

LIBRARY ADVISORY BOARD MINUTES  
OF A REGULAR MEETING

KERRVILLE, TEXAS  
March 20, 2012

On Tuesday, March 20, 2012, the Library Advisory Board meeting was called to order by Chairperson Daniel Ehrenreich at 3:04p.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 February 21, 2012. Mr. Peterson 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 reported the library only open until February 18<sup>th</sup> in preparation to move back into the renovated library. He stated more people checked out books in February than in January, most likely due to the upcoming closure. At this point last year 12,346 items had been checked out as opposed to 3,249 items have been checked out in 2012. He stated this was probably due to the size of the building and the collection at the temporary location. Fiscal year statistics are as follows: 26,532 circulated items in FY11; 70,500 circulated items in FY10. Gate count was 6,440 in FY11 and 62,345 in FY 10. He stated this was probably due to the size of the building and the collection at the temporary location. Mr. Schwartz reported the library had 500 computer users in February and the public computers were used an average of 41 minutes per hour.

4. FRIENDS OF THE LIBRARY:

- 4A. Update on Friends Activities (Daniel Ehrenreich)  
Friends will get busy next month when can get into basement. Want to paint the interior basement wall, and will move the collection to other side of basement. Want to target 1<sup>st</sup> weekend in May for book sale.

**5. CONSIDERATION AND POSSIBLE ACTION:**

**5A. Draft of Marketing Plan (Daniel Schwartz)**

Mr. Schwartz presented and discussed a handout of marketing ideas. The marketing ideas presented are as follows:

- TV monitor by the circulation desk to inform patrons of ongoing activities
- Updating Library web page
- Library Use Value calculator
- Using social media such as Facebook, Foursquare and library blogs to get information out to public
- Potential print media such as brochures, a newsletter, an ad with Kerrville Daily Times, and articles for the local newspapers
- Kerrville Greeters offers a welcome package to new residents.
- Board game night
- Speaking opportunities such as breakfasts
- Off-site library card registration
- Partnerships with organizations such as the Chamber of Commerce,

Mr. Schwartz asked the Board for feedback. Ms. Connelly asked if people can get a library card online. Mr. Schwartz stated they can register for a card online but must come into the library in order to complete their registration. She also asked how the newsletter *In the Know* is distributed. Mr. Schwartz stated the library puts it on the website and prints 50-100 to be distributed at the service desks.

Mr. Peterson asked if we have a mutual relationship with Schreiner University. Mr. Schwartz reported we grant Schreiner students a free library card and we refer patrons to each other but there is not an official agreement between the two entities. Mr. Schwartz stated we are also trying to partner with the school libraries.

Mr. Peterson asked if the library has a way to record losses. Mr. Schwartz reported we can do an inventory once we reopen and that will let us know what is lost or missing. He also stated we can track fines owed. Mr. Peterson asked where library fine money goes. Mr. Schwartz stated the money goes back into the general fund for the library.

Mr. Gross stated he thought being able to get a library card at a remote location, especially in conjunction with the Visitors Center, would be appealing. Ms. Martin suggested partnering with the realtor's board to get information about our library into the hands of potential residents.

Mr. Peterson asked if the playground has any marketing value. Mr. Schwartz said it could be included in our marketing brochures.

**5B. Statistical Analysis of Performance Measures (Daniel Schwartz)**

Mr. Schwartz provided some sample charts of statistics he provided at previous job sites. He pointed out the charts and examined the trends. He noted pie charts were for percentages of items in the collection, items circulating, etc. Mr. Peterson stated the statistical analysis was an improvement over previous presentations. He asked, "How do we know if our measures are a success?" He stated he got many statistics from the Census. He noted we serve only about 30 percent of population and then asked how does that compare to other libraries? Mr. Schwartz stated we would need to contact the state library for comparisons. Mr. Peterson stated he would like to see a per capita breakdown and know how we compare. Ms. Meisner stated Mr. Schwartz will be attending the Texas Library Association conference for the first time as a Director in April. Both Ms. Meisner and Mr. Schwartz anticipated Mr. Schwartz receiving lots of relevant information there.

