



City of Colleyville

Colleyville Library Board Agenda

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

Monday, June 8, 2015
6:00 p.m.

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

2. APPROVAL OF MINUTES

February 9, 2015

3. REGULAR AGENDA ITEMS

3a Overview of the 2015 Summer Reading Program

3b Update on the Colleyville Public Library Long-Range Plan

3c 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. CITIZEN COMMENTS/PRESENTATIONS REGARDING ITEMS NOT ON THE AGENDA

6. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Friday, June 5, 2015 by 5:00 p.m.

Kristi Isbell

Kristi Isbell
Administrative Assistant

A quorum of the Colleyville City Council 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, February 9, 2015
6:00 p.m.

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

Chair Thad Bolline called the meeting of the Colleyville Public Library Board to order at 6:01 p.m.

Roll Call

Present Chairperson Thad Bolline, Board members Kay Newton, Victoria Kennedy-Ziegler, Vernon Noronha, Molly Skinner, Billie Tuttle, Charna Logan-Gray, Nancy Andrews, Sue Anne Martinez, Ex-Officio member Nancy Tuuling; Staff: Library and Recreation Director Mary Rodne, Assistant City Manager/Chief Financial Officer Terry Leake, and Administrative Assistant Kristi Isbell; Consultants: Bill Hidell and Aaron Babcock with Hidell Associates Architects

Absent Ex-Officio member Cecilia Monacelli

2. APPROVAL OF MINUTES

October 27, 2014

A motion was made by Charna Logan-Gray and seconded by Billie Tuttle to approve the October 27, 2014 minutes as presented. The motion carried with a unanimous vote.

3. REGULAR AGENDA ITEMS

3a Overview of the 2015 Summer Reading Program

Director Mary Rodne provided a brief overview of the 2015 Summer Reading Program theme, *Read to the Rhythm*, and shared the graphics for the youth, teen, and adult programs. Rodne described the musical themed program and that music elements would be incorporated whenever possible.

3b Update of the planning process for the Colleyville Public Library Long-Range Plan

Aaron Babcock, of Hidell Associates Architects, explained that an online survey would be utilized rather than focus groups, for the new long range plan. Babcock

provided information regarding how the Colleyville Public Library compares to area libraries in relation to program attendance, collection per capita, visits per capita, demographics, and hours of operation. Discussion ensued further about the possibility of shifting library hours, not increasing hours, according to community feedback.

Babcock described how the first floor could be reconfigured, without structural changes, to maximize use of space and meet the changing needs of the community including: one service area, mobile desks, mobile shelving, study spaces and/or seating within the stacks, and better use of natural light. Babcock explained that no major changes, only minor adjustments, are needed on the second floor and that the teen space could be better utilized during school hours (teen “off hours”).

Bill Hidell explained that libraries are becoming a place to create content, not just get content, and access to the technology (i.e. software) is limiting factor for the individual. Babcock added that the library could meet that need by providing the desirable technology.

Molly Skinner questioned the effect of Colleyville’s aging population and how it correlates with the digital collection. Hidell stated that the average digital reader is 45 years of age. Babcock reiterated that the future of digital technology is uncertain, but that it is important to be prepared and flexible. Discussion ensued regarding the role of technology and the survey and how a digital only survey might not provide a broad enough audience for the survey. Babcock stated that there would be both hard copies and digital access to the survey, additional fields for comments, and a max of 15 questions (an answer is not required for every question).

Thad Bolline stated that there is a need to better market library services and that most of the community may not even be aware of the scope of services and products that the library offers. Hidell concurred and reiterated better marketing of library services would be a part of the long-range plan.

Charna Logan-Gray described personal experience noticing that marketing through water bill is effective because it is received and reviewed by every citizen, rather than solely relying on digital survey. Assistant City Manager Terry Leake explained that the water bill insert has been consistently rated, by citizens, as primary method for receiving information,. Leake stated that timing is a critical consideration in using the water bill insert. Leake explained that the City eNews has approx 1500 recipients, whereas the water bill reaches 8000 households.

Babcock explained that the next step is to finalize the community survey using additional data from City’s GIS dept and obtaining appropriate City approvals. Babcock stated that the survey should be available for June board meeting. Rodne explained the need to have plan finalized within this fiscal year to certify accordingly with the state.

3c Discussion of items for future agendas

Board members did not present additional items for future agendas. The next meeting was tentatively set for April 13, 2015.

