

**LIBRARY ADVISORY BOARD AGENDA
REGULAR MEETING - TUESDAY, APRIL 17, 2012, 3:00 P.M.
LIBRARY MEETING ROOM
505 WATER STREET, KERRVILLE, TEXAS**

On Tuesday, April 17, 2012, the Library Advisory Board meeting was called to order by Chairperson Daniel Ehrenreich at 3:02p.m. in the Library Meeting Room, 505 Water Street, Kerrville, Texas.

MEMBERS PRESENT:

Daniel Ehrenreich	Chairperson
Judy Carr	Vice-Chairperson
Diana Martin	Board Member
Ellen Connelly	Board Member
Lorin Peterson	Board Member (<i>left at 3:53pm</i>)

EX-OFFICIO MEMBERS PRESENT:

Elizabeth Baker	Kerrville Genealogical Society
Victoria Wilson	Mary Elizabeth Holdsworth Library Foundation

ABSENT MEMBERS:

Scott Gross	City Council
Jonathan Letz	County Commissioner
Kim Meisner	Director of General Operations

STAFF PRESENT:

Dan Schwartz	Library Director
Gretchen Atkinson	Recording Secretary

VISITORS PRESENT:

Mary Meyers	
Kay Hayes	
Sherry Hiller	
Georgia Roth	
Carol Swanson	
Ben Doerries	
Peter McCrady	Kerrville Daily Times

CALL TO ORDER

1. VISITOR/CITIZENS FORUM:

Victoria Wilson stated the Mary Elizabeth Holdsworth Library Foundation has a small presentation to make. Mr. Ehrenreich suggested they include it in their agenda item further in the meeting.

2. APPROVAL OF MINUTES:

2A. Approval of minutes of the Library Advisory Board meeting held on March 20, 2012.

Ms. Connelly noted the minutes should read: 6D. Next scheduled Library Advisory Board meeting – April 17, 2012.

Ms. Martin made a motion to approve the minutes with the correction noted by Ms. Connelly; Ms. Carr seconded the motion. Motion was approved unanimously, 5-0.

3. LIBRARIAN'S REPORT:

3A. Monthly Performance Measures

Mr. Schwartz reported there will be a new format to the statistical presentation starting next month. He stated comparison data is available through the state library, and he will email the link for that website to the Board members. He reported there are 565 libraries in state of Texas, and BHML is the 75th largest in size for population served. Mr. Schwartz reported there have been 111,490 items checked out on Millennium since January 2011. He reported we currently have 6,335 items checked out. He stated circulation staff have been working hard, at the end

of February 2012 we had 3,882 library card holders. As of noon today, we have 4,875 library cards. We had 7,000 people through door since the Grand Opening on March 31, 2012. Mr. Schwartz reported the following statistics comparing February 2012 to March 2012: circulation of materials has gone up 2,500 items, librarians have answered an additional 600 reference questions, gate count up 3,000. He reported there will be a new statistic provided on the circulation of the electronic devices. He stated so far we circulated the iPads 24 times, Kindles 12 times, the mini laptops 5 times, the Samsung Galaxy tablets 8 times, and the Xbox games 22 times. He stated he will start including History Center statistics as well.

Mr. Peterson asked if director has been talking to people upset with the new changes. Mr. Schwartz replied he is talking to patrons, the City put out a fact sheet, and he is compiling sounding board comments.

Ms. Wilson asked what the current door count is per day, Mr. Schwartz stated the door count averages 475 patrons per day. Ms. Wilson asked if staffing has increased. Mr. Schwartz said the library has filled the vacant Circulation Services Supervisor and will be filling the full-time and part-time clerk positions soon.

4. FRIENDS OF THE LIBRARY:

4A. Update on Friends Activities (Daniel Ehrenreich)

Mr. Ehrenreich reported the Friends tentatively are planning on holding a book sale the first weekend in June. He stated there is a lot of work to be done in the basement before a sale can happen. He reported the Friends are helping staff record books needing to be withdrawn from the library's system before the Friends can sell them. He reported some of the Friends volunteers are helping move excess shelving and equipment so the basement can be used as a workspace. He stated the Friends will be moving to left side of basement once this is completed. The move will require moving bookshelves and reshelving books. He stated the next book sale will be a three day sale. There will be a Friday afternoon sale for Friends members only. The book sale will be open to the public on Saturday and Sunday. He stated they are considering changing the pricing in order to sell the books because they will not fit on the Friends' side of the basement. Mr. Ehrenreich asked for volunteers to help in this process on Wednesday mornings at 10:00am.

