

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

Attendees: Betsy Batey, Cynthia Cochran, Aaron Jones, Nathan Pollet, Kimberly Seay, Octavio Sanchez, Chuck Pribbernow, Teresa Stafford, Heather Hays, Hadi Dudley and Michelle Vargas.

**Call to Order**

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

**Approval of April 3, 2019 Minutes**

The group reviewed the minutes from the April 3, 2019 meeting. Betsy Batey moved, Cynthia Cochran seconded, to approve the minutes as presented. The April 3, 2019 board minutes were approved as presented.

**Agenda Items**

1. Hadi gave the Library Report.
  - a. Heather Hays, Adult Services Librarian, reported on GeekCon.
    - i. Bentonville GeekCon is May 4 from 9 a.m. to 2 p.m.
    - ii. GeekCon began as Free Comic Book Day seven years ago.
      1. First "GeekCon" was in 2018.
    - iii. Event has grown significantly in past two years.
      1. Melissa Godoy, Library Advisory Board member, has greatly helped with the event, both by volunteering and by procuring donation from the vendor community.
        - a. Melissa has secured over \$14,000 worth of donations.
    - iv. BPL has received many, many donations for the event.
      1. BPL has received a large donation of costumes from Rubies, Goodmark, and Paladon. Costumes are being used by staff for the event and library is hosting a costume giveaway.
      2. BPL has received donations from Nickelodeon, Barnes and Noble, Masha and the Bear, and more.
    - v. Feature events animator David Kersey, illustrator Ard Hoyt, a physics professor, characters (Babymouse and Masha and the Bear), and a Star Wars grand finale performed by Spotlight Characters.
      1. Other activities will include crafts, science stations for kids, a free lunch provided by Jimmy John's of sandwiches and chips, cookies and punch provided by the Satellite Rotary Club of Bentonville, photo booth, door prizes, vendors, and the free comic giveaway.
    - vi. Robin Mitchell, Circulation Specialist, has done a fantastic job with creating displays throughout the library.
    - vii. Last year's program had over 2,500 attendees, making it the largest in-house library program.

1. This will be the first year since the Bentonville Film Festival began that the dates will not coincide.
- viii. GeekCon is sponsored by the Friends of the Bentonville Library.
- ix. Heather has hired a photographer to take pictures of the event that we can use in future marketing endeavors.
- b. Hadi updated LAB on the library café RFP.
  - i. The RFP closed without any responses.
  - ii. Hadi is gathering feedback from café providers that showed interest.
    1. Receiving good feedback. For many providers, it was a matter of timing.
  - iii. The city will re-issue a new RFP in the upcoming weeks with streamlined criteria and terms.
    1. Hadi will share new RFP with board when it is ready.
- c. Hadi reported that the shelving expansion project and collection shift is complete.
  - i. This expansion was 414 shelves for a 10% overall growth.
  - ii. In October 2006, 4,104 shelves were installed at BPL.
    1. Existing layout was planned for collection expansion – BPL was able to absorb more than 12 years of growth.
      - a. Collection grew 120% - 65,266 items to 143,760 items.
      - b. BPL is making the best use of available square footage – less generous aisle space but well within ADA compliance.
  - iii. The children’s collections shifted significantly.
    1. A new “tween” nook was created in the children’s department.
  - iv. Library is still waiting on a few wood endcaps to be delivered to finish off the shelves.
- d. BPL is preparing for Summer Reading Club (SRC).
  - i. 2019’s theme is A Universe of Stories.
  - ii. Important Summer Reading Club dates:
    1. 5/4/19- begin registration.
    2. 6/3/19- program begins, patrons can begin logging hours.
    3. 7/27/19- last day to log hours.
  - iii. Sue Ann Pikel will give full report about SRC activities and programs at June meeting.
- e. Thinking Money for Kids traveling exhibit scheduled for April 2021 at BPL.
- f. Sue Ann Pikel is the ALA 2019 Winner of the Sullivan Award.
  - i. The Peggy Sullivan Award for Public Library Administrators Supporting Services to Children presented by the American Library Association.
  - ii. It is presented annually to an individual in a library administrator role who has shown exceptional understanding and support of public library service to children.
  - iii. The award will be given to Pikel at the ALA President’s Program, Sunday, June 23, at the ALA Annual Conference in Washington, D.C.
    1. A portion of Pikel’s travel will be paid by the ALA for her participation in both Thinking Money for Kids training and award ceremony.
- g. Hadi reported on the strategic planning process.
  - i. Patron online survey summary pending for group review.
    1. Received a lot of feedback from online patron survey – 775+ responses, 2235+ comments/open-ended answers.
    2. Staff is currently reviewing responses for conclusive data to support library plan.
      - a. Large volume of open comments; some conflicting and unclear information.

- b. Generally, patrons want: a café, more books, more ebooks, more audiobooks and series fill-ins, plus more programs for all ages.
      - c. Responses include some good suggestions that we may be able to move forward.
    - h. Hadi gave a library personnel update.
      - i. Library has two new part-time staff that began training April 2.
      - ii. One vacancy posted last week: Monday-Thursday, 4 p.m.-8:30 p.m. (18 hours/week).
- 2. Chuck gave the Friends of the Library Report.
  - a. The Spring Used Book Sale made \$3,663, making it the second largest spring sale ever.
    - i. Sale sold \$3,1663 in materials and \$500 in memberships.
    - ii. May have had less sales due to the Archer Book Sale in February.
  - b. Total income for April was \$5,171 and expenses were \$2,389.
    - i. Net income YTD is \$10,523.
    - ii. Expenses included supplies for GeekCon.
  - c. Receiving several large donations.
    - i. Friends received large donations from patrons (including a large amount of Sci-Fi) and a donation from ReaderLink.
  - d. Friends are hosting a Scholastic Book Sale June 6-8.
  - e. Friends are increasing their support for Summer Reading Club this year from \$6,000 to \$7,000.
  - f. The Friends are giving two scholarships for \$1,500.
  - g. Chuck complimented Heather Hays and Courtney Fitzgerald for presenting to the St. Bernard of Clairvaux Catholic Church Men's Club about library programs and services. Chuck received great feedback from their presentation.
- 3. Teresa gave the Bentonville Library Foundation Report.
  - a. April donations totaled 43 gifts for a total of \$3,005.91.
    - i. 2019 donations to date totaled 102 gifts for a total of \$11,141.06.
  - b. Spring Appeal did very well.
    - i. Donations to date totaled \$7,815.
    - ii. 32 total donors to date.
      - 1. Four new donors (from the predictive analytics mailing list).
      - 2. Eight returning Loyalist donors.
      - 3. 20 continuing Loyalist donors.
      - 4. Retention rate to date is 47.76%.
      - 5. Reactive donors are up 47% over this time last year.
  - c. Foundation's current initiative is one-on-one visits with key-stakeholders.
    - i. Goal is to cultivate relationships and share the Foundation's strategic goals for the next 2-3 years.
      - 1. Key stakeholders include the Mayor, city council members, and consistent donors.
  - d. Bentonville Library Foundation's next meeting is Monday, May 13.

**The Library Advisory Board will meet June 5, 2019.**

### **Adjournment**

The Library Advisory Board adjourned at 1:49 p.m.

Note: Bentonville GeekCon 2019 Schedule of Events was distributed to Board members during meeting.