**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 they are anxiously awaiting a date they can move back into the History Center. He stated they have volunteers ready to help with the move.

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

Mr. Schwartz reported that contractors are working on the punch list. City staff are assembling the shelves and are putting books on the shelves. He reported the furniture will be set up Wednesday and Thursday. IT will set up the staff and public computers. He reported KGS can move back into History Center next week.

Mr. Schwartz reported the Grand Opening event has been scheduled from 9am – 3pm on Saturday, March 31<sup>st</sup>. The library will open to the public after the ribbon cutting. He stated the library parking lot will be closed during the Grand Opening and parking will be available at Hastings and the parking garage at the corner of Water Street and Clay Street. He reported events will be held in parking lot during the event. He stated staff will be setting up outside Hastings next week so new patrons will have a card for the Grand Opening. He stated we will have prize drawing for card holders in good standing who attend the Grand Opening. He reported we will be giving away an iPad to the school with the highest percentage of students attending the event. Percentages will be based on official school enrollment numbers. Ms. Connelly asked how we are advertising the Grand Opening. Mr. Schwartz reported the City of Kerrville has put out a press release, we have an agreement with the schools, and performers are talking it up. The CE group has been contracted by H-E-B to advertise the Grand Opening. Ms. Meismer reported the Grand Opening has been put up on the scrolling signs at the banks and possibly the National Car lot sign.

6D. Update on Technology Available at the Library (Daniel Schwartz)

Mr. Schwartz reported the library will have laptops, minis, Kindles, iPads, and Samsung Galaxy tablets for circulation once we reopen. He reported we will continue to use the time control software for the public computers. The library will have 5 computers in the children's area designated for children 12 and under. There will be 21 other public computers. He reported the library will start using print control software requiring patrons to pay for prints before they are released. Other technology includes an Xbox 360 in teen room and four 46-inch televisions, one in each of the following areas: the conference room, the meeting room, the teen room, and by the circulation desk for public announcements.

Mr. Peterson said he was on a library board for a different library with two children's rooms. They found children were left unattended and eventually had to pass a law to prevent it. He asked if parents will leave their children on the playground unattended. Mr. Schwartz and Ms. Meismer stated the playground would operate as a city park with city park guidelines.

6E. Next scheduled Library Advisory Board meeting – April 17, 2012. Ms. Meismer asked if the Board would like to start meeting in the meeting room. Board members stated they would like to meet in the meeting room starting in April 2012.

7. **ANNOUNCEMENTS OF COMMUNITY INTEREST**

7A. Mr. Schwartz introduced Audrey Tolle, the new Circulation Services Supervisor. Ms. Tolle stated she recently moved from Colorado and has worked in both public and academic library settings.

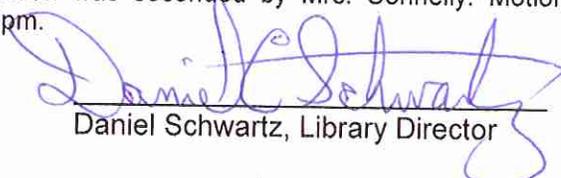
7B. Mr. Schwartz reported the library will be closed April 6-8 for the Easter weekend. He reported the library will be going back to a 7 day week operation after Easter.

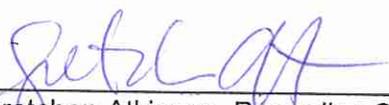
7C. Ms. Meismer asked if the Board members would like to see the library. The Board members then toured the facility.

8. **ADJOURNMENT**

Ms. Carr motioned to adjourn the meeting; the motion was seconded by Mrs. Connelly. Motion passed unanimously, 5-0. Meeting adjourned at 3:58pm.

APPROVED:   
Dan Ehrenreich, Chair

  
Daniel Schwartz, Library Director

  
Gretchen Atkinson, Recording Secretary

4/17/12  
Date minutes approved & signed