Mr. Peterson asked if the \$200,000 donation was realized from the book sales. Mr. Ehrenreich stated some is from book sales, some is gifted from wills, some is from donations, and some is from membership fees. Originally the \$200,000 donation was to fund building a new building on the corner of library property for Friends' use. When it became clear the Friends could stay in the basement, they gave \$200,000 toward library renovation and furniture. He stated the Friends also continue to fund the library budget \$23,000 each year for large print books and books on CD.

5. CONSIDERATION AND POSSIBLE ACTION:

5A. Marketing Plan for the Library (Daniel Schwartz)

Mr. Schwartz stated he is still working on the marketing plan for the library, focusing on target audiences such as teens and seniors. He reported the library may be offering some technology workshops. He stated he wants to form some partnerships with businesses such as Hastings, particularly in conjunction with the new release of video games. He suggested the library can have a technology petting zoo which lets patrons try out several different types of technology and be able to ask questions about it with trained personnel.

Mr. Schwartz said one of the main marketing hurdles is addressing "How do we get the word out?" He stated the City is working on a technology policy and the library may be able to have a Facebook page in the future. He stated the library will be updating its webpage once the IT department moves into their new building. He said staff wants to create tutorials that can be accessed online; i.e., how do I access my account?

Ms. Martin noted she asked about partnering with Meals on Wheels in order to books into the hands of homebound seniors. Mr. Schwartz said he has not formally made the connections but they are one of the partnerships that he will be exploring.

Ms. Connelly asked what the maximum seating capacity of meeting room is. Victoria Wilson stated the room capacity used to be 100. Mr. Schwartz confirmed that number.

Mr. Peterson reported he spoke to the Vice President of his bank who suggested the library should be approaching people in the 20-45 age range. Mr. Schwartz reported we restarted Preschool Story Time and the Summer Reading Program will start up in June. Ms. Wilson stated if you bring in the children with programming, you reach their parents as well. She suggested staff could offer homework help. Ms. Martin asked if Mr. Schwartz could provide a more descriptive breakdown of the adult group.

Ms. Wilson stated that marketing should be directed at the county. She suggested the Board and the Foundation meet with the County Commissioners and hold town hall type meetings in West Kerr County, East Kerr County, and Comanche Trace in order to gain support for county funding of the library.

Ms. Carr brought up the Kerrville Daily Times articles. She stated she would write an article supporting the library. Mr. Ehrenreich stated one of Friends of the Library Board members has offered to write articles on how to use the library.

6. INFORMATION AND DISCUSSION:

6A. Update on Mary Elizabeth Holdsworth Library Foundation activities (Victoria Wilson)

Ms. Wilson introduced the Foundation Board members to the Advisory Board. Sherry Hiller, Mary Meyers, and Victoria Wilson are all former BHML staff members, and Georgia Roth has volunteered in the library's Technical Services Department. Ms. Wilson described and passed out the Holdsworth donor card. The donor card is a special events card for events such as Mother's Day, Father's Day, Christmas, and family memorials. There is a minimum donation of \$20 for the card and the Foundation hopes to tie the donor card to book donations in the future. She reported that Ms. Roth is working with Malcolm Mathews on a landscaping plan for the East Garden. They are interested in using native plants and may have limestone books in the garden. The garden may be cordoned off with a wrought iron fence in order to hold events such as weddings. She reported part of the East Garden design will screen the garden from the Schellhase house. She reported the Foundation hopes to get community involvement in building the garden.

6B. Update on Kerrville Genealogical Society activities (Elizabeth Baker)

Ms. Baker stated KGS is manning the History Center and must have two volunteers in the History Center at all times for safety reasons. She said they are currently recruiting new volunteers to help man the History Center. She reported they had 181 registered visitors in the 11 days they have been open. She stated the Kerrville Genealogical Society has an excellent website and many people find the History Center through their website. She asked for their website to be linked to the library's website. Ms. Baker reported KGS recently donated \$5,000 to the Foundation to be used on the History Center. She reported there was confusion about the library's Texana collection. She reported part of it is at the library and the rest is at the History Center. She stated the written family histories reside in their collection at the History Center. She said KGS still has their entire collection, but not all of it is on shelf yet. She reported they publish an electronic newsletter and are planning on doing some public displays to create more publicity for KGS and the History Center. She reported KGS is having a public speaker, Cybil Southerland, tomorrow at 2:00pm in the meeting room.

