

Library Advisory Board Minutes

Date: Wednesday, March 4, 2020 at 1 p.m.

Attendees: Betsy Batey, Megan Bolinder, Cynthia Cochran, Aaron Jones, Judy Marquess, Teresa Stafford, Octavio Sanchez, Hadi Dudley, and Vira Kousol.

Call to Order

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

Approval of February 5, 2020 Minutes

The group reviewed the minutes from the February 5, 2020 meeting. Betsy Batey moved, Megan Bolinder seconded, to approve the minutes as presented. The February 5, 2020 board minutes were approved as presented.

Agenda Items

1. Welcome guest: Shelli Kerr, City of Bentonville Comprehensive Planning Manager.
 - a. Shelli Kerr gave an overview of the upcoming 2020 Census.
 - i. In mid-March, households will begin receiving mail with detailed information on how to respond to the 2020 Census.
 - ii. There are three ways to participate in the 2020 Census.
 1. Residents can participate online, answer questions over the phone, or through the traditional paper form.
 - iii. An accurate count is critical to communities; any person living in a household as of April 1 needs to be counted.
 - iv. Responding to the census helps communities get funding they need and helps businesses make data-driven decisions that grow the economy.
 - v. The result of the census helps determine funding over the next ten years for our schools, roads, and many programs that serve our residents.
 1. With one person under count it could mean a loss of \$28 million to City of Bentonville for over 10 years.
 - vi. By April 20, if responses have not been received, a census taker will be sent to homes to collect answers in person.
 - vii. The information provided from individuals is confidential.
 - viii. The 2020 Census website closes on September 18.
 1. Bentonville Public Library has a computer kiosk dedicated to completing the questionnaire online.

2. Hadi gave the Library Report.
 - a. Hadi discussed the March Events Guide.
 - a. Youth department will take a break from normal programming during spring break.
 1. Youth department will have a Spring Break Movie Fest with 90's "throwback" films.
 - b. Bentonville Public Library's Annual Report.
 - i. Staff is working on the 2019 library report, as well as statistics for the State of the Library annual address.
 - ii. Bentonville Public Library's annual report will go to City Council on April 14.
 - c. Library Service Awards 2020.
 - i. Advisory Board will discuss more on Library Service Award during April's meeting.
 - ii. Hadi handed out guidelines on the Emerging Leader Award.
3. Judy Marquess gave the Friends of the Library Report.
 - a. February bookstore sales were \$2,152.90, and total net income was \$3,241.63.
 - i. Expenses were \$8,693.50 greater than this month's income.
 - ii. Total in checking account was \$9,752.54, and total in money market account was \$33,731.77.
 1. Semi-Annual Book Sales is April 3-4.
 2. Friends have a new Facebook Page for bookstore.
 3. Draft set of bylaws were distributed for Friends of the Library.
4. Teresa Stafford gave the Bentonville Library Foundation Report.
 - a. 2020 YTD donations were \$13,365, which include 57 donors.
 - i. Spring appeal was mailed to a group of 50 lapsed donors that totaled \$11,455.
 - b. Library Giving Day is April 23.
 - i. An appeal will be mailed to 525 Bentonville residents who were identified by the Foundation's predictive analytics project.
 - ii. Mailing of an appeal is scheduled for the week of April 16.
 - c. Donor Appreciation Lunch.
 - i. 75 guests attended, which is a 38% increase in guests over 2019.
 - ii. The current mayor and the past two mayors also attended.
 - d. Bentonville Library Foundation's next board meeting is on Monday, March 9.

The Library Advisory Board will meet April 1, 2020 at 1 p.m. in the Haney Family Conference Room.

Adjournment

The Library Advisory Board adjourned at 1:31 p.m.