



The Rogers Public Library Commission met in a regular session in the Glotzbecker Conference Room at the Rogers Public Library, Tuesday, February 20, 2018.

MEMBERS PRESENT:

Richard Bland, Steve Hardin, Cindy Holmer, Caroline Smith, Judy Tobler, Matt Tolson, & Brice Wagner.

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 Brice Wagner: The minutes of January 16, 2018, are to be approved as submitted.

Second by Cindy Holmer.

Approved unanimously. Minutes adopted.

AFFIRMATION OF OFFICE (BOARD MEMBERS)

Judy Casey addressed the current Board requesting that they (1) reaffirm their places in Office and (2) Elect Officers:

- Judy Casey, Library Director, asked the Board members, "Board, do you agree to perform your duties as Trustees for the calendar year 2018?"
 - All present members were present and agreed. [Richard Bland, Steve Hardin, Cindy Holmer, Caroline Smith, Judy Tobler, Matt Tolson, & Brice Wagner]
- Several Board members expressed nomination to keep the current President, Matt Tolson, and current Secretary, Brice Wagner for 2018.

Motion by Brice Wagner to keep the same President and Secretary from 2017 for 2018.

Second by Steve Hardin.

Approved unanimously.

ROGERS PUBLIC LIBRARY FOUNDATION

Judy Casey reported:

- The Foundation will meet next week on the 26th at 6:00pm. Brice Wagner will attend.

Cindy Holmer reported on the January 2018 meeting:

- Author Lisa Scottoline cannot attend; therefore, they will ask their second choice author.
- The dividend check was discussed at the meeting.
- Matt Tolson asked if they are still recruiting for members.
- Judy Casey confirmed they are recruiting.

FRIENDS OF THE ROGERS PUBLIC LIBRARY

Caroline Smith reported:

- Judy Casey stated that they approved SRC 2018 (Summer Reading Club) for up to \$20,000; and added funding to Sami Espenschied's PLA Conference Trip.
- Bookstore building has a new owner, but their same lease has been extended through April 30, 2022.
 - The Board of Trustees expressed their happiness of this news.
- 11.2% was made on investments in 2017 by Edward Jones.
- They are hiring additional help to clean the Bookstore.
- Matt Tolson asked for confirmation that the Trolley Line Bookstore going out of business.
 - Richard Bland replied that Trolley Line was trying to close at the end of December 2017, but it still has not sold.

FINANCIAL REPORT

Judy Casey reported:

- Brice Wagner asked for a status on the Kiosk at the RAC (Rogers Activity Center) since he was not at last month's meeting. He wanted to know how much is being dropped off and picked up; and, what it cost us per year.
 - Judy Casey replied that the cost is about \$2,000/year.
 - Brice Wagner asked, "Should we cut our losses?"
 - Judy Casey noted that our agreement is through May 2018 and that we need to promote/market the kiosk better. Then added that 20-30 books were returned over the long weekend, which is pretty good.
 - Matt Tolson asked how pickups are going.
 - Judy Casey said that they are not the numbers that she'd like to see.

- Matt Tolson asked about possible moving costs.
- Cindy Holmer noted that the old Dollar Saver building in downtown Rogers is changing into a coffee shop and suggested that perhaps moving the kiosk more towards downtown might be a good idea...especially now that Haas Hall Academy is downtown.
- Judy Casey would like signage on Olive Street and more social media posts about the kiosk. She expressed concern that it isn't seen (well) from the road (Olive Street).
- Brice Wagner stated that he would like the Board to revisit and discuss the kiosk before we renew our kiosk agreement.
- Sami Espenschied will be bringing revised reporting options to replace the "Balance Sheet" report, which is not a true Balance Sheet.

