



City of Colleyville

Colleyville Library Board Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
817.503.1000
www.colleyville.com

Monday, February 14, 2022
6:00 PM

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

2. APPROVAL OF MINUTES

December 13, 2021

3. REGULAR AGENDA ITEMS

3a Discussion of the Colleyville Public Library Long-Range Plan Update

3b Discussion of Items for Future Agendas

4. REPORTS

4a Librarian's Report

4b Friends of the Colleyville Public Library Report

4c Colleyville Public Library Foundation Report

5. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Thursday, February 10, 2022 by 5:00 p.m.

Mary Rodne, Library Director

A quorum of the Colleyville City Council and/or any other Colleyville Board, Commission, or Committee may be in attendance at this meeting. Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the Library Assistant at least 48 hours in advance at 817.503.1150, and reasonable accommodations will be made to assist you.



City of Colleyville

Colleyville Library Board

MINUTES

City Hall
100 Main Street
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Monday, December 13, 2021
6:00 p.m.

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

Chair Gary McPherson called the meeting of the Colleyville Library Board to order at 6:04 p.m.

Present Board members: Chair Gary McPherson, Pat Jones, Joan Roberts, Wanda Cotter, Molly Skinner, Joseph Stout; City Staff: Library Director Mary Rodne, Administrative Secretary Maria Hoefke

Absent Board Members: Kay Newton, Joy Fulton Lee, Denise Light

2. APPROVAL OF MINUTES

October 25, 2021

A motion was made by Pat Jones and seconded by Joan Roberts to approve the October 25, 2021 minutes. The motion was approved unanimously.

3. REGULAR AGENDA ITEMS

3a Introduction of new Colleyville Library Board Members

Chair Gary McPherson requested board members to introduce themselves and provide background information.

3b Election of Chair and Vice-Chair

A motion was made by Molly Skinner, and seconded by Joan Roberts, to nominate Gary McPherson for Chair of the Colleyville Library Board. A motion was made by Molly Skinner, and seconded by Wanda Cotter, to nominate Joan Roberts as Vice-Chair of the Colleyville Library Board. The nominations were approved, as presented, with a unanimous vote.

3c Review Colleyville Library Board Bylaws

Director Mary Rodne stated that Library Board Bylaws were included, annually, for

member review. Rodne reminded the Board of the importance of adhering to meeting attendance guidelines and described the general frequency of Library Board meetings.

3d Discussion of the Colleyville Public Library Long-Range Plan Update

Director Rodne informed the Board that the process of the Long-Range Plan update was moving forward. Rodne reported that Aaron Babcock of Hidell and Associates Architects, has been in discussion talks with Library staff and the Library Board. It was noted that Babcock has been compiling information on national trends, peer library comparisons, and currently is compiling survey results. The survey was launched in early December. The Library sent a survey link to all Library card holders and the City of Colleyville also sent out a survey link to the community via their weekly e-News blast. Both the Library and the City will re-send the survey in the next couple weeks. Director Rodne said the number of responses to date has been impressive. Currently, the survey has had 1,366 responses. Of those, close to 1,200 have included their contact information for a chance to win prizes. Rodne added that the City provided their \$35 Christmas Gift Cards as incentive and 10 winning names are randomly selected each week. Additionally, there is also a chance to win one of two \$100 Amazon gift cards. The survey runs through January 7th. A finished report is expected before March.

3e Discussion of Items for Future Agendas

The next regularly scheduled meeting was tentatively set for Monday, February 14, 2021, and that one agenda item would include the discussion of the Long-Range Plan update.

4. REPORTS

4a Librarian's Report

A. Monthly Statistics:

Director Rodne provided an overview of the statistics and programs for the months of September 2021 through November 2021.

B. Donations:

Rodne reported that during the months of August and September the Library had not received any donations. In October and November, the Library received a total of \$530 in donations. In October, donations included \$50 from the Saddlebrook Homeowners Association for the purchase of books in memory of Paul Pardo. In November, donations included \$500 from Ann Maddux for the purchase of audio books on CD and for Library staff appreciation; and \$30.00 from Bryan Lucchesi for Library staff in appreciation for home delivery of materials.

C. Programs:

Director Rodne provided an overview of the Library's program and events for October, November, December and early next year.

In Youth Services, 52 programs were held with 598 in attendance. In Adult Services, seven programs were held with 64 in attendance. In October, the Library hosted a special author visit with former Colleyville resident and Chief Meteorologist Kristin Kahanek. Kahanek read her published book on weather, answered questions and provided several giveaways to those in attendance.

In October, the Library hosted Check & Treat. The event was held on October 30th. When patrons came to check out any Library item, staff handed out treat bags. A total of 200 were distributed.

