

**Date: Wednesday, September 4, 2019 at 1 p.m.**

Attendees: Aaron Jones, Cynthia Cochran, Melissa Godoy, Nathan Pollet, Megan Bolinder, Octavio Sanchez, Teresa Stafford, Chuck Pribbernow, Hadi Dudley and Vira Kousol.

### **Call to Order**

Hadi Dudley, Library Director, called the meeting to order at 1:02 p.m.

### **Approval of May 1 and June 5, 2019 Minutes**

The group reviewed the minutes from the May 1, 2019 meeting. Aaron Jones moved, Cynthia Cochran seconded, to approve the minutes as presented. The May 1, 2019 board minutes were approved as presented.

The group reviewed the minutes from the June 5, 2019 meeting. Aaron Jones moved, Cynthia Cochran seconded, to approve the minutes as presented. The June 5, 2019 board minutes were approved as presented.

### **Agenda Items**

1. Hadi gave the Library Report.
  - a. Arkansas Legislature passed an act this summer requiring all public meetings to record their sessions and to hold those recordings for one year, in case someone requests those recordings.
    - i. We will follow this procedure going forward. Even though we do not have two council members present, this is considered public meeting.
    - ii. Meetings will be recorded and sent to the City Administration.
    - iii. If we cannot record our public meetings, that meeting will be canceled.
    - iv. Past minutes and agendas have been posted on the City's website. The May and June minutes and agendas will also be posted.
  - b. Hadi passed around the *American Libraries* journal that featured award winners, including Sue Ann Pekel's recognition as the 2019 Sullivan Award winner.
  - c. Hadi gave the Summer Reading Club Report.
    - i. In 2019, BPL had an increase in program attendance, and physical and digital material checkouts.
      1. Program attendance increased by 663 attendees.
      2. Checkouts increased by 4,954 (almost 5,000) additional items this June and July checkouts over 2018.
      3. Ebook downloads increased by 2,244. In July of 2019, there was a record number with 6,872 downloads from our patrons.
    - ii. Summer Reading Club registrations decreased by 447 participants. Reading hours reported to the library decreased by 21,000 hours, 55% decrease compared to the previous year.
      1. Based on feedback, prizes may have affected the decrease.
        - a. This year, we eliminated the plastic toys as weekly prize incentives. We had incentives and prizes, but they were different than previous years.
      2. BPL has new Summer Reading Club software: an upgraded product provided by existing vendor (Wandoo Reader).

- a. Patrons found it clunky and cumbersome and people did not enjoy using it. Interface was changed mid-summer, which added confusion. Team is looking at other options, but we are under contract with them until next summer.
    - i. The youth services team met, they identified some solutions and Hadi has some recommendations from them.
    - ii. Board asked if Wandoo Reader had an app; board recommended considering incentives may be 'tangible things' that are useful.
    - iii. One member did not register because he tried two times and was not successful so he did not attempt again.
    - iv. An email link or clear weblinks to the correct audience of software might improve participation.
    - v. There seemed to be less communication about SRC this year.
  - b. Other considerations by Hadi -
    - i. Our door counts decreased and record shows 8,000 visited in June and July this year, compared to June and July 2018.
    - ii. Fewer people are visiting and they are not logging their hours.
    - iii. More people are downloading eBooks.
    - iv. Our parking lot is often full.
    - v. Majority of program lines start outside the front door. If a patron does not pass through gates, they will not be counted.
  - d. Hadi discussed other summer updates.
    - i. We had three Literature Festival events: Rich Davis Illustrator Workshop, Ashley Franklin Storytime, and NYT Best-Selling Author Delia Owens.
      - 1. 590 people attended those three events combined. All responses from the three events were positive (especially the Delia Owens event).
    - ii. Summer Feeding Program was a big hit; school distributed 7,363 free meals to children and 17 meals to adults.
  - e. Café Update.
    - i. 211 Café was selected by the RFP committee and the Council approved their lease agreement. They expect to open late this month.
  - f. Fall programs and events at BPL.
    - i. Our evening Storytime moved from Tuesday to Monday evenings, due to staffing.
    - ii. Tech Cards will be distributed to the NWACC Adult Education later this week.
    - iii. Aaron gave an update on the art exhibit for Dia de Muertos, *Recuerdos de Ti/Memories of You*.
      - 1. A call for artists has gone out to Northwest Arkansas for the art exhibit. Theme for art show is connections to ancestors or loved ones.
      - 2. Art exhibit will be displayed in the Walmart Community Room October 24-November 9.
      - 3. BPL will host an exhibit reception Friday, November 1 at 6 p.m. The reception will feature food and music, and the show's award winners will be announced.
2. Chuck gave the Friends of the Library Report.
- a. August bookstore sales were \$1984. Sales from Amazon were \$230. Membership dues were \$85.
  - b. Total income for August was \$3,243 with \$880 grant refunds. Expenses were \$384 for a total net income of \$2,859. Net income YTD is \$5,988.
  - c. Friends' checking account balance is \$6,593 and marketing account is \$24,103.
  - d. ReaderLink donated 17 boxes of books in August.

- e. Received several large donations over the summer; 2100 pieces picked up.
  - f. An individual contacted the Friends about donating their collection of approximately 3,000 books. Donation could take place between now and the end of October.
  - g. Patron Appreciation event is being planned for late October.
  - h. Fall Used Book Sale starts on October 3 with the Friends of the Library member preview at 5-7:30 p.m. and open admission on Friday and Saturday from 9 a.m.-5 p.m.
3. Teresa gave the Bentonville Library Foundation report.
- a. 2019 YTD donations totaled 205 gifts for a total \$19,842.58.
  - b. Walmart Gives NWA.
    - i. We had 99 volunteer matches, which totaled \$10,822.50, expected by September 15.
    - ii. Associate cash donations totaled \$500 and Walmart match \$1000
  - c. The Library Foundation purchased two additional telescopes for the Library, due to long reserve list (90+ holds and 5 month wait). Brings BPL's inventory to five (5) telescopes.
  - d. The Library Foundation also sponsored the Delia Owens reception.
  - e. 2019 End-of-Year Appeal is in design, and the theme will be "Season of Giving".
  - f. 2019 strategic plan includes meetings with city administration, city officials and key stakeholders/donors.
    - i. Foundation is moving forward, exploring the possibility of expanding the library space with a multi-phased capital campaign beginning with the Children's Library.
    - ii. All meetings have gone very well with positive feedback.
    - iii. Next Walton Family Foundation meeting is September 5.
  - g. BLF next board meeting is Tuesday, November 12.
    - i. The Foundation's very own Ben Lacy wrote an article for the September's issue of *PeekABoo* Magazine featuring Ruff Ruff Read.
4. Hadi led a roundtable discussion.
- a. Board discussed the information from the patron survey earlier this year.
    - i. Members noted that the process included many stakeholders and an effort to include everyone was made by the library. The survey summaries included a lot of information.
    - ii. Board observed that meeting patron requests for more materials and programs means more money, space and staff.
    - iii. Board recommended various action items BPL should prioritize in the next three years.
      - 1. Better marketing, promotions, and advertising.
      - 2. Better WiFi.
      - 3. Debit, Credit card capabilities.
      - 4. More adult library programs.
      - 5. Focus on community partnerships and leverage to accomplish goals.
      - 6. More space inside and more space outside/parking.

**The Library Advisory Board will meet October 2, 2019 at 1 PM in Haney Family Conference Room.**

### **Adjournment**

The Library Advisory Board adjourned at 2:07 p.m.