DEPARTMENTAL REPORTS

Judy Casey reported:

- Matt Tolson asked if any of the librarians provide any year-end or moving forward reports.
 - Judy Casey shared that she has been working with each of them 1:1.
 - Matt Tolson asked, "How much latitude do you give them?"
 - Judy Casey replied that with programming, quite a bit. However, she does make some suggestions. Addressing the circulation of the physical collection will take longer.
- Strategic Plan is not on the agenda tonight because Judy Casey wants to bring several items to the Board to help her understand what they are interested in.
- Judy Tobler inquired about the Children's Report and questioned the numbers in relation to the time frame.
 - Brice Wagner asked and received confirmation that the report is January 2018 compared to January 2017.
 - Judy Casey commented that Children's programming cycles every 3-5 years; and explained the life cycle of Children's programming. She clarified that Children's Director Rebecca Willhite and Assistant Director Dara Stine are working on:
 - People want more interactive programming.
 - They are trying to change the names of programs.
 - They are creating more of the family type of programs.
 - Judy Casey continued that Rebecca Willhite has been voicing concerns to her about the preschool numbers declining. Therefore, they have been looking at community needs. Also, several of our children are now entering school.
 - Steve Hardin noted that some of the trends are declining.
- Judy Casey received a telephone call recently from a librarian on the Tennessee/Virginia border. He had looked at the PLA Surveys and asked her what RPL is doing (due to success per the report numbers).
 - Circulation and Visits on the reports include us in the 50,000-99,999 bracket, which is too wide of a scope. Also, determining which libraries listed are branches versus stand-alone libraries is a problem.
 - In Programming, we're in the top per capita.
 - In most areas, we are median or mean and noted that when she started with RPL, we were in the top 10%.
- Caroline Smith noted that she checks the Electronic Resources report every month as this is the format she uses personally.
 - Judy Casey stated that last year over \$30,000 of the total materials

budget was spent on electronic resources. Her goal is to spend \$1,000/month, but had money left over last year at year-end. She spent \$5,000 in December 2017. She noted that TumbleBooks is about \$2,000/year and observed that when we spend \$50-100 for one downloadable audio book that we can't meet the demand.

- Matt Tolson asked what other libraries do to meet the demand.
- Judy Casey explained that some are state-wide consortiums and some well-funded libraries; but, she doesn't think that any libraries are meeting the Best Sellers demand at 100%. She continued that she may have spent more on eAudio online versus eBooks last year. \$93,000 is budgeted in this area for FY 2018.
- Judy Casey shared a possible new development that she learned recently that may help meet demand. Downloadable audio and eBooks effective January 1, 2018, is now sales taxable by Arkansas law and we are estimated to purchase \$50,000 worth.

DIRECTOR'S REPORT

Judy Casey reported:

- Download Day is tomorrow. Please refer to the hourly prize list for downloading our RPL App (Supplement provided at meeting).
- We will also have a 2018 Monthly Reading Challenge with monthly drawings for participants.
- Cindy Holmer expressed great interest in these programs. She liked that we're making it fun while getting people into the library.
- Marketing Update (by Judy Casey):
 - Judy Casey is working on one staff person to own all of our branding and marketing for consistency.
 - City Public Relations Specialist Ben Cline will be included on every PR item from RPL.
 - Currently, Information Literacy Librarian Tamara Sipes is getting local calendars and finding out how to get us on those calendars. Judy Casey has requested staff to submit one PR item per week.

OLD BUSINESS

Carpet Replacement in Adult Fiction by Judy Casey

- Everything was not installed at the original installation. They ran out of molding (baseboard) materials and could not complete the northern sections with it.
- When they did bring the new materials, it was the wrong color.
- David Hook has obtained a new vendor for us to utilize.

Update of Library Security System by Judy Casey

- IT Director Ryan Breese is working with Judy Casey.
- Guardtronic gave pricing for us to buy out the current old equipment.
- We will keep Guardtronic for our monitoring until the moving forward items are determined.
- Matt Tolson asked for an ETA.
- Judy Casey replied that we do not have an ETA yet. Her meeting with Ryan Breese had to be rescheduled.

Meeting Room Research by Judy Casey

- This will be on-going research by Judy Casey.

- Judy Casey included Mt. Home Library's numbers in the Board packet and is pending all other LDD1 libraries' numbers.