In November, the Library hosted programming for Thanksgiving. A special story time, craft, and movie were held. Additionally, the Library celebrated its 18th birthday on November 24th. To celebrate the Library's special day, and Thanksgiving, any Library card holder who checked out an item that week, received a special birthday card thank you from the Library and a treat bag. Almost 130 bags and cards were given out.

On December 10th, the Library hosted Cookies and Caroling with the Grapevine High School Jazz Choir who performed their holiday program in the Library. The week of Christmas, the Library will also do a special treat bag for patrons checking out materials. The treat bags will also be included for those residents who use the Library's book delivery service. On December 17th, the Library will hold a Back to the Classics movie day, featuring White Christmas, free to the public.

On December 13th, the Library launched the newest StoryWalk® Project featuring the book, *Snow Friends*. The program features stand-alone signs around the Plaza each depicting a page of the book. Activity sheets and a picture hunt are part of the fun. The StoryWalk® Project will continue through January 31, 2022.

The Library continues its promotion of Binge Boxes, which feature a variety of themed DVD's in sets of four, five and six. Any patron who checks out a Binge Box receives a special popcorn container complete with popcorn and candy.

The Library's Winter Reading Program theme will be, *Snow is Falling, Books are Calling*. The program will run for 10 weeks beginning in January.

The Senior Center will begin sharing space at the Library beginning in January. The Senior Center will be undergoing renovations for most of 2022. Additionally, all

voting in 2022 will also be held in the Library. All early voting and election days will be held in the upstairs meeting rooms.

4b Friends of the Colleyville Public Library Report

Joan Roberts stated the mini holiday Friends of the Library Used Book Sale brought in \$410 including \$50 in donations. The Friends are exploring having a bigger book sale in 2022.

4c Colleyville Public Library Foundation Report

Pat Jones stated there was no update.

5. ADJOURNMENT

A motion was made by Pat Jones and seconded by Molly Skinner to adjourn the meeting of the Colleyville Library Board at 6:36 p.m. The motion was approved unanimously.

APPROVED BY A VOTE OF ___ AYES, ___ NAYS, AND _ ABSTENTIONS ON THIS THE ___ DAY OF _____.

Minutes taken and prepared by:

*Maria Hoefke
Administrative Secretary*



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
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Agenda Number 3a

Agenda Date 2/14/2022

Number

Type Regular Agenda Items

Department Library

Title

Discussion of the Colleyville Public Library Long-Range Plan Update

Explanation

This item is provided as an opportunity for the Board to give input on the Colleyville Public Library Long-Range Plan update. Aaron Babcock, Hidell and Associates Architects, will present an update on the work in progress on the planning process phases, which will include the following tasks:

Data Collection

The data collection phase will establish factual criteria regarding the Colleyville Public Library, its users, local and national trends impacting library service, and funding. Demographics and growth data, library service analysis data, and future trends data will be utilized during this phase.

Design Workshop

The workshop phase with key stakeholders will bring together the exchange of ideas and information gathered from previous data collection tasks through an intensive and highly integrated workshop session; utilizing the data as a backdrop to start the discussion and navigate solutions. The results of the workshop process will establish short and long-term goals for user-centered service delivery, marketing, collections, technology, programs, and services.

Long-Range Plan Survey

The community engagement phase will include a library assessment survey.

Final Report

This phase will include the compiling of all analysis, information and recommendations into a comprehensive document that includes the established data, priorities from the collaborative planning workshop, and the library assessment survey responses into a feasible solution (with multiple options), and associated costs. The final document will articulate a vision and plan for the Colleyville Public Library for the next five years, and will provide recommendations for user-centered service delivery, marketing, collections, technology, programs, and services. The final plan will include vision and mission statements for the Library and identified goals, objectives, and activities to implement the Library's core service priorities, identified in the City's Business Plan.

Following the update presentation, Babcock will facilitate a discussion to seek Board input on the survey results and recommendations for future needs of the Library.

Attachments

1. Colleyville Library Long-Range Plan Update - Library Board 2.14.2022

COLLEYVILLE PUBLIC LIBRARY

LONG-RANGE PLAN UPDATE 2021

Library Board Review Session

February 14, 2022

Prepared by
Hidell and Associates Architects, Inc.



