect necessary information and automate standard functions.

## Social Media Integration

Library Market solutions include tools that allow you to integrate your social media platforms into the website. This includes placing links for Facebook, Twitter, Instagram, and others in consistent locations across the site and providing staff and patrons the tools to share library events on Facebook and Twitter. This process requires staff management and cannot be fully automated; however, a service such as an Add This bar may streamline it.

## Integrated Catalog & Website Search

Users are able to search the catalog for library materials and the website for events and information from an integrated search box. This feature is placed in a high-frequency location (such as below or in the header) that is present on every user-facing page.

## Administrative Interface

Library Market provides tools to allow you to manage your website easily. This includes an intuitive block layout to customize existing pages and create new ones with ease. Blocks can include text, photos, videos, and links; custom "view" blocks based on our content types allow you to display databases, events, job openings, staff info, board minutes, etc. The site will also include Drupal's webforms module, allowing staff to create and collect responses from custom forms.

## Staff Accounts

Library Market will create one top-level site administrator who has full access and can create new users. These user accounts have granular access, meaning multiple people can maintain the site with different editing ability levels. From the top-level administrator to general staff users, all staff members must log in with user names and passwords to secure staff functions and any patron information. Our sites include five default roles and the ability to add new roles (and permissions for those roles) to accommodate specific workflows required by the library.

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# FEATURES

### Discovery & Data Gathering

Library Market will meet with the library's website team to discuss the library's brand, the library's marketing and website goals, and the new website's desired look and feel, including what items need to be included on the homepage. We will provide multiple exercises to gather internal and external data to inform the library, such as:

- Staff and patron surveys
- "Likes & Dislike" of other Library Market sites
- A complete audit of the current site with recommendations for updated information architecture and content

### Content Migration

Library Market will work with the library to build a content package that may include content to be exported from the existing website and new content developed by the library. We will make site map recommendations based on our experience with best practices in libraries. Library Market's content manager will place initial content from the package on the new website; staff receives thorough training that allows them to place remaining content in preparation for site launch.

### Usability Testing

The website will undergo a comprehensive system of testing to ensure that all features, styling, and content are functioning and responsive across a range of modern browsers (Chrome, Firefox, Edge, and Safari; limited support available for IE10/IE11) and devices. Library Market will test the site and provide the library access to the production site to perform testing. Library Market incorporates client feedback into site revisions.

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# FEATURES

**LibraryWebsite**

**Style Guide**

As part of the design process, Library Market will provide the library with a website style guide that lists the design specs. This includes the color palette, text hierarchy (H1-H6), padding, button styles, image specifications, etc.

**Training & Support**

Library Market's customer service team is available via phone, email, and our help desk system. All of our clients receive periodic updates with new features and improvements as they become available. Additionally, extensive live staff training and user manuals are included with every website implementation.

**Accessibility**

Library Market designs and develops websites in compliance with WCAG 2.1 guidelines so that users can access the site using assistive technology and alternate navigation methods. We ensure that all styles and features pass Level AA Success Criteria and Conformance Requirements as outlined in the Americans with Disabilities Act and Section 508 of the Workforce Rehabilitation Act. We will provide resources to help the library maintain accessible content post-launch (using site hierarchy appropriately, maintaining passing color contrast, and writing appropriate alt text for images).

**Site Security**

Site security (HTTPS) is included through Pantheon and does not require the purchase of an SSL certificate. We protect the site from spam and abuse by using CAPTCHA and reCAPTCHA 2.0. Please note, the site can only be secured if all third-party integrations with embedded website functionality (the catalog, donation forms, other widgets) are also stored on HTTPS. This is required for any site using eCommerce functionality.

**Hosting & Maintenance**

Included with the annual hosting fee are updates of server software, CMS, and plugins that keep the website current, as well as ongoing support

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# FEATURES

**LibraryWebsite**

✓

**Optional
Services**

✓

**Technical
Specifications**

**Slide Package** - our designers will create a set of 10 professionally designed slides for events or services determined by the library for use on the homepage.