6C. Hardcopy Book Collection Inventory and Budget - Current and Future (Daniel Schwartz)

Mr. Schwartz stated there was a reduction in collection size. He reported the library can hold approximately 35,000 items. He said we initially thought we could access what was in the basement and pulled reserve books for patrons, but once everything was rearranged, it was not feasible to do so. He passed out a handout on the CREW method of weeding. Some of the CREW guidelines are: 1. is the information in the book still relevant? 2. what is the condition of the book? 3. Is it a classic? If so, do we need to reorder? 4. Is it of historic interest? He reported one of our internal criteria for weeding is if the item has not circulated in five years. He stated staff is now putting up more shelves. Mr. Schwartz also stated not everything was up and in order prior to opening. Mr. Schwartz asked for patience while staff is getting the items from the basement back on the shelf.

He stated that when staff was initially reshelving the books, the Texana collection could either be separated out like it was or mixed into the non-fiction collection. Staff decided to mix Texana in with the nonfiction collection. He reported staff and volunteers moved the rest of Texana over to the History Center. He reported that many patrons asked for Texana to be separated out again. He stated Texana will again be its own separate collection and will be located closer to the rest of the non-fiction section.

He reported staff is working on doing an inventory of the collection. It requires staff to physically touch each item and scan its barcode. He stated he hopes to start tackling the physical inventory in the Fall after the Summer Reading Program concludes.

Mr. Schwartz reported the current budget is \$653,000. He said approximately \$100,000 is designated for library materials, \$63,000 from the city budget and \$23,000 from the Friends. He stated we will be purchasing new books and will be reordering replacement copies of classic books. He reported as long as we have permission from the publisher we can move our eBooks if we choose to switch vendors in the future. He stated when Overdrive changed their licensing, it does not let the libraries own eBooks. If you leave Overdrive, you do not get to keep the title. He reported Axis360, our eBook program, is getting an upgrade and will start working for the visually impaired. All of their eBooks will be text to speech. He reported our eBook collection will grow but it will take time. He said

publishers leery about selling eBooks to libraries because the eBooks do not fall apart. He stated only two publishers are selling eBooks to libraries; one publisher increased their price 250% and the other limits circulation to twenty seven times and then requires you to purchase another copy.

Ms. Roth suggested Mr. Schwartz write an article for the newspaper to describe the inner workings of the library. She suggested his explanation of the weeding process and the current technology available could circumvent the negative publicity in the local press.

Ms. Hiller showed a diagram of the CREW method of weeding and the workflow in the library from selection, to processing, to circulation, and finally weeding. She stressed the professional librarians are doing a fantastic job weeding the books. Ms. Martin commended Mr. Schwartz for how he has approached the negative publicity and how he has handled the move and renovation. Ms. Wilson reminded the Board that the professional staff is fairly new to BHML and may not have made the initial decisions but are responding to public demand appropriately.

6D. Next scheduled Library Advisory Board meeting – May 15, 2012

7. ANNOUNCEMENTS OF COMMUNITY INTEREST

7A. Daniel Ehrenreich expressed how hard Mr. Schwartz and his staff have worked during the last fifteen months to get the library up and running. Mr. Ehrenreich suggested that the Foundation, Board, and KGS get together and write an article to get the information Mr. Schwartz imparted to them out to the public. Ms. Swanson stated she feels that most of the negative publicity is a result of people feeling like they did not have any input in the new library. Ms. Wilson said she can support writing the article if the professional librarians are the ones making the suggestions and not City Hall.

8. ADJOURNMENT

Ms. Connelly motioned to adjourn the meeting; Ms. Carr seconded the motion. Motion passed unanimously, 4-0. Meeting adjourned at 4:43pm.

APPROVED: 

Judy Carr, Vice-Chairperson



Laura Bechtel, Interim Library Director



Gretchen Atkinson, Recording Secretary

5/15/12

Date minutes approved & signed