COLLEYVILLE LIBRARY

Long-Range Planning Update

Agenda

Item 1 - Community Factors Impacting the Library

Item 2 - Library Services Assessment

Item 3 - Conclusions

Item 4 - Recommendations

COLLEYVILLE LIBRARY

Long-Range Planning Update

Community Factors Impacting the Library

Up from 11.4% in 2014



DEMOGRAPHICS

SIZE OF COLLEYVILLE

Estimated Residents (FY 2020)26,057
No. of Households.....9,311

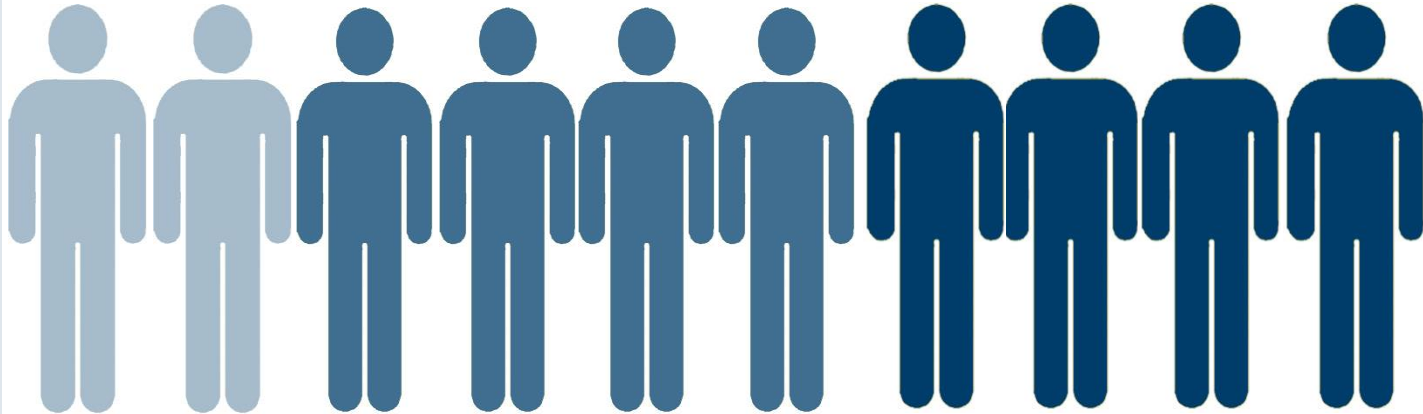
LIBRARY CARDHOLDERS

Resident Cardholders(FY 2021)12,131
Non-Resident Cardholders.....1,607

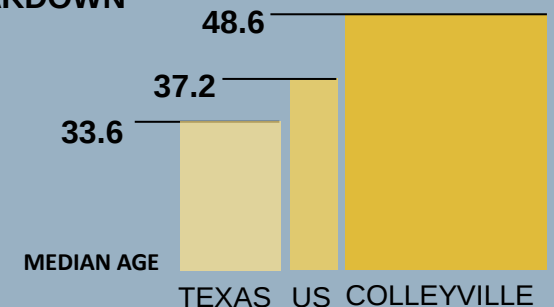
COLLEYVILLE RESIDENT

Median Age.....48.6
Median Household Income.....\$163,509

23.4%	19.4%	39%	18.2%
0-18	19-50	50-64	65+
YOUTH	ADULTS	ACTIVE ADULTS	SENIOR



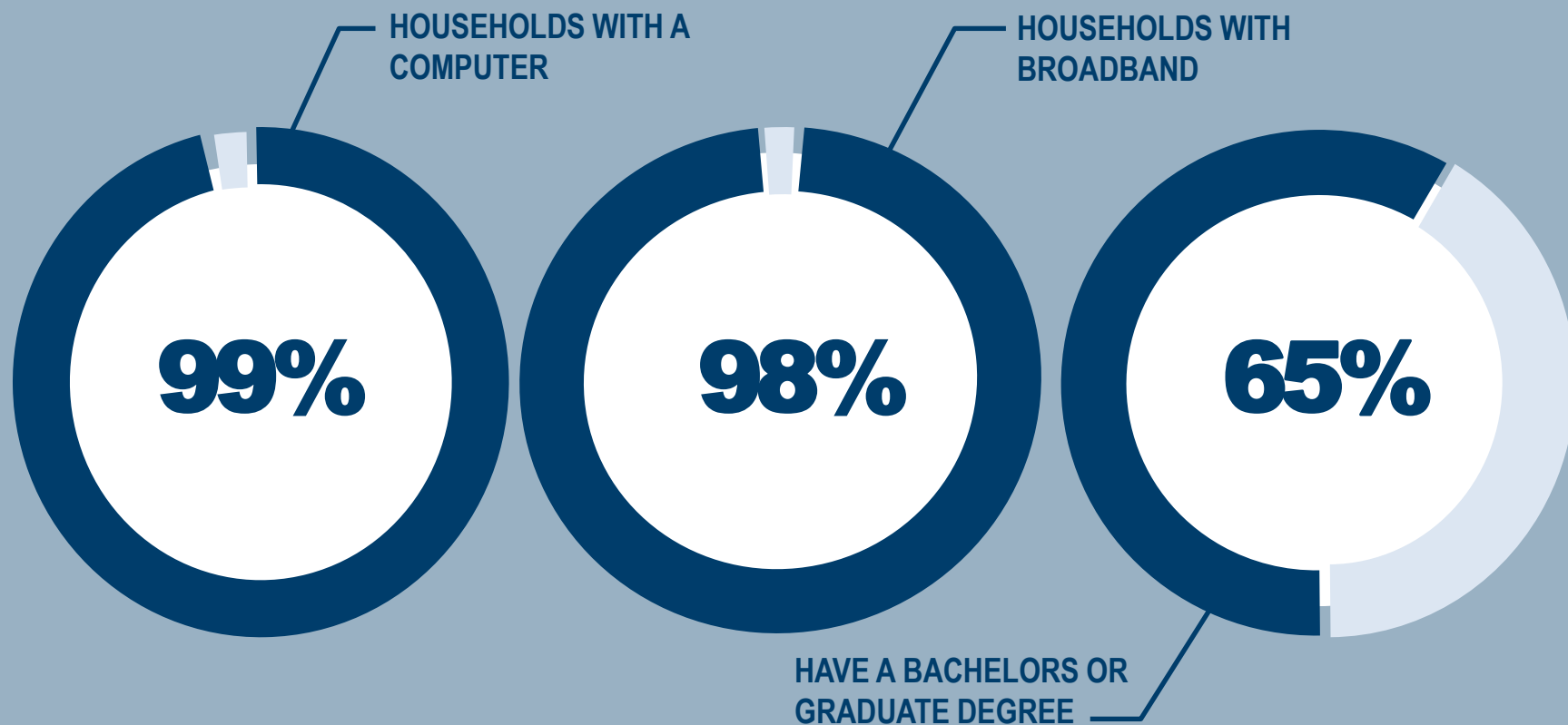
POPULATION AGE BREAKDOWN



COLLEYVILLE LIBRARY

Long-Range Planning Update

Community Factors Impacting the Library



COLLEYVILLE LIBRARY

Long-Range Planning Update

Community Factors Impacting the Library

STAY AT HOME TREND HAS RESULTED IN...Significant shift in borrowing habits

- Texas Libraries have experienced a 115% increase in digital lending since 2016
- Colleyville has experienced a 323% increase during that same period

REGISTERED USERS

10,873 OR 41% of Residents

Number of Registered users remained strong during the pandemic

SOCIAL DISTANCING HAS RESULTED IN ... Reduced program attendance

- Program attendance was down due to the pandemic
- Texas Libraries have experienced a 36% reduction in program attendance since FY 2016
- 11,669 total attendance in FY 2020-2021 down 41% from FY 2016

COLLEYVILLE LIBRARY

Long-Range Planning Update

What we heard...

"promote more of your digital offering. Highlight titles that are available. Host on-line zoom meetings showing how to get your digital offerings. Perhaps create a you-tube channel/video explaining the most recent arrivals and how-to classes in downloading digital offerings. Bring in more city officials to host meet and greets. Have the officials explain what they are reading and why. Perhaps offer some fun trivia quiz events based on books or periodicals only available at the library"

More online and audio book downloads

"AFTER HOURS DROP OFF IN ANOTHER PUBLIC LOCATION. FOR EXAMPLE: LOCAL POST OFFICE"

My experience with the library has been excellent mostly due to the excellent customer service of the library staff!

"My kids love coming to pick out books and find new chapter books series with the librarians. They are so helpful."

"I feel like a library represents a community center for knowledge. Maybe if you all had Workshops for like life and business - basic classes that were advertised on Google to bring people in. Maybe advertising for group book study circles and all that. Books are a great way to connect people in a way that technology can't. I feel like shared interest across the landscape of knowledge could definitely enrich the community"

