

LIBRARY ADVISORY BOARD MINUTES  
OF A REGULAR MEETING

KERRVILLE, TEXAS  
JUNE 19, 2012

On Tuesday, June 19, 2012, the Library Advisory Board meeting was called to order by Vice-Chairperson Judy Carr at 3:01p.m. in the Library Meeting Room, 505 Water Street, Kerrville, Texas.

MEMBERS PRESENT:

Judy Carr	Vice-Chairperson
Halsey Bascom	Board Member
Diana Martin	Board Member
Ellen Connelly	Board Member
Lorin Peterson	Board Member

EX-OFFICIO MEMBERS PRESENT:

Justin MacDonald	City Council Member
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ABSENT MEMBERS:

Jonathan Letz	County Commissioner
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STAFF PRESENT:

Kim Meismer	Director of General Operations
Laura Bechtel	Interim Library Director
Gretchen Atkinson	Recording Secretary

VISITORS PRESENT:

Mary Meyers

CALL TO ORDER

1. VISITOR/CITIZENS FORUM:

None

2. APPROVAL OF MINUTES:

- 2A. Approval of minutes of the Library Advisory Board meeting held on May 15, 2012. Ms. Carr requested "Chairperson" be changed to "Vice-Chairperson". Ms. Connelly moved to approve the minutes as corrected; Mr. Peterson seconded the motion. Motion approved unanimously, 5-0.

Ms. Carr introduced new Friends representative, Halsey Bascom, and City Council liaison, Justin MacDonald, to the Board.

3. LIBRARIAN'S REPORT:

3A. Monthly Performance Measures

Ms. Bechtel reported the Library had 12,323 items checked out in May 2012. The gate count for May was 11,596. She reported there were 2,785 computer sessions during the month. She stated the Summer Reading Program started June 6<sup>th</sup>. She reported the Summer Reading Program had approximately 500 people signed up as of June 19, 2012, with more registrations every day. Ms. Carr reported there were 300 people in attendance at the first showing and 160 at the second showing of the Summer Reading kickoff program, "Jungle Jim's Bugs".

4. FRIENDS OF THE LIBRARY:

4A. Update on Friends Activities (Halsey Bascom)

Ms. Bascom reported the Friends had a book sale, bringing in \$2,200.21. She reported the Friends will continue to organize the basement, staging books in sections. She asked for the status on the search for the new Director and if the Friends could have a key to the basement. Ms. Meismer stated she would have to look into it because the building is all keyed alike.

Ms. Meismer reported we are potentially getting a \$200,000 - \$250,000 endowment bequeathed from an estate. She stated the City is looking at making the Meeting Room really tech savvy with smart boards on the wall. She stated they are looking at redoing the basement so it can be used by staff for processing materials and the Friends for their book sales. Potential upgrades include sheetrock, paint, air conditioning and heat, and a glass store front that can be used for book sales.

**5. CONSIDERATION AND POSSIBLE ACTION:**

**5A. Election of Officers (Judy Carr)**

Ms. Martin nominated Judy Carr as Chairperson; Ms. Connelly seconded the motion. Motion approved unanimously, 5-0. Ms. Martin nominated Lorrin Peterson for Vice-Chairperson. Mr. Peterson declined the nomination citing health reasons and informed the Board he applied to serve on the Airport Board. Ms. Martin nominated Ellen Connelly for Vice-Chairperson; Ms. Bascom seconded the motion. Motion approved unanimously, 5-0.

**5B. Marketing Plan for the Library (Laura Bechtel)**

Ms. Bechtel reported Daniel Schwartz presented some marketing ideas to the Board in March. She stated the Library proceeded with some of those ideas. She stated the Library is currently doing a newsletter. She and Children's Librarian, Pat Gordinier, spoke to Kerrville Daily Times about the Summer Reading Program. She reported the Library is planning a video game tournament tentatively scheduled for July 28<sup>th</sup>. The goal for the tournament is to try to get word to teens about services available at the Library. She stated the librarians are generating ideas for a book club and determining what would be needed for it to be successful.

**5C. Statistics for the Library compared to the State Library Survey and Census Data (Lorrin Peterson)**

Mr. Peterson reported he looked at data from the American Library Association. They highlighted ten items that were important in libraries. He reported circulation and attendance are the two biggest items in which libraries are graded. He reported BHML is right in the middle. He reported he did a correlation analysis but did not find an independent variable that drives everything. He stated we are right at the national average compared to the census. He also talked to people in the community. What kind of population do we have, broken down by county age groups? He found we are deficient in the 20-50 year age range. Mr. Peterson stated this is a starting point for discussion. When looking at the marketing plan, who do we aim our message at? He stated the population of Kerrville is only 46% of Kerr County population.

