

LIBRARY ADVISORY BOARD MINUTES  
OF A REGULAR MEETING

KERRVILLE, TEXAS  
February 21, 2012

On Tuesday, February 21, 2012, the Library Advisory Board meeting was called to order by Chairperson Daniel Ehrenreich at 3:02p.m. in Council Chambers, 800 Junction Highway, Kerrville, Texas.

MEMBERS PRESENT:

Daniel Ehrenreich	Chairperson
Judy Carr	Vice-Chairperson
Diana Martin	Board Member
Ellen Connelly	Board Member
Lorin Peterson	Board Member

EX-OFFICIO MEMBERS PRESENT:

T. Scott Gross	City Council Member
Mike Bowlin	Kerrville Genealogical Society

ABSENT MEMBERS:

Jonathan Letz	County Commissioner
Victoria Wilson	Mary Elizabeth Holdsworth Library Foundation

STAFF PRESENT:

Kim Meisner	Director of General Operations
Dan Schwartz	Library Director
Gretchen Atkinson	Recording Secretary

VISITORS PRESENT:

Judy Trolinger	Kerrville Genealogical Society
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CALL TO ORDER

1. VISITOR/CITIZENS FORUM:

None.

2. APPROVAL OF MINUTES:

2A. Approval of minutes of the Library Advisory Board meeting held on January 17, 2012. Ms. Martin made a motion to approve the minutes as read; Ms. Carr seconded the motion. Motion was approved unanimously, 5-0.

3. LIBRARIAN'S REPORT:

3A. Monthly Performance Measures

Mr. Schwartz stated that the library celebrated one year on the Millennium integrated library system in January. He reported 97,494 items checked out, 3,832 library cards issued, and 5,493 reserves fulfilled in that year. He stated staff checked out an additional 1,000 items during the last week of January. He stated the breakdown for checkouts remains consistent with 52% of items being checked out to City of Kerrville residents and 48% to Kerr County residents. He noted there is a spike in checkouts in January due to renewal of Basket of Books items. Basket of Books items are now due March 19 through April 1. He stated the library currently has 3,848 library card members. Fiscal Year numbers are down due to limited hours and collection at the History Center. He anticipates circulation numbers will go back up once we reopen. In January 2012 there were 466 items in current circulation captured for reserves. Public computer usage averaged 45 minutes per hour in January.

Ms. Martin asked what statistics are typical for a town and county our size. Mr. Schwartz stated he has not seen reports for other areas such as ours, but typically kids use library until about 6<sup>th</sup> grade, then they disappear and tend to come back as adults. Ms. Martin asked how we get more seniors into the library and suggested we could work with an organization such as Meals on Wheels to help get seniors into the library. Discussion ensued.

Mr. Gross asked if the library has a marketing plan. Ms. Meisner stated we are working on a marketing brochure in conjunction with H-E-B. Mr. Gross said we should plan who we need to market to, how we plan on attracting them, determine a budget, and then set the actual marketing plan. Mr. Gross stated he would like to see a written marketing plan for the library. Mr. Ehrenreich asked if the Board could see an outline of the marketing plan at the next meeting. Ms. Meisner stated the City has a target date of March 31 for the marketing plan. Mr. Ehrenreich stated we could move the marketing plan to April's agenda. Mr. Peterson presented to the Board a few questions regarding the monthly statistics posed to Mr. Schwartz in a letter. Mr. Ehrenreich suggested the Board review Mr. Peterson's questions and add it as an agenda item next month. Mr. Gross stated the Librarian's Monthly Report does not tell us much if there is no analysis of the data. Ms. Martin asked to add this to next month's agenda. Mr. Ehrenreich said he thought it would be more appropriate on April's agenda since the target date is March 31<sup>st</sup>. Ms. Carr stated the library should also have the summer reading program activities set by the April Board meeting. She also inquired if the Discovery program would be reinstated once the library reopens.

Mr. Peterson stated he is concerned that Amazon put out a report that eBooks are outselling print books. Mr. Schwartz reported that Amazon is working with OverDrive which uses Kindle eReaders. Mr. Schwartz reported the library will not be using OverDrive and have selected a different eBook vendor. He stated that libraries continually have to adapt to new technologies, and eBooks are the newest technology available. He explained some of the difficulties facing publishers and public libraries due to the demand to circulate eBooks. Ms. Martin stated she would like the Board updated on the technologies available at the library. The Board discussed technology in the library.

**4. FRIENDS OF THE LIBRARY:**

**4A. Update on Friends Activities (Daniel Ehrenreich)**

Mr. Ehrenreich stated the FOTL Board voted unanimously to award the annual gift to the library of \$23,345 in January 2012. He reported FOTH Board member Ilana Holloway's husband is currently building a website for the Friends of the Library. He also reported the Friends are moving towards putting everything online such as book sale announcements and the newsletter Il Folio. He stated the Friends next task is to get into the basement, get the collection back together, and arrange book sales. Mr. Ehrenreich expects the Friends to have a lot of work to do before they can hold their next book sale.

**5. CONSIDERATION AND POSSIBLE ACTION:**

None.

**6. INFORMATION AND DISCUSSION:**

**6A. Update on Mary Elizabeth Holdsworth Library Foundation activities**  
No update due to Ms. Wilson's absence.

**6B. Update on Kerrville Genealogical Society activities (Mike Bowlin)**

Mr. Bowlin reported the Kerrville Genealogical Society has been able to maintain their contacts with other genealogical and historical societies since vacating the History Center during the renovation. He stated they are answering six to eight questions per week in their email. The library staff also forwarded three to five obituary and historical requests per week. Mr. Bowlin reported the majority of the requests originate in Texas, but they have received out-of-state and international requests as well. Mr. Bowlin commented that staff has been helpful and professional during this transition. Kerrville Genealogical Society has given a gift to Mary Elizabeth Holdsworth Library Foundation in hopes that Phase II will include the History Center. The History Center will also have a Grand Opening on March 31<sup>st</sup> and will resume normal operating hours Monday through Saturday 10:00am-4:00pm.

**6C. Update on Library Renovation Project (Daniel Schwartz)**

Mr. Schwartz reported Grand Opening will be held on March 31<sup>st</sup>. The furniture started arriving on February 20<sup>th</sup>. Carpet is being laid and painting is in the works. Contractors are continuing to work on the entryway. Concrete sidewalks and curbs are being poured in parking lot. The building contract is due March 9<sup>th</sup>. Mr. Schwartz reported staff is currently working on sorting through the books to keep in the collection. He stated book shelves will be assembled March 12<sup>th</sup>. Mr. Peterson asked about the flooring. Mr. Schwartz reported there will be carpeting in the stacks and terrazzo in the center.

**6D. Next scheduled Library Advisory Board meeting – March 20, 2012**

7. ANNOUNCEMENTS OF COMMUNITY INTEREST

- 7A. Mr. Schwartz reported the library will have a new employee, Audrey Tolle, starting on March 5, 2012.
- 7B. Mr. Ehrenreich stated \$175,000 of their \$200,000 donation was used toward furniture and \$25,000 was used towards technology such as computers, Kindles, and iPads.

8. ADJOURNMENT

Ms. Carr motioned to adjourn the meeting; motion seconded by Mrs. Martin. Motion passed unanimously, 5-0. Meeting adjourned at 3:52pm.

APPROVED:

*Dan P. Ehrenreich*  
Dan Ehrenreich, Chair

*Daniel C. Schwartz*  
Daniel Schwartz, Library Director

*Gretchen Atkinson*  
Gretchen Atkinson, Recording Secretary

*3/20/12*  
Date minutes approved & signed