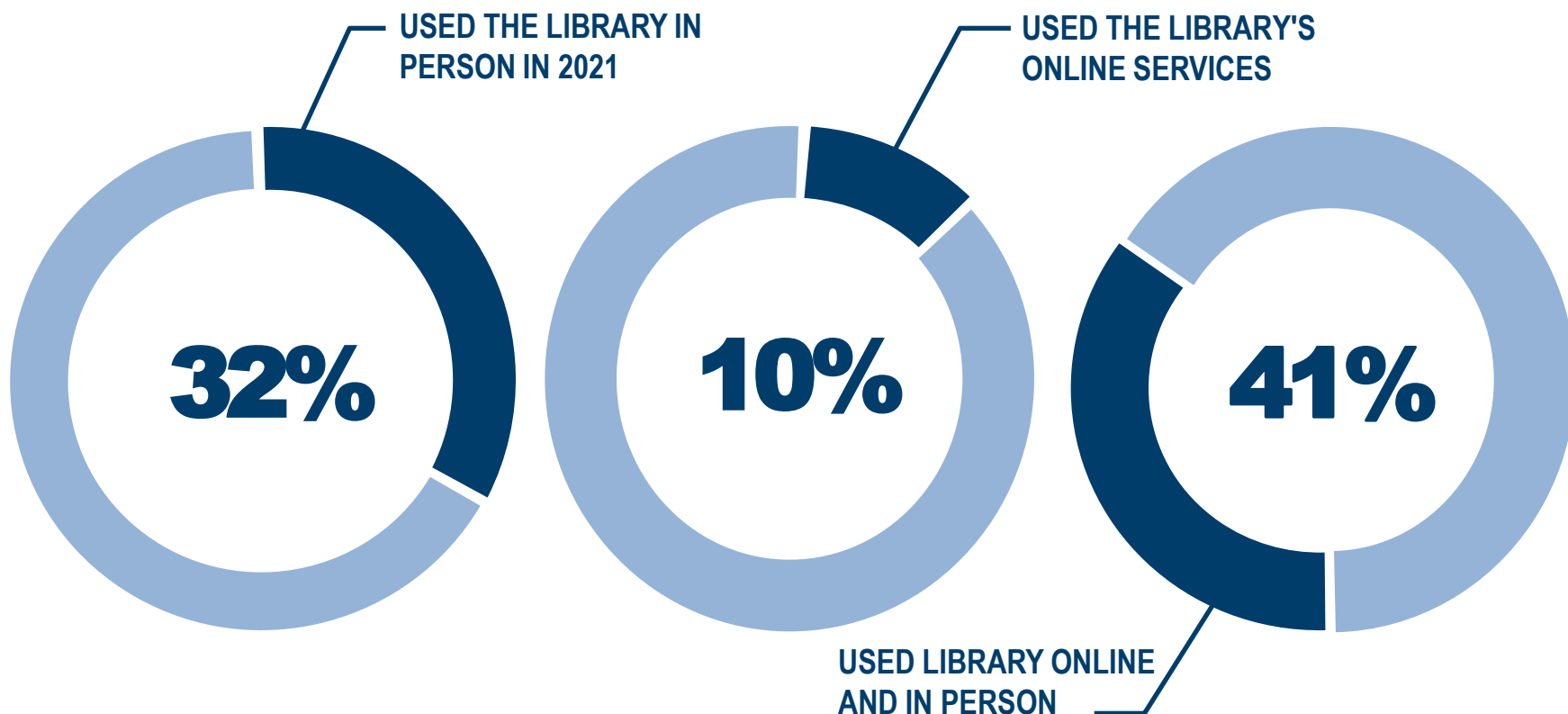
You're doing a great job!

COLLEYVILLE LIBRARY

Long-Range Planning Update

What we heard...

Conducted an Online Survey with **1,467** total responses
or **7% of service population**

