



The Rogers Public Library Commission met in a regular session in the Glotzbecker Conference Room at the Rogers Public Library, Tuesday, January 16, 2018.

MEMBERS PRESENT:

Cindy Holmer, Caroline Smith, Judy Tobler, & Matt Tolson.

STAFF:

Judy Casey, Library Director
Sami Espenschied, Administrative Assistant

FRIENDS REPRESENTATIVE:

None present

FOUNDATION REPRESENTATIVE:

None present

CITY COUNCIL REPRESENTATIVE:

None present

PRESS:

None present

CALL TO ORDER:

The meeting began at 6:35p.m.

PUBLIC FORUM:

None present.

SECRETARY'S REPORT

Motion by Caroline Smith: The minutes of December 19, 2017, are to be approved as submitted.

Second by Judy Tobler.

Approved unanimously. Minutes adopted.

REAPPOINTMENT OF BOARD MEMBERS

Confirm affirmation of duties of office for Board members at the March meeting since only four (4) members are present.

ROGERS PUBLIC LIBRARY FOUNDATION

Judy Casey reported:

- The Foundation will meet next week on the 22nd at 6:00pm.
- They are working on the Strategic Plan.
- Executive Director Brenda Majors is performing well in this position and is very enthusiastic.
 - Library Director Judy Casey and Brenda Majors had a 1:1 meeting today.
- They are still actively recruiting, ready for change, and to support RPL.
- Judy Casey reminded the Board that Brenda Majors was tenacious about the Glotzbecker Funds and received the year-end check.

FRIENDS OF THE ROGERS PUBLIC LIBRARY

Judy Casey reported:

- The Friends will meet next Tuesday morning (23rd) at 9:30am. Caroline Smith will be attending.

FINANCIAL REPORT

Judy Casey reported:

- Overall, we came out well for the year (2017). We still have the (carpet) funds in FY 2017 Building and Grounds expenses to move forward to FY 2018.
 - Matt Tolson asked how much the amount is.
 - Judy Casey stated that about \$30,000 for carpet and another \$17,000 for moving the shelving.
 - Cindy Holmer asked when we are moving the funds from last year.
 - Judy Casey replied that she hasn't heard an exact date yet from the Director of Finance, Casey Wilhelm; and explained that the capital is not in the Building and Grounds report at this point in time.
 - Matt Tolson asked if it is in the 2018 report.
 - Judy Casey affirmed, "Yes."
- Prior year unused budgeted City funds cannot be carried over into the new fiscal year unless we request this action from the City Council and receive an exception, like the carpet replacement.
- Judy Casey noted that there have been discussions regarding State Aids and possibly having to designate how they will be spent. However, Arkansas doesn't require this action. She explained that, "If we ever moved to this requirement, then it would have to roll over as it would be Library funds, not City funds."

DEPARTMENTAL REPORTS

Judy Casey reported:

- Judy Casey expressed appreciation that the Board of Trustees reviews these reports carefully.
- Judy Tobler stated that she is, "always concerned with the 'downs' (decreases)."
- Matt Tolson agreed with Judy Tobler.
- Judy Casey noted that she will explain the Strategic Planning in a few minutes, and continued with her Departmental Reporting.
- Electronic Resources Report (pp. 21-24)
 - Next month on the Electronic Resources report, the WAM (Web Access Management) statistic will be removed moving forward as it has become