**Support Retainer** - 36 hours of post-launch development or design work for any client requests for new features.

| | |
|---|---|
| Content Management System | Drupal 10 |
| Open Source Modules | ✓ |
| Database | MySQL-compatible |
| Language | PHP 8 |
| Hosting | Linux using Nginx |
| Edge, Firefox, Chrome & Safari Supported | ✓ |
| Site Tracking | Google Analytics |
| Site Hosting | Pantheon |

# Section
# Two

## Library**Market**

*project process &*
*management*

# PROJECT PROCESS

**Discovery**

Determine the purpose, goals, target audience, and content for the new website and begin drafting design principles for its overall look and feel. Direct library in compiling the content package of copy, images/graphics, documents, links, etc., to be placed on the site.

**Design**

Build a plan for the website that includes the development of information architecture, site design, and design proofs of any custom content types created for the library.

**Development**

Begin development, turning the design and wireframes into a functional website.

**CONTENT PLACEMENT**

As development continues, our team will migrate, place, and style initial content. Library staff will complete content placement in preparation for launch.

**QA & TESTING**

Our team will test forms, scripts, accessibility, navigation, user accounts, and other items across multiple web browsers and on desktop and mobile

**Delivery**

Conduct training in advance of the website launch, continue QA & Testing procedures, and coordinate the technical side of launch with the library's systems administrator.

**TRAINING**

Library staff members will gain access to the back end of the production site and receive live training from our team on all functions of the new website. Any training sessions will be recorded, and user manual(s) for all site functions will be provided.
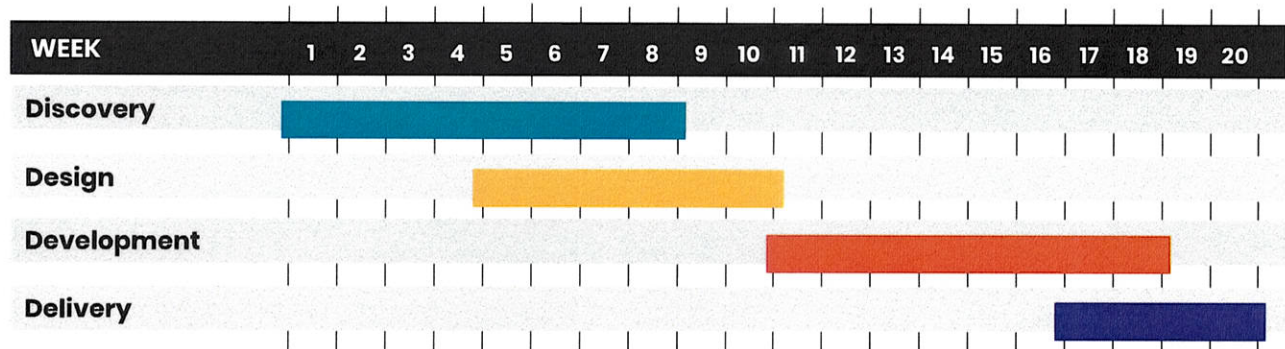
**LAUNCH**

On the launch date, Library Market will coordinate with the library's team to make sure everything goes smoothly and all functions and features are working as intended in the live environment.

**HOSTING & MAINTENANCE**

Included with the annual hosting fee are updates of server software, CMS, and plugins that keep the website current as well as ongoing support.