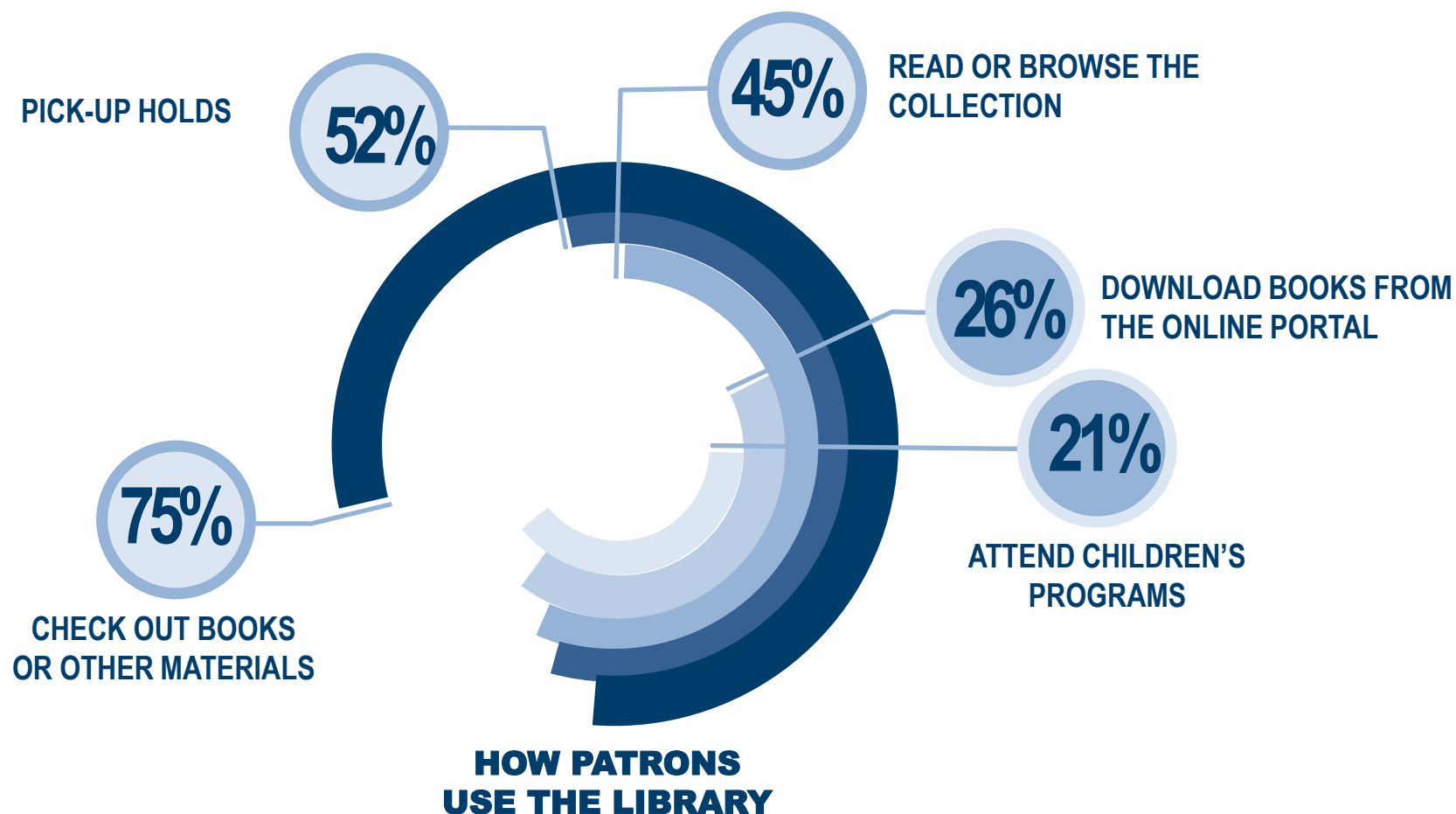


COLLEYVILLE LIBRARY

Long-Range Planning Update

What we heard...

What respondents do when they visit the Library...

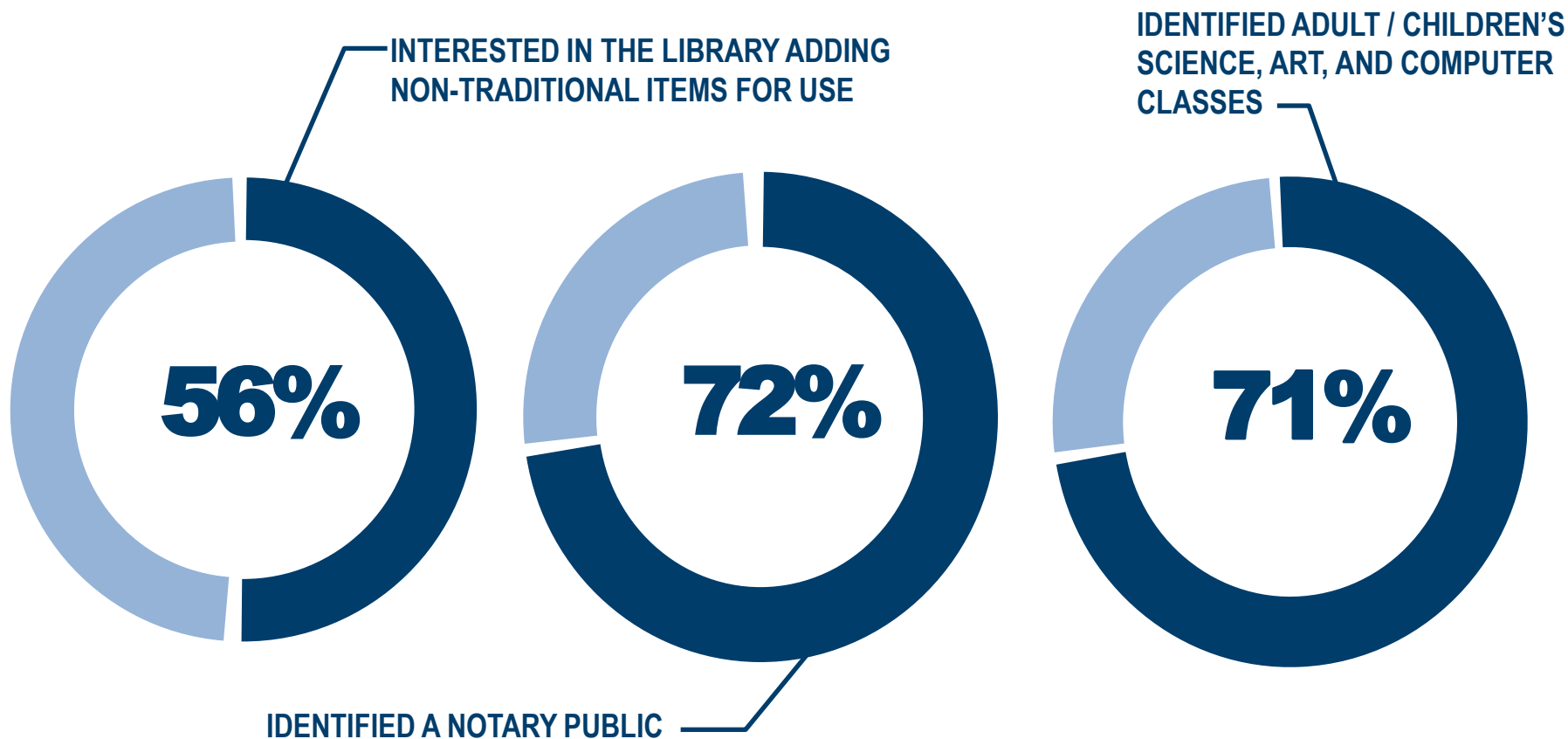


COLLEYVILLE LIBRARY

Long-Range Planning Update

What we heard...