Space Needs by Judy Casey

- Architect Don Spann mocked up some drawings for us (p. 40). (This was shared with the Board on the wall.)
- Our current Young Adult (Teen) Library was our old Children's Storytime Room; therefore Judy Casey asked Don Spann to include removing the wall in the plans.
- Don Spann ended up adding additional space out west of the current building as it is more cost effective.
- Judy Casey stated that she needs the Board's input because construction costs are up. About 2,400ft² would cost \$700,000 and it would be probably towards year-end before plans could be finalized, maybe longer. It was estimated to take 6-7 months to build.
- Judy Casey requests the Board to share their priorities.
- Caroline Smith asked if they should be discussing branches versus expanding.
- Judy Casey stated that Mayor Greg Hines wants her to collaborate with local businesses and schools.
- Matt Tolson suggested getting sponsors for conference and tutor rooms if this is an option.
- Judy Casey confirmed that it is an option. The RPL Foundation is working with her on locating grants via a program they recently discovered. She continued that City Councilman Mark Kruger spoke at the State of the City. Mr. Kruger shared that he anticipated requests for branches. For example, if City leadership sees that we need a branch, it will take a bond issue. We need another service organization or City department on a smaller scale to prove commitment such as the Rogers Museum will have a small collection from RPL. We may be able to work with Rogers schools and other organizations.
- Judy Casey noted regarding branches that Pea Ridge, Garfield, and Gravette libraries 10 years ago did not have their own libraries, but now they do.
- Brice Wagner asked Judy Casey what her biggest need is.
- Judy Casey responded, "Meeting rooms." And added that she would love to have the wall down between the Young Adult Library and Adult Fiction (for better space utilization).
- Matt Tolson noted that meeting rooms allows for a sponsorship chance.
- Brice Wagner shared his personal small sampling of 10-12 young professionals library use. Only one of them had come into the library in the past year. He concluded that they are not coming in the library.
- Judy Casey said that patrons want the library for meetings...for space itself and interaction with others, and different Children's programming. She shared what patrons have shared with her – people she speaks to are often amazed at what RPL offers to the public. The successful library today is no longer a depository of information. From conversations with patrons, they want "Learn. Try. Come and do."
- Judy Casey has a staff member attending the RPL Foundation meeting next Monday night to request funding for brochures on what RPL offers to be distributed to local apartment complexes. She noted that coffee houses are having book clubs meet in them.
- Judy Casey assured the Board, "We're trying new things."
- Our options are:
 - Meeting Room space,
 - Expand the Young Adult (Teen) Library, and

- We need more space in general.
- Matt Tolson noted that if we rearrange (shelving, furniture, etc.), we have more space.
- Judy Casey requested meeting space/conference room for 25-30 people.
- Matt Tolson stated that we need good technology for meeting rooms and asked if we have a date.
- Judy Casey replied that Mayor Hines has not given a bond date yet and that she needs to provide him with the Board's input within the next 6-8 weeks.
- Steve Hardin asked if it will be a multi-issue bond.
- Judy Casey was not certain.
- Judy Tobler noted that people will ask why we're expanding if our statistics are down.

NEW BUSINESS

Recommend Changes to Checkout Limits (p. 41) by Judy Casey

- The Board reviewed the recommended changes as listed in the packet.
- Brice Wagner asked about any potential problems foreseen.
- Judy Casey stated that movies would have been, but they are not included.
- Brice Wagner made a motion after learning that there are no issues foreseen.

Motion by Brice Wagner to implement the recommended changes to checkout limits as listed in the Board packet.

Second by Steve Hardin.

Approved unanimously.

ADDITIONAL DISCUSSIONS

Judy Casey requested the Board's input on rescheduling the next two months' meetings due to her being out of town.

- March 20 Meeting: Judy Casey and Sami Espenschied both will be at the PLA Conference all of this week. The Foundation meeting has already been moved to March 26. Historically, Mayor Womack would not allow this Board to meet on a City Council meeting night, but Judy Casey is willing to ask Mayor Hines if we could move our meeting to March 27.
- April 17 Meeting: Recommends moving to either Monday, April 23 or Tuesday, April 24.
 - Judy Tobler cannot attend on Mondays.
- Judy Casey will ask Mayor Hines' permission to move both upcoming meetings to one week after they are originally scheduled.

Several Board members switched dates to attend the RPL Foundation meetings.

- Brice Wagner requested the entire 2018 revision be emailed to the members.

ADJOURNMENT:

Meeting adjourned at 7:55 p.m.

Prepared by Sami Espenschied

Date

3/16/2018

Approved

Date

Brice A. Wagner
3-26-18