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# STANDARD TIMELINE

| WEEK | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|
| Discovery | ████ | ████ | ████ | ████ | ████ | ████ | ████ | ████ | | | | | | | | | | | | |
| Design | | | | | ████ | ████ | ████ | ████ | ████ | ████ | | | | | | | | | | |
| Development | | | | | | | | | | ████ | ████ | ████ | ████ | ████ | ████ | ████ | ████ | ████ | | |
| Delivery | | | | | | | | | | | | | | | | ████ | ████ | ████ | ████ | ████ |

## DISCOVERY *estimated hours: 24*

| | |
|---|---|
| **Discussions** | Design Discovery Meeting, Content Review & Development |
| **Decisions** | Set project timeline, outline desired features of new website |
| **Deliverables** | Detailed project plan, Findings Report, Site Map, Content Templates |

## DESIGN *estimated hours: 27*

| | |
|---|---|
| **Discussions** | Design Discovery, Design Review |
| **Decisions** | Approve site design |
| **Deliverables** | Page mockups |

## DEVELOPMENT *estimated hours: 54*

| | |
|---|---|
| **Discussions** | Content Package Review, Administrator Training |
| **Decisions** | Finalize site launch plan |
| **Deliverables** | Production website, admin site access |

## DELIVERY *estimated hours: 21*

| | |
|---|---|
| **Discussions** | Staff Training |
| **Decisions** | N/A |
| **Deliverables** | Live website and staff user manual |

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# SCHEDULING

Upon acceptance of our offer, we will set dates for the project, starting with the launch date and working backward.

We work with our clients to pinpoint the best launch date for them that fits in our development calendar. Some condensing or expansion of the timeline is possible based on individual project considerations. Both Library Market staff and the library project team play a large role in determining the pace of content package delivery, decision making, and staff training.

Library Market will make all efforts to keep within the timeline, and we rely on our clients to help us do so by meeting deadlines for making decisions and providing critical information during the project process.

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# CLIENT
# SUPPORT

### How We Manage Projects

Once a proposal is signed, you'll be assigned to a dedicated project manager, who will shepherd you through the process. Library Market uses a modified version of Agile project management to ensure a fully-functioning product at launch. We believe in transparency, and you can expect regular updates from your project manager.

Our developers use git for version control. All of our sites are tested in a development environment multiple times to ensure technical and theme conformance and user functionality before code is pushed to the production site.

### Training

We work with clients closely to identify the right training schedule and process for their staff using a blend of live and static training resources. Training begins as the Development phase draws to a close. At that time, the client is equipped with a staff administrator login for the production site and attends live training sessions. We have administrators begin their training process early on to ensure they can familiarize themselves with site functions. Additional training sessions are scheduled based on staff roles and needs. Live training sessions are held via Zoom and are recorded for future use. Most clients receive 4-6 hours of live training in total. A full manual, including step-by-step instructions, is included for all products.

### Support

Ongoing support for the website includes bug fixes, upgrades, and support for existing features. Regular support hours are Monday-Friday, 8 a.m.-5 p.m. CST. Additional support needs, such as new feature requests, additional staff training sessions, design work, or marketing consultation, can be purchased at Library Market's hourly rate of $200 or a 36-hour minimum retainer contract available for $3,600.

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# CLIENT REFERENCES

Morgan Mullins
Marketing and Public Relations Librarian, Rowan County Public Library
 mmullins@rowancountylibrary.org
(606) 784-7137 etc. 417
https://www.rowancountylibrary.org/

Todd Schlitt
Director, Amityville Public Library
(Former)Adult Services, Half Hollow Hills Community Library
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Louise Alcorn
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https://www.wdmlibrary.org/

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# Section **Three**

## Library**Market**

*project terms & pricing*

# OUR OFFER

## $ 15,000

## Library**Website**
*Content Management*

Library Market will develop a new website that incorporates the library's brand and includes:

- Robust Content Management System
- Fully Responsive Design
- Website & Card Catalog Search
- Custom content types built for libraries
- WCAG 2.1 AA Accessibility Compliance

*Everything outlined in this proposal is included at the quoted price. Anything outside this proposal's scope, including actual work to be performed and costs, must be approved by both Library Market and our clients before any work begins. Examples of these additional costs include change orders for additional website features, marketing work, or a support-hour contract for further development past the launch date. These are optional and available at the request of the client.*