Important services to integrate into the Library...



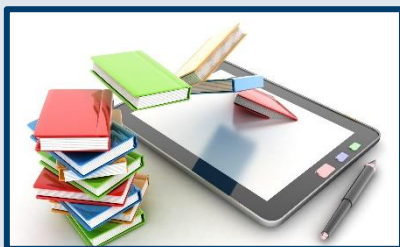
COLLEYVILLE LIBRARY

Long-Range Planning Update

What we heard...

Suggestions on how to improve the Library...

MORE DIGITAL CONTENT



AFTER HOURS HOLDS PICK UP



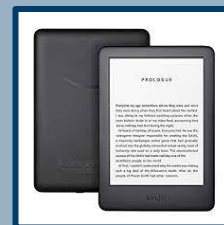
MORE STUDY ROOMS



SATURDAY STORYTIMES FOR WORKING FAMILIES



STREAMLINE ACCESS TO DIGITAL COLLECTIONS



EXPANDED ACCESS TO AUDIO BOOKS



COLLEYVILLE LIBRARY

Long-Range Planning Update

Peer Library Review

CIRCULATION PER LIBRARY VISIT:

4.14 / Visit

Translation – Every visitor to the Library borrowed 4.14 items.

2.2 Times Above State and National Averages

DIGITAL CIRCULATION PER CAPITA

1.96 / Capita

Translation – The average registered users checked out 4.5 digital items.

3.2 Times Above State and National Averages

TOTAL CIRCULATION:

7.45 Items / Capita

Translation – The average registered user checked out 18.55 items

2.4 Times Above the state average for communities of similar size

LIBRARY VISITS:

1.80 Visits / Capita

Translation – 48,750 people visited the library in FY 2020

21% ABOVE Peer Libraries of similar size

COLLEYVILLE LIBRARY

Long-Range Planning Update

Current Library Services

Anchored by **Excellent Pivots**

EXPANDED DIGITAL COLLECTION



DRIVE-UP WINDOW SERVICE POINT



TAKE HOME KITS



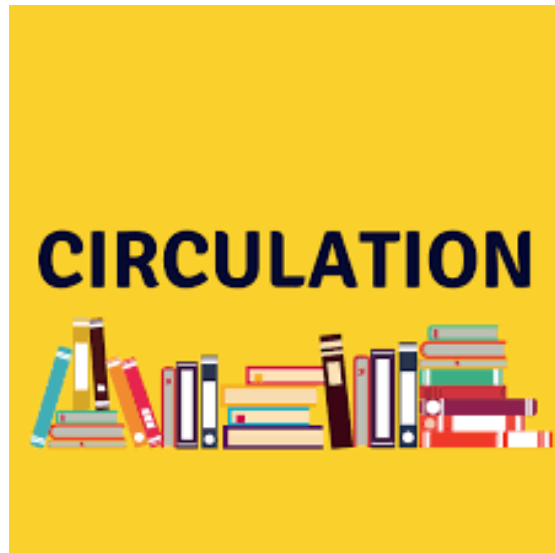
COLLEYVILLE LIBRARY

Long-Range Planning Update

Library Facility Assessment

Two key statistics indicate revised layout is working...

TOTAL CIRCULATION



234,667 FY 2016

246,043 FY 2020

CIRCULATION / VISIT



2.43 / visit FY 2016

4.14 / Visit FY 2020

COLLEYVILLE LIBRARY

Long-Range Planning Update

Conclusions

WHAT THE LIBRARY DOES WELL

- Patron Support is very positive
- Library use compared to peer Libraries is strong

HOW THE LIBRARY CAN IMPROVE

- React to changing community needs
- Increase communication regarding Library programs and services

COLLEYVILLE LIBRARY

Long-Range Planning Update

Recommendations

- **INTEGRATE LESSONS** from Covid
- **INCREASE** Digital Collections and Maintain Popular Materials
- **STREAMLINED ACCESS** to Collections and Services
- **PROVIDE ADDITIONAL** Seating (Group seating / Study seating)
- **ACTIVELY** Promote programs and services





City of Colleyville Colleyville Library Board Agenda Briefing

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Agenda Number 3b

Agenda Date 2/14/2022

Number

Type Regular Agenda Items

Department Library

Title

Discussion of Items for Future Agendas

Explanation

This item allows the opportunity for Library Board members to suggest items for consideration on future Library Board agendas and to confirm the next regularly scheduled meeting date.