- irrelevant with only four (4) databases reporting.
- Circulation Report - Movies (p. 11)
 - Matt Tolson referenced the Circulation Report and asked if DVDs are Movies and noted that Digital Movies' percent is high, but the numbers are low.
 - Judy Casey explained that digital movies' rights are in a release pattern that is something close to this order:
 - Movie Theatre
 - Redbox
 - Netflix
 - TV – Older Shows
 - Bottom level = libraries
 - Judy Casey added, "Therefore, we can never have the hot, new releases when new." She continued that OverDrive's movie selections are old. We reported 84 circulating in 2017, which doesn't warrant the cost.
 - Online Magazines
 - Flipster is a possible replacement for Zinio. Judy Casey shared that BPL (Bentonville Public Library) has been using it for over a year and so has FPL (Fayetteville).
 - Matt Tolson asked how RPL compares with the state and as a whole nationally for internet access since a lot that we offer is web-based. He continued that demographically, socioeconomics show that smart phones are heavily used in our area; and, he would have expected internet usage to reflect accordingly.
 - Judy Casey stated, "With the annual report, everything is a year behind (on historical)," and that:
 - BPL is doing well and even up;
 - SPL (Springdale), Ft. Smith PL, and FPL are not doing as well that they are seeing the same trends, but she will ask for their numbers (for comparison).
 - Additionally, she will ask Ruth Hyatt of the Arkansas State Library for numbers, but even those might be two (2) years behind.
 - Judy Casey agreed that she is very concerned about statistics and looking for ways to address the issue.
 - Judy Tobler added, "Even libraries staying level – see what they're doing."
 - Matt Tolson agreed with Judy Tobler.
 - Judy Casey shared that she talked to Mayor Greg Hines about how, "we used to be the top 10% per capita".
 - How successful are you at...?
 - Early Literacy: Are this children's participation giving them a leg up?
 - Judy Casey added that we have been discussing decrease for the last few years and implications of technology and change in library usage.

DIRECTOR'S REPORT

See "OLD BUSINESS" section.

OLD BUSINESS

Carpet Replacement in Adult Fiction by Judy Casey

- Shelves will be moved beginning January 29.
- Carpet delivery is scheduled for January 30.
- Work is to begin on January 31.

- Judy Tobler asked about the availability of the library for our patrons during this time.
- Judy Casey stated that we will be open and may have more access to materials than originally anticipated. She added that Mayor Hines, Casey Wilhelm, Legal, and David Hook are all in the loop and on board.

Update of Library Security System by Judy Casey

- Judy Casey doesn't want to begin this project until after the carpet is completed. She added that she does have a meeting scheduled with Guardtronic.
- Matt Tolson asked what the tentative go to bid date is.
- Judy Casey said that she's hoping by March 2018, but that it will be spring at the earliest. It is TBD by IT Director Ryan Breese.
- Matt Tolson expressed the need for video cameras to be in place.
- Judy Casey assured him that we have requested for several additional cameras for in and out of the building. In addition:
 - New keyless entry (to replace current keyless entry)
 - We will own the equipment. City wants to own the equipment.
 - IT has to write the specs and the City Attorney has to approve.
 - Guardtronic did finally send the City Attorney a new (revised) agreement.

Strategic Planning by Judy Casey

- Judy Casey shared with the Board that she included the Strategic Plan in her recent discussion with Mayor Hines. She thanked Caroline Smith for assisting her with the wording. Judy stated that she felt that she needed the Mayor's input. She shared the following with him:
 - Location: nice building, with a good, central location.
 - This has impacted our usage.
 - Judy Casey noted that (at the time) several of the Board members noticed when BPL opened (additionally) to Benton County (BC) residents and how it impacted our usage. [BC residents receive free BPL membership.]
 - Caroline Smith remembered that historical impact.
- The Board discussed briefly the historical impact of BPL allowing BC residents free membership to their library while it costs a non-resident family \$15.00/annually at RPL.
 - Matt Tolson shared that he knows people who have expressed frustration for having to pay the \$15/family fee.
 - Judy Casey acknowledged Matt's comment and agreed that she is aware that while some are frustrated that other patrons see the \$15 as inexpensive and a good value and noted that other area libraries have a \$25 non-resident fee.
- Judy Casey continued that we are used frequently for meeting room space.
 - Cindy Holmer asked if there is a charge to use RPL's meeting rooms.
 - Judy Casey answered, "No".
- Judy Casey reported that the Mayor shared that Main Street and other City departments are struggling with having enough meeting space too and discussed briefly the usage needs of residents west of I-49.
- Judy Casey continued with news that the Mayor is going back for a bond issue as Rogers is still working on infrastructure. She asked for two things:
 - Additional meeting room space; and,
 - With the Board's permission, to get pricing for:

