

Date: Wednesday, January 8, 2020 at 1 p.m.

Attendees: Cynthia Cochran, Melissa Godoy, Aaron Jones, Nathan Pollet, Kimberly Seay, Chuck Pribbernow, Teresa Stafford, Octavio Sanchez, Hadi Dudley, Vira Kousol

Call to Order

Hadi Dudley, Library Director, called the meeting to order at 1:04 p.m.

Approval of November 6, 2019 Minutes

The group reviewed the minutes from the November 6, 2019 meeting. Aaron Jones moved, Melissa Godoy seconded, to approve the minutes as presented. The November 6, 2019 board minutes were approved as presented.

Agenda Items

1. Hadi gave the Library Report.
 - a. The library's FY2020 budget was approved by City Council.
 - i. This year's budget for the library includes a couple of capital projects: replacement of a copier, and new self-check terminals at BPL and the Community Center.
 - ii. Library will be purchasing terminals that have P-Card options with credit card abilities.
 - iii. Library is working on ecommerce options before roll out of self-check terminals.
 - iv. An upgrade is planned for the library's primary database.
 - v. Another project in this year's budget is repainting all exterior ironwork and trellises.
 - b. Hadi gave Library personnel update.
 - i. A new part-time Library Clerk position was approved in the 2020 budget.
 1. This position has been filled. Library is currently fully staffed.
2. Hadi distributed the January 2020 Program Guide to the board.
 - ii. This is a new format for the library - we decided to promote a monthly view and incorporate all the audiences.
 1. Dungeons and Dragons Club is a new offering for Teens.
 2. Coding Unplugged is a new program for the library this year.
 3. Discovery Kits will soon be available for check-out.
 4. Library is hosting its popular Chinese New Year celebration program again. Unfortunately, the Chinese Lion Dance portion is canceled due to the presenter being injured.
 5. New iPad stations for Tweens and Teens will debut soon.
- c. Hadi gave preliminary review of the year-end statistics.
 - i. Circulation was over three-quarter million items last year with 725,056 checked out and downloaded, a new all-time high.
 1. Totals more than 57,518 circulation over previous years, a 9% increase.
 - a. We were down -2,000 in circulation for 2017 and -5,000 in 2018.
 - b. This is our largest increase since 2009.
 - c. We had six months that were 5,000 circulations higher than previous years.

- i. The months with increases were: May, July, August, September, October and November.
 2. We had 582,927 physical checkouts, totaling 29,836 over 2018, which is 6% higher.
 3. The digital checkouts were 144,207 with 27,760 more than 2018, a 24% increase.
 - a. Overdrive eBooks showed a 24% increase.
 - b. Freegal Music increased 23% this year compared to the previous year.
 - c. Flipster, our downloadable magazine resource, increased by 51%.
 - d. Database use totaled 277,571, a 21% increase.
 - e. The website was visited 539,436 times, which is a 5% increase.
 - ii. Library visits were up totaling 319,697; the highest ever, and a 6% increase over 2018.
 - iii. Program attendance decreased in 2019, compared to 2018. Total attendance was 65,021.
 1. We decreased -14,292 over 2018.
 2. Removing 10,000 school visits, program attendance was still lower -4,292 people.
 - a. Teen program attendance decreased due to staffing and less outreach.
 - i. 55 fewer program offered, and staff did not visit Bentonville High School and Bentonville West to distribute tech cards.
 - b. Children's and Adult regular program attendance increased.
 - iv. New library card registrations and meeting room uses were higher than last year.
 - v. PC use decreased by -13%; summer reading participation tracked lower.
2. Walton Family Foundation committed to a grant to fund services related to the "community engagement" piece of the Library Needs Assessment.
 - a. This is the result of working with Teresa Stafford of the Bentonville Library Foundation. The grant will go through the City and follow proper procurement procedures.
3. Chuck Pribbernow gave the Friends of the Library Report.
 - a. December bookstore sales were \$2,546, and totals sales were \$3,079.
 - i. Total net income for December 2019 was \$3,038 with expenses of \$41.
 - b. FY2019 total income was \$48,617. Net income YTD was \$22,402.
 - c. Friends authorized \$15,000 to Hadi for marketing and special projects.
 - d. Staff Library Scholarships increased due to good participation.
 - e. Student Volunteer Scholarships increased. Chuck will meet to discuss with Teen Advisory Board.
 - f. ReaderLink provided a huge November donation.
 - g. Kindles and Nooks were weeded from the Library and sold in the Read It Again Bookstore.
 - h. FOL established the 2020 Scholarship Committee, 2020 Bylaws Committee, and 2020 Bookstore Committee.
 - i. FOL list of accomplishments:
 - i. Bookstore now open six days, compared to five days last year.
 - ii. Awarded two \$1,500 scholarships last year.
 - iii. Scholastic Book Fair generated \$2,077 in sales, which funded \$758 in books for the library.
 - iv. Bookstore began using Instagram.
 - v. FOL handled three huge donations, which lead to \$7,450 in book sales in October.
 - vi. FOL partnered with the Literacy Council of Benton County for a special sale which made the library \$4,800 in sales.
4. Teresa Stafford gave the Bentonville Library Foundation Report.
 - a. 2019 YTD donations totaled 354 gifts for a total \$110,626.39, which exceeded the 2019 budget goal by 13%. A good portion of that was from the end-of-year appeal (Holiday Giving).
 - i. Eighty-nine donors responded for a total of \$66,284.71, which included a \$20,000 anonymous gift made through the Boston Foundation.

- ii. It was the best appeal in the Bentonville Library Foundation's history.
 - iii. BLF increased 54% in dollars and 35% in donors.
 - b. BLF is planning a new website, which is being developed by Ignite students at Bentonville High School.
 - i. Website is expected to launch in March.
 - c. Donor Appreciation Lunch is Sunday, February 23.
 - i. This is an invitation-only lunch to recognize all giving society donors.
 - ii. The theme this year is *We Love Our Donors to the Moon and Back*.
 - 1. The keynote speaker will be Jesse Buffington from NASA. He is serving as the System Development Lead for the Exploration Extravehicular System to develop the new spacesuit.
 - 2. Buffington is a University of Arkansas graduate and holds degrees in Mechanical Engineering and Physics.
 - d. Booked for the Evening date is to be determined.
 - e. LAB Emerging Leader nomination is coming up.
 - f. Bentonville Library Foundation's next board meeting is Monday, January 13, 2020.
5. Roundtable Discussion.
- a. Group discussed procedures for the Emerging Leader Award and ways to select the best volunteer to receive the award.
 - b. LAB photograph scheduled for February 5.
 - c. Mayor Stephanie Orman plans to attend February's LAB meeting at 1 p.m.
 - i. Mayor Orman will give LAB an overview of the State of the City.
 - 1. She is giving the full State of the City report on January 28.

The Library Advisory Board will meet February 5, 2020 at 1 p.m. in Haney Family Conference Room.

Adjournment

The Library Advisory Board adjourned at 2 p.m.