Attachments



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
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Agenda Number 4a

Agenda Date 2/14/2022

Number

Type Report

Department Library

Title

Librarian's Report

Explanation

The reports provided are to update Board members on the statistics and programs for the months of December 2021 and January 2022.

A. Monthly Statistics

B. Donations

C. Library Programs

Attachments

1. Library Statistics - December 2021 - January 2022
2. Volunteer Hours Summary - FY 2021-2022



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/DECEMBER 2021

	December 2021	December 2020	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	5,076	3,730	36%	14,735	26,184	-44%
Gate Count	4,212	2,710	55%	12,119	23,206	-48%
Cloud Library Activity	703	627	12%	2,105	1,870	13%
Drive Up Transactions	161	393	-59%	511	1,108	-54%
Total In-Library Transactions	21,406	23,845	-10%	67,346	69,757	-3%
Study Room Hours Usage	255.00	0	254900%	800.00	0	799900%
Volunteer Hours	116.00	0	115900%	279.25	0	279150%

LIBRARY PROGRAMS PRESENTED

19	7	171%	90	53	70%
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PROGRAM ATTENDANCE

434	620	-30%	1,580	1,949	-19%
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COMPUTER USE

Users

Users

Children	0	0	0%	0	0	0%
Adult	0	0	0%	0	0	0%

CARD REGISTRATIONS

63	53	19%	192	305	-37%
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CIRCULATION

TOTAL CIRCULATION	16,132	18,346	-12%	51,076	51,219	0%
Cloud Library	4,245	4,641	-9%	12,968	13,134	-1%

COLLECTION

229	427	-46%	72,842	74,723	-3%
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LIBRARY RECEIPTS

\$568.04	\$491.85	15%	\$1,809.25	\$1,769.46	2%
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COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/JANUARY 2022

	January 2022	January 2021	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	6,014	3,660	64%	20,749	29,844	-30%
Gate Count	5,055	2,616	93%	17,174	25,822	-33%
Cloud Library Activity	774	705	10%	2,879	2,575	12%
Drive Up Transactions	185	339	-45%	696	1,447	-52%
Total In-Library Transactions	24,404	26,045	-6%	91,750	95,802	-4%
Study Room Hours Usage	300.00	0	299900%	1,099.00	0	1098900%
Volunteer Hours	86.00	0	85900%	364.75	0	364650%

LIBRARY PROGRAMS PRESENTED

37	14	164%	129	67	93%
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PROGRAM ATTENDANCE

488	331	47%	2,204	2,280	-3%
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COMPUTER USE

Users

Users

Children	7	0	6900%	7	0	6900%
Adult	30	0	29900%	30	0	29900%

CARD REGISTRATIONS

83	51	63%	275	356	-23%
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CIRCULATION

TOTAL CIRCULATION	18,686	20,101	-7%	69,762	71,320	-2%
Cloud Library	4,936	5,226	-6%	17,904	18,360	-2%

COLLECTION

-2	-51	96%	72,840	74,672	-2%
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LIBRARY RECEIPTS

\$577.33	\$320.04	80%	\$2,386.58	\$2,089.50	14%
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COLLEYVILLE PUBLIC LIBRARY

VOLUNTEER HOURS

FISCAL YEAR 2021-2022

MONTH	VOLUNTEERS	PER- SONS	VOLUNTEENS	PER- SONS	NCL	PER- SONS	SCHOOL	PER- SONS	TEEN/ADULT COURT	PER- SONS	TOTAL	TOTAL PERSONS
October	5.50	1	25.00	5	0.00	0	40.00	13	0.00	0	71	19
November	10.50	1	18.00	6	0.00	0	64.25	21	0.00	0	93	28
December	11.00	1	12.50	5	0.00	0	84.50	24	8.00	1	116	31
January	11.75	1	5.00	4	0.00	0	66.75	21	2.00	1	86	27
February											0	0
March											0	0
April											0	0
May											0	0
June											0	0
July											0	0
August											0	0
September											0	0
FY Total	39	4	60.50	20	0.00	0	255.50	79	10.00	2	364.75	105



City of Colleyville Colleyville Library Board Agenda Briefing

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Agenda Number 4b

Agenda Date 2/14/2022

Number

Type Report

Department Library

Title

Friends of the Colleyville Public Library Report

Explanation

A representative from the Friends of the Colleyville Public Library will provide an update and report to the Colleyville Library Board members.

Attachments



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
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Agenda Number 4c

Agenda Date 2/14/2022

Number

Type Report

Department Library

Title

Colleyville Public Library Foundation Report

Explanation

A representative from the Colleyville Public Library Foundation will provide an update and report to the Colleyville Library Board members.

Attachments