

***Library Advisory Board Minutes***

**Date: Wednesday, March 6, 2019 at 1 p.m.**

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

**Call to Order**

Hadi Dudley, Library Director, called the meeting to order at 1:03 p.m.

**Approval of February 6, 2019 Minutes**

The group reviewed the minutes from the February 6, 2019 meeting. Betsy Batey moved, Cynthia Cochran seconded, to approve the minutes as presented. The February 6, 2019 board minutes were approved as presented.

**Agenda Items**

1. Hadi gave the Library Report.
  - a. Hadi introduced Vira Kousol, the library's new administrative assistant.
    - i. Board introduced themselves.
  - b. Library will hold a retirement reception for Martha Morrison, the current administrative assistant.
    - i. Reception will take place Friday, March 29 from 1:30-3:00 p.m. Special presentation begins at 2 p.m.
    - ii. Martha has been with the library for 20+ years.
  - c. Hadi presented the 2018 Accomplishments and 2019 Goals for BPL.
    - i. Hadi gave Board the document of accomplishments and goals. The document is part of the City's budget process and is used to build the Library's Annual Report.
      1. Accomplishments and Goals will be part of the Mayor's State of the City
    - ii. Highlighted 2018 Accomplishments include:
      1. *Thinking Money* exhibit for tweens, teens and their families.
      2. Youth Literature Festival and GeekCon had record numbers at their events.
      3. Afternoon with Lisa Wingate author visit, made possible through a partnership with the state library, was a success.
      4. Summer Reading Club had the most participants and books/hours read ever.
      5. The Tech Card program entered its fifth year. 25,000 tech library cards were issued to local students in our service area.
      6. iPads and laptops were purchased. Laptops began in-house circulation in 2018 and the iPads began circulation in January 2019.
        - a. iPads are preloaded with library and popular apps and have cellular data.
      7. Booked for the Evening was a success.
    - iii. Goals for 2019 include:
      1. Outlining a new strategic plan guiding library programs, services and operations for the next three years. Feedback from patrons, staff, and stakeholder groups

gathered through online surveys, open house sessions and facilitated group meetings will help to create the plan.

2. New shelving unit will be added to expand the current shelving layout.
  - d. Hadi distributed the January-March Adult Programming guide.
  - e. Library Advisory Board minutes and agenda will be added to the city website after approval.
  - f. Hadi updated Board on the strategic planning process.
    - i. Staff had session with valuable feedback.
      1. Some suggestions from staff feedback have already begun to be implemented including moving the holds shelf location for better visibility and accessibility for staff and patrons.
    - ii. Library Advisory Board session was productive had great feedback.
    - iii. Library Foundation session had low attendance but still received good comments. Hadi is still receiving feedback via email from Foundation Board members.
    - iv. Friends of the Library had small but dedicated group for the planning session with valuable feedback.
    - v. Teen Advisory Board session was very productive. Teens emphasized library communications for an area for growth.
    - vi. Thus far, highlights from feedback include that people appreciate the staff and the library provides a safe, clean environment.
    - vii. Online patron survey live. Patrons can also answer a new open-ended question each week in the library.
  - g. Hadi reported that the library currently has two vacant part-time evening/Saturday positions open.
2. Chuck gave the Friends of the Library Report.
    - a. Chuck reported the results from the Archer Estate book sale.
      - i. The sale began with 7,000 books.
      - ii. Book sale made \$4,800. Proceeds from the sale are split with the Literacy Council of Benton County.
        1. The sale had \$500 in expenses that will also be split with Literacy Council.
      - iii. Friends also made \$400 in new Friends of the Library memberships.
      - iv. Read It Again bookstore was open extra hours during the sale. Bookstore made \$1,200 in sales, which is \$1,000 over a typical week.
      - v. The Friends keep the left over books from the sale.
    - b. The Friends' Spring book sale is April 4-6.
    - c. Chuck gave the Friends' financial report.
      - i. Total income for April was \$5,145 with expenses of \$1,848 for a total net income of \$3,297.
      - ii. Total amount on deposit is \$35,096.
    - d. Chuck received two ReaderLink donations in the past month. Received some great materials for the Spring book sale.
    - e. The Friends' sponsored patron appreciation pancake breakfast is being changed to a hot dog giveaway.
      - i. Planning the giveaway for October 19 or 26.
3. Teresa gave the Bentonville Library Foundation Report.
    - a. Teresa reported Foundation donations.
      - i. February donations totaled 22 gifts and a total of \$1,272.80.
      - ii. 2019 donations to date totaled 43 gifts at \$2,523.26.
      - iii. Gift report since 2004 totals 2,263 donations and \$9,563,870.

- b. Teresa discussed the Foundation's spring appeal.
    - i. Spring appeal will be mailed on March 27, sent to donors who have not made a gift in 2018.
      - 1. Focus of spring appeal is to re-new your Mary Baggett Loyalist Society Membership and consider becoming a monthly donor.
      - 2. Examples of what \$5/\$10/\$20 gifts per month can fund are given.
    - ii. A general appeal will be mailed to individuals identified in the 2018 predictive analytics project that identified Bentonville residents with a history of "philanthropic behavior".
  - c. Mayor Orman will be at BLF's next board meeting, Monday, March 11.
    - i. Board will be approving the Foundation's 2019 strategic plan that focuses on identifying and developing relationship/ partnerships with vendors and suppliers in addition to continuing to develop relationships with individual donors.
  - d. The Foundation's scholarship application form is up on their website and applications have started to come in.
    - i. Scholarship has had some issues with "bots" submitting applications. Captcha will be added next year.
  - e. Three Foundation Board seats are still vacant. Board is not actively recruiting as they are working on settling in six new board members. Will wait to fill board spots with individuals with the right skill sets.
4. Hadi opened the floor for an open discussion time.
- a. New signage by front door was discussed. Board likes new signs, but also discussed how they would like to see larger, more prominent signage by the road.
  - b. Aaron inquired about our experience with the iPad checkouts. Hadi reported that we have not experience any problems thus far but the program is still in its infancy. Courtney Fitzgerald, Circulation Librarian, has been asked to attend April's meeting to give a full report.
  - c. Hadi reported on large upcoming events including GeekCon May 4 and Delia Owens, author of *Where the Crawdads Sing* July 20. Library is currently in talks for a couple of authors during the summer, but plans have yet to be finalized.
  - d. Foundation has received funds to buy third telescope for collection.
  - e. Staff members are working on developing "kits" for the collection for learning and fun.
  - f. Cynthia said she would like to have more library staff at the Library Advisory Board meetings.
  - g. Cynthia suggested the library prepare info that could be given to Boy Scout Troops to help with their research projects.
  - h. Megan discussed the tech card program at NWACC. Betsy also discussed Tech Card distribution at Bentonville Schools.
  - i. Kim suggested having a trail conservation speaker come to the library and for the library to display trail conservation information.

**The Library Advisory Board will meet April 3, 2019.**

#### **Adjournment**

The Library Advisory Board adjourned at 1:58 p.m.