

Library Advisory Board Minutes**Date: Wednesday, February 6, 2019 at 1 p.m.**

Attendees: Kim Seay, Megan Bolinder, Melissa Godoy, Betsy Batey, Aaron Jones, Cynthia Cochran, Nathan Pollet, Octavio Sanchez, Chuck Pribbernow, Teresa Stafford, Shelli Kerr, Stephanie Orman, Hadi Dudley and Michelle Vargas

Call to Order

Hadi Dudley, Library Director, called the meeting to order at 1:00 p.m.

Agenda Items

1. Hadi introduced Bentonville's new Mayor, Stephanie Orman to the group.
 - a. Mayor Orman has been meeting with all city department heads to discover vision for each group.
 - i. Orman addressed the library's desire for a café and said the city is working with staff attorney to create an agreement for the café.
 - b. Orman has been a resident of Bentonville for 15 years. She has a background in marketing and advertising. She served on City Council before becoming Mayor.
 - c. Library Advisory Board introduced themselves to Mayor and Shelli Kerr from City Planning.
2. Mayor Orman presented the Proclamation for African American History Month.
 - a. LAB took a group photograph with Mayor and proclamation.
3. Hadi provided an overview before passing the meeting to Shelli Kerr, City of Bentonville Planner, to facilitate a group discussion.
 - a. Library is holding discussion and survey meetings for key stakeholders to help shape Bentonville Public Library's 3 year plan.
 - i. Stakeholder groups include staff, the Library Advisory Board, the Friends of the Bentonville Library, Bentonville Library Foundation, and Teen Advisory Board.
 - ii. Members received the questions in advance of the meeting.
 - iii. Library staff present in the meeting are recording the group discussion and shall not participate in the conversation.
 - iv. In March, patrons and Bentonville residents will have the opportunity to participate in an online survey or complete survey questions in-house.
 - b. Shelli presented the questions and monitored the discussion.
 - i. Question 1- List, in order of importance, three things you most value about public libraries.
 1. Highlights from the discussion included:
 - a. Three E's- Equality of experiences, equity of space, and enlightenment of patrons.
 - b. Access to free books and other resources.
 - c. Safe, clean, comfortable space.
 - d. Diverse programming- for all ages and people groups.
 - e. Preservation of history and fact.
 - f. Partnerships with the community.

- ii. Question 2- What is one thing Bentonville Public Library does well?
 - 1. Highlights from the discussion included:
 - a. Great staff! Staff does a great job with relationship building, listening to needs of patrons. Staff has a wide range of expertise and works together well.
 - b. Good steward of resources- materials and spaces are well-maintained.
 - c. Safe, welcoming environment.
 - d. Children's programming.
 - e. Youth Literature Festival.
 - f. Meeting rooms for community use.
 - g. Responsive to patrons; willing to try new things.
 - h. Partnerships with community (such the schools, homeschool groups, Foundation and Friends).
 - i. BPL is a Living Library.
- iii. Question 3- What is one way Bentonville Public Library could engage the community more?
 - 1. Highlights from the discussion include:
 - a. A café- drinks and food lend to community-building
 - b. BPL currently underutilizing Bentonville's vendor community. Should look into ways to communicate our needs to the community better.
 - c. Bigger communication-large local publications such as Peekaboo, Kids Directory, NWA Motherlode
 - d. Enhancing partnerships for people who need help or are underserved
 - e. Create more diversity programs and more cultural recognition.
 - f. Serve the trail/bicyclist community by requesting trailhead amenities to be placed here.
 - g. Tap into trends that best fit space/resources – culinary, health/wellness, entrepreneurship
 - h. Create a makerspace or other educational space.
 - i. Create exhibits for local artists
 - j. Create a gift store with local authors and BPL products (such as mugs, pencils, etc.)
- iv. Question 4a- What one thing is missing at BPL?
 - 1. Highlights from the discussion include:
 - a. Café
 - b. More space- expansion, second story, additional parking.
 - c. More staff- staff are 'amazing people' but everyone is very busy, library needs more manpower.
 - d. Library could benefit from a full-time event coordinator to help streamline resources and reach community better.
 - e. Better seating- comfier seating and interactive area/seating for parents and children (where parents and children can sit together).
 - f. Ability to accept credit cards and/or ATM on-site.
- v. Question 4b- What one thing should not change?
 - 1. Highlights from the discussion include:
 - a. Staff and the philosophy/culture of public service.
 - b. The library environment, mission and programs.
 - c. Keeping up with library tech/trends.