- Expanding the building out from Reference and Teens for maker space and meeting rooms; and,
 - A van to have portable wireless, laptops, and to handle taking books to apartment complexes, and in the summer to the elementary schools.
 - Judy Tobler recommended looking at the (school) summer feeding locations to go to.
- Judy Casey relayed that the Mayor stated we could make a request, but there are a lot of needs and not all will be put on the bond issue.
- Judy Casey noted that RPL Foundation Executive Director Brenda Majors is receptive to assist.
- Matt Tolson asked if the Friends of RPL might also assist.
- Judy Casey hopes that they will, but has not approached them yet. Then she added that people (in general) want you to go to them.
- Matt Tolson likes the service of drop off and pick up for materials, but expressed the need to have them in "prominent places".
 - Judy Casey commented that the kiosk (at the RAC – Rogers Activity Center) is not being used and that we need additional signage.
 - Judy Tobler responded, "Location — might need it in an "upscale location".
 - Matt Tolson added, "It needs a marketing campaign."
 - Cindy Holmer suggested, "We need research to determine location...where the needs are."
 - Matt Tolson noted that the location must be technology friendly.
 - Judy Casey stated that some public libraries have put them in at Walmart Pick Up sites with the "product" listed as "My Library".
 - Matt Tolson commented, "Like a Redbox for books."
 - Judy Casey replied yes, but it is very expensive, maybe \$100,000.
- Judy Casey continued with her update. The Mayor said that we need partnerships to utilize space over the next several years – including the schools.
 - Regarding parents: Nick Hobbs, VP at JB Hunt, shared with Judy Casey that their employees need training on electronics and other topics. She asked Mayor Hines if she (RPL) could go to Rogers businesses to work together, then noted that JB Hunt is in Lowell, Arkansas.
- Matt Tolson asked about a building refresh.
 - Judy Casey replied that she's received positive responses about our current building with the exception of patrons wanting fewer shelves and more places to sit. She received only 2-3 negative responses last year. Most patrons comment that our building is, "open, inviting, and well kept." People are amazed that the building was built in 1993 and added on in 2005.
 - Judy Tobler noted that the high ceilings look good.
 - Judy Casey agreed, but noted that we do get complaints about the noise level (the sound travels quite well down the main hall).
- Judy Tobler asked when the bond vote will be.
- Judy Casey stated that she wants the Board to vote on those two (2) items.
 - Matt Tolson replied that he wants research that expands on the needs of patrons.
 - Judy Casey responded that she will be attending a PLA Pre-Conference (Public Library Association) on library design.
- Judy Casey state that the other item that she asked the Mayor about is new Rogers residents. There are approximately 130 new people per day moving into

Rogers and noted that many are 2-3 bedroom apartments with young families. She asked the mayor and he approved for us to distribute a flyer for apartments and realtors. Mayor Hines reminded Judy Casey that this must be offered equally.

- Matt Tolson commented that often apartment amenities include Club Houses where dry cleaning is dropped off for residents. He suggested that we (RPL) need to offer such as service too. He continued with, "Millennials pay \$1,000/month for perceived amenities."
- Judy Casey stated that she cannot ask (justify) for additional staff until our numbers are up.
 - Matt Tolson asked if we could have an outreach and designated social media person.
 - Judy Casey replied that she's working on reshuffling job duties to cover more of this.
- Judy Casey read the revisions from an updated handout sheet.
 - Judy Casey thanked Caroline Smith for assisting her with the rewording of these statements:
 - Item 2: Library customers want to come in and not just meet, but learn and interact. Sound recording, etc.
 - Item 3: "Life-long learning" term renamed as current industry terminology, "On-going learning". Our community has asked for this repeatedly.
 - Matt Tolson asked Judy Casey to send the revision to each Board member.
 - Caroline Smith offered to email to everyone since she had the file.

NEW BUSINESS

None.

ADJOURNMENT:

Meeting adjourned at 7:47 p.m.


Prepared by Sami Espenschied

2/14/2018
Date


Approved

2-20-18
Date