

Attendees: Betsy Batey, Megan Bolinder, Cynthia Cochran, Matthew Moses, Michelle Stamps Pritchett, Kimberly Seay, Judy Marquess, Teresa Stafford, Octavio Sanchez, Vira Kousol and Hadi Dudley.

The group met via Zoom videoconferencing.

Call to Order

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

Approval of February 3, 2021 Minutes

The group reviewed the minutes from the February 3, 2021 meeting. Matthew Moses moved, Cynthia Cochran seconded, to approve the minutes as presented. The February 3, 2021 board minutes were approved as presented.

Agenda Items

1. Library Needs Assessment Study
 - a. MSR Design is putting final touches on full report
 - i. Anticipate March 5, 2021 publication date
 - ii. BPL will share link to the report with the Library Advisory Board for review
 - b. A special summary report will also be shared with the group
2. Mayor Stephanie Orman joined the meeting and provided City Updates
 - a. The State of the City address is on the city's website. Highlights include: 2020 year-end of 9.3% sales tax, with 3.7% population increase from 2019. We added about 2,000 people in Bentonville during the pandemic in 2020. We are up about 46% in planning projects related to new residents and new construction.
 - b. Bond Extension Information
 - i. February 9 – City Council passed Ordinances for Special Election
 - ii. April 13 – Special Election for bond extension
 - iii. Public information document (shared by BPL 2/12/2021)
 1. See also bentonvillebond.com
 - iv. Coffee with the Mayor – Bentonville Bond Extension
 1. March 16, 2021 at 8AM (virtual through Zoom)
 - v. Boards & Commissions Training
 1. April 9 at Noon, via Zoom – LAB members should attend or view recording
3. Hadi gave Library Updates
 - a. Personnel update – Two new part-time staff joined us last week and began training
 - i. We lost one daytime part-time staff, as she took a full-time position at a school library
 1. A former staff member returned to work filling the vacancy
 - ii. One part-time position in the Children's department will be filled this summer
 - b. Systems & technology updates
 - i. The first system upgrade went well enough but the second upgrade caused some service interruption. Despite the down time, our vendor (TLC) did a great job communicating and working on the library's upgrade.

- ii. We're having a lot of trouble with LinkedIn related to Lynda.com database services, and we are very dissatisfied with the company. Prolonged down time and poor customer service is impacting our patrons.
 - c. Public art updates
 - i. Yesterday, BPL participated in NWACC's Spring Arts & Culture Festival and we presented the public art pieces related to the Needs Assessment, which were created by Ziba Rajabi. She also talked about her inspiration and art process.
- 4. Judy gave the Friends of the Library Report
 - a. Expanded Book Store hours to former hours
 - b. Continue to receive donations, but hardcover fiction and children's books are needed
 - c. No semi-annual book sale in April but we will have a pop-up sale on the veranda on April 10 (10 AM – 3 PM) focusing on Children and history books
 - d. Book Store sales pre-COVID-19 averaged \$470 per week, current weekly average is \$193
 - e. Total revenue for February was \$1,233.84, which included book store sales, Amazon, memberships, and miscellaneous
 - i. YTD Revenue \$2,614.02
 - ii. Expenses for February \$500, and YTD Expenses \$3,737.79
- 5. Teresa gave the Library Foundation Report
 - a. 2021 totals YTD:
 - i. 29 donations
 - ii. Dollars = \$44,087.72
 - iii. The Loyalist lapsed donor spring appeal was mailed last Friday
 - 1. BLF only had 49 lapsed donors this year
 - b. BLF is preparing to conduct another predictive analytics exercise to identify qualified prospective donors for the building expansion
 - i. Hadi and Teresa will continue to meet with prospective donors and foundations
 - c. February was National's Library Lovers Month
 - i. The four Library Service Award recipient were announced one week throughout February
 - ii. Videos about each award recipient can be viewed on the Foundation's website under the News tab
 - d. BLF is looking forward to sponsoring the Mayor's Book Club
 - i. Spring and Fall 2021
 - e. *Celebrate Arkansas* article in May issue
 - f. Since January 2021, BLF BOD welcomes four new members:
 - i. Bo Grimes is in customer development w/Bountiful Company
 - ii. Dean Hawkins recently retired as V.P. sales w/Bimbo Bakeries, USA and is currently running his own consulting business
 - iii. Angie Bailey owner of Best In Class Supplier
 - g. The next foundation board meeting is Monday March 8, 2021.
- 6. Roundtable discussion: members participated in roundtable discussions related to LAB possible hosting a diversity bookclub, questions about BPL's holds process and a resolution of endorsement or support for the library's needs assessment.

The Library Advisory Board will meet Wednesday, April 7, 2021 at 1 pm via Zoom.

Adjournment

The Library Advisory Board adjourned at 2:00 pm.