- d. Physical books.
 - e. Youth Literature Festival.
 - f. Strong educational based programming.
 - g. Friends bookstore in library.
- vi. Question 5- Describe your vision for Bentonville Public Library.
1. Highlights from the discussion include:
 - a. An expanded library- by either expanding current site or creating more satellite libraries.
 - b. A library that becomes a greater family hub and cultural center of Bentonville.
 - c. Engage with the community more and have more cultural diversity
 - d. Keep up with the changing environment to include more maker spaces/ tech/ learning opportunities for all.
 - e. Create a place people want to go and interact with- aesthetically stimulating and not institutional. Generate sustainable, excited buzz as THE place to go for everyone.
 - f. A safe space for gathering together (fellowship), celebrating diversity, promoting inclusivity and preserving community. Community conversations happen here.
 - g. Library conveys bright, warm feeling.
 - h. BPL as a 'brand' – cultural institution that is iconic (NYPL)
 - i. BPL as the 'heartbeat' of our community through engagement, access and opportunity.

Approval of January 9, 2019 Minutes

The group reviewed the minutes from the January 9, 2019 meeting. Aaron Jones moved, Kim Seay seconded, to approve the minutes as presented. The January 9, 2019 board minutes were approved as presented.

4. Hadi gave the Library report.
 - a. The Administrative Assistant position has been filled. Martha's successor will begin February 19.
 - b. Hadi will give a full 2018 report at March meeting.
5. Chuck gave the Friends of the Library Report.
 - a. Chuck gave the Friends' January financials.
 - i. Bookstore sales were \$1,357. Total income was \$1,868. Total on deposit is \$29,703.
 - ii. Archer Estate sale with Literacy Council of Benton County is February 19-23.
 - iii. The Friends of the Library Spring Used book sale is April 4-6.
 - iv. Chuck gave a brief review of 2018 highlights.
 1. Bookstore sales were up 18.9% and total income was up 12%.
 2. Carie O'Banion became bookstore manager.
 3. Judy Marquess became book sale coordinator.
 4. Used book sales were the best ever.
 5. Jean Batta won the Best Friend Award.
 6. Bookstore now open 5 days a week.
 7. Friends cleaned up the bookstore and organized.
 8. Friends supported scholarships, author visits, GeekCon, Summer Reading Club, staff development travel and more.
6. Teresa gave the Bentonville Library Foundation report.
 - a. January 2019 donations totals:

- i. 19 gifts at \$1,146.
 - ii. The Foundation's end-of-appeal dollars has increased 68% since 2016.
 - iii. Loyalist donors (those making gifts in successive years) has increased 63% since 2015.
 - iv. 266 new donors since July 2015.
 - v. Reactivated donors increased 75% since 2015.
 - vi. Foundation's retention rate for donors is currently 58.64%.
- b. Donor Appreciation Luncheon scheduled for Sunday, February 10. This invitation only luncheon is for the Foundation's Giving Society members.
 - c. Board will finalize their 2019 strategic plan at the next board meeting, set to meet Monday, February 11.
 - d. Foundation has added an electronic scholarship form to their website.
 - e. Foundation has created a Funding Request Form and system. This is to ensure donor gifts are being awarded to the library for the designations/purpose the donors requested.

The Library Advisory Board will meet March 6, 2019.

Adjournment

The Library Advisory Board adjourned at 2:27 p.m.