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# PROJECT FEES

## Website - Initial Development Fees

| Description | Week # | Budget |
|---|---|---|
| • Website Discovery | 1-8 | $2,250 |
| • Website Design | 5-10 | $2,875 |
| • Website Development | 11-18 | $6,300 |
| • Website Delivery | 17-20 | $3,575 |
| **Total Cost** | | **$15,000** |

## Ongoing Costs

| Description | Rate | Budget |
|---|---|---|
| • Hosting & Maintenance | Annual | $2000 |
| **Total Cost** | | **$2,000** |

| **First-year total** | **$17,000** |
|---|---|

# Waunakee Public Library

## Adult Programs

Book Clubs

*= Registration Required

### 1/2, 1/9, 1/16, 1/23, 1/30 Good Morning Games
9:00am | Community Hall
Join us for an adult game group where we play Mahjong (Filipino style)! Don't know how to play? We are happy to teach!

### 1/2 Writer's Group
1:00pm | Board Room
Are you looking for a way to connect with other local authors and writers? Join the Writer's Group!

### 1/4 Saturday Social
9:00am | Den
Get to know your neighbors at our Saturday Social! There will be complimentary coffee and donuts to enjoy while catching up with old and new friends.

### 1/8 and 1/29 Yoga for Beginners
10:00am | Community Hall
This class is a gentle yoga class for all ages, and all levels, no registration required.

### 1/9 Holistic Transformation
6:30pm | Community Hall
Explore the foundational principles of quantum energy and Ayurveda, an ancient healing system that emphasizes personalized health through diet, lifestyle, and herbal remedies.

### 1/13 College Planning Workshop
6:30pm | Community Hall
This program will focus on the college admissions timeline, test optional admissions, what colleges are looking for and tips and advice for students and parents as they prepare their courses, activities and plan ahead for college. For parents of 8-11th graders.

### 1/15 A Good Yarn
10:00am | Living Room
Bring your current knitting/crochet project for a social hour with a group of like-minded fiber friends!

### 1/15 Author Talk with TJ Klune*
6:00pm | Virtual
Come have a magical moment with New York Times bestselling author TJ Klune as he chats about his Cerulean Chronicles, with special emphasis on his newest in the series, *Somewhere Beyond the Sea*.
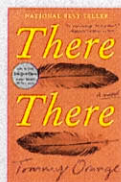
### Wednesday Night Page Turners
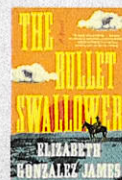1/8 | 6:30pm | Overlook
*There There* by Tommy Orange

### Books in the Overlook
1/21 | 6:30pm | Overlook
*The Bullet Swallower* by Elizabeth Gonzalez James

### 1/16 Freedom Walkers for Milwaukee
6:30pm | Community Hall
Join the Waunakee IDEA for a viewing and discussion of "Freedom Walkers for Milwaukee" PBS Documentary in honor of Martin Luther King Jr Day.

### 1/18 Coffee, Donuts, and Continuing the Dream
10:00am | Community Hall
Take a deeper dive into Martin Luther King's Dream of Inclusion, Diversity, Equity, and Access while enjoying coffee and donuts with the Waunakee IDEA.

### 1/21 Author Visit: George Morrison
6:30pm | Community Hall
Hear from local author and co-founder of the Waunakee Writers Group, George Morrison, on his latest novel, *The Drunken Dragon*!

### 1/23 Author Talk with Amanda Montell*
1:00pm | Virtual
Join us as we chat with the New York Times bestselling author, Amanda Montell about her newest book, *The Age of Magical Overthinking: Notes on Modern Irrationality*.

### 1/28 Working with a Literary Agent*
1:00pm | Virtual
You're writing a book (or thinking about it), but what happens next? Join us for an inside look into working with an agent and the beginning stages of the publishing process with Seth Fishman, Vice President and Literary Agent at The Gernert Company.

### 1/28 Big Game Appetizers*
6:00pm | Community Hall
Laura Eyler, personal chef and owner of Thyme Savor Cuisine, will share recipes for appetizers to serve at your Big Game Party!