Ms. Martin requested her agenda item regarding county funding of the Library be on the August 21<sup>st</sup> agenda. She stated when she sees things in newspaper regarding the Library she would like to see feedback on the resolution coming back to the Board. She asked, "What kind of performance indicators should we be looking at? Are we continuing to get complaints?" She stated the Board has not acted on the complaints. Ms. Carr stated she is seeing the patron complaints addressed because she works in the library. Ms. Carr reiterated that the Board is an advisory board, not a board of directors. Ms. Martin requested an agenda item be added to address patron complaints and the resolution of those complaints.

Mr. Peterson stated he would like to see financials every month for the library. He stated on a previously served library board, the board passed bond measures, built a library, and approved library policies. He stated it will be hard to attract and maintain policy makers if the board does not have action items and financial data on which to base decisions.

Ms. Connelly asked where board members can go to find out what the Library Advisory Board authorities and responsibilities are. Ms. Carr and Ms. Meismer referred Ms. Connelly to the *Procedural Rules: Kerrville City Boards* given to new board members by the City Secretary.

Ms. Meismer stated the Library is submitting the proposed budget to City Council on July 3<sup>rd</sup>. Ms. Meismer said they would present the library budget to the Board in July.

Ms. Connelly stated it would be helpful if the Board would be informed of how patron issues were resolved. Mr. Peterson stated he would like to see a standing agenda item addressing how patron issues have been resolved. He suggested adding a standing agenda item "Respond to Citizen Input", allowing Board to respond to patron issues.

Ms. Martin would like to have a discussion each month on the in-house complaints and the letters that have been submitted to the newspaper. She stated she is not suggesting we debate it in the newspaper but does feel that the Board should be apprised of how the city addressed the patrons and was there any resolution.

Ms. Martin asked if the Board can dialog with the public during the public forum. Mr. MacDonald stated the City Attorney has advised City Council not to dialog with the public during the public forum because you can easily violate the Open Meetings Act. Mr. MacDonald stated there are criminal penalties for violating the Open Meetings Act.

5D. Request for Greeters in the Library (Lorrin Peterson)

Mr. Peterson stated when walking into the library, it is very open, much like walking into a church. He suggested adding greeters to ask patrons questions to make sure they are getting what they need at the library. He said he immediately thought of the Friends of the Library volunteers. He stated we would have to see how many greeters we would need for our population.

Mr. Peterson stated he would like to see self-checkout stations. Ms. Meismer reported that we will be getting two self-checkout stations courtesy of Mr. Butt. Mr. Peterson stated it would be helpful to have someone show you how to use the card catalog. He stated that we need greeters to lead patrons around, especially since the library is new and it can be difficult to learn the new layout. Ms. Carr suggested we have people utilize the Reference Desk and Circulation Desk. Ms. Martin asked if we could add a "Help Desk" sign. Mr. Peterson said he sees the need for a concierge/maître 'd. Ms. Martin asked if we have a layout map. Ms. Bechtel stated guests can ask staff about areas of the library. Ms. Meismer stated we are still arranging the collection and are adding new shelving. She also stated we will be adding new signage. Ms. Martin stated it would be easy to have a nicely framed layout posted near the entrance.

Mr. Peterson suggested that we study the need for greeters in the library and come up with a plan for greeters. For example, how many greeters do we need, what hours would they be here and how long would we need them? Mr. Peterson made a motion that Ms. Bascom approach the Friends to see if they would be interested in participating. No one seconded the motion. Motion failed.

Mr. Peterson suggested we have a service plan instead of a marketing plan.

**6. INFORMATION AND DISCUSSION:**

6A. Update on the Search for Library Director (Kim Meismer)

Ms. Meismer reported the Director position was posted on Texas Municipal League website. She stated they received eleven applications and all but one candidate meet or exceed the qualifications. She reported the City is busy with budget planning so interviews may not occur until mid-July. She stated the last time the City hired a Library Director, a member of the board sat on the interview panel. Ms. Carr stated her qualifications and volunteered to sit on the panel.

6B. Training Materials for Board Members

Mr. Peterson stated he researched and contacted the State to find out if there are training materials for board members. Mr. Peterson asked Ms. Bechtel if she was able to access the materials the State suggested. Ms. Bechtel stated the materials can be requested through interlibrary loan. Mr. Peterson said he would like a training session to include the City Manager and a representative from Finance. He requested it be on next month's agenda.

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

None. Ms. Wilson was not present.

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

None. Ms. Baker was not present.

6E. Next scheduled Library Advisory Board meeting – July 17, 2012

**7. ANNOUNCEMENTS OF COMMUNITY INTEREST**

Ms. Martin stated Daniel Schwartz's resignation was unexpected, but she wishes him well in his future endeavors.

8. ADJOURNMENT

Ms. Connelly motioned to adjourn the meeting; motion seconded by Ms. Bascom. Motion passed unanimously, 5-0. Meeting adjourned at 4:10pm.

APPROVED: Judy Carr  
Judy Carr, Chairperson

Laura Bechtel  
Laura Bechtel, Interim Library Director

Gretchen Atkinson  
Gretchen Atkinson, Recording Secretary

7/17/12  
Date minutes approved & signed