4. REPORTS

4a Librarian's Report

Monthly Statistics:

Director Mary Rodne provided an overview of the statistics for the months of September 2014 through January 2015. Rodne noted that volunteers had logged about 356 hours this fiscal year.

Donation:

Rodne reported the Library had received a donation through the Friends of the Colleyville Public Library from Whole Foods for \$1607.60 in September 2014 in addition to a \$50 memorial donation from the Colleyville Garden Club. Rodne stated that over \$12,000.00 in donations have been received in this fiscal year, October 2014 through January 2015. Rodne highlighted donations received from the Colleyville Lions Club, Friends of the Colleyville Public Library, book club donations, various patron donations, Microsoft matching donations, and the Glaser Family Foundation donation of \$10,000.00 in support of the Summer Reading Program.

Library Programs:

Director Rodne stated that the Winter/Spring session had begun and that most story times were at capacity, with only a few openings in the classes.

4b Friends of the Colleyville Public Library Report

President Nancy Tuuling also noted the Friends donation of approximately \$1800.00 for a new high capacity popcorn machine and that it was used, with great success, at the City's Tree Lighting Celebration selling over 500 bags of popcorn at that event as a fundraiser. Tuuling stated that the Friends participated in the City's Community Tree display (and won the Best Theme award) and also participated in the annual State of the City event. Tuuling explained a Friends Book Sale was being planned for this year, but that the date had not been determined. Tuuling, further explained, that the Friends Board had recently approved a donation to the Library to purchase snap circuit kits for new youth programming which was scheduled to begin this summer.

4c Colleyville Public Library Foundation Report

Mary Rodne reported on behalf of the Library Foundation that, due to scheduling conflicts, the Foundation had not met.

5. CITIZEN COMMENTS / PRESENTATIONS REGARDING ITEMS NOT ON THE AGENDA

There were no citizen comments/presentations regarding items not on the agenda.

6. ADJOURNMENT

A motion was made by Kay Newton and seconded by Molly Skinner to adjourn the meeting of the Colleyville Library Board at 7:19 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:

*Kristi Isbell
Administrative Assistant*



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
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Agenda Number 3a

Agenda Date 06/08/2015

Number

Type Regular Agenda Items

Department Library

Title

Overview of the 2015 Summer Reading Program

Explanation

Library Director Mary Rodne will provide an update of the 2015 Summer Reading Program, "Read to the Rhythm", to begin on Monday, June 8, 2015.



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City Hall
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Agenda Number 3b

Agenda Date 06/08/2015

Number

Type Regular Agenda Items

Department Library

Title

Update on the Colleyville Public Library Long-Range Plan

Explanation

Library Director Mary Rodne will provide an update on the Colleyville Public Library Long-Range Plan.



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Agenda Number 3c	Agenda Date 06/08/2015	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.



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Agenda Number 4a

Agenda Date 06/08/2015

Number

Type Report

Department Library

Title

Librarian's Report

Explanation

The reports provided are to update the Board members on the statistics for the months of February 2015 through April 2015.

A. Monthly Statistics

B. Donations

C. Library Programs

Attachments

1. Circulation Statistics



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/FEBRUARY 2015

	February 2015	February 2014	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	9,551	9,894	-3%	51,780	48,329	7%
Drive Up Transactions	140	112	25%	677	587	15%
Total In-Library Transactions	26,653	28,300	-6%	142,092	148,676	-4%
Study Room Hours Usage	249.00	279.00	-11%	1,623.00	1,028.00	58%
Volunteer Hours	88.25	124.93	-29%	444.40	546.37	-19%

LIBRARY PROGRAMS PRESENTED						
	65	63	3%	258	228	13%

PROGRAM ATTENDANCE						
	1,349	1,377	-2%	7,497	6,525	15%

COMPUTER USE		Users		Users		
Children	37	30	23%	212	211	0%
Adult	252	260	-3%	1,408	1,269	11%

CARD REGISTRATIONS						
	54	74	-27%	309	333	-7%

CIRCULATION						
TOTAL CIRCULATION	15,873	16,352	-3%	84,148	86,242	-2%
Overdrive	993	790	26%	4,755	4,120	15%
Zinio	546	481	14%	2,506	2,103	19%
OneClickdigital	27			170		

COLLECTION						
	101	389	-74%	74,723	69,898	7%

LIBRARY RECEIPTS						
	\$1,756.82	\$1,568.78	12%	\$9,891.44	\$9,186.58	8%



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/MARCH 2015

	March 2015	March 2014	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	11,174	10,541	6%	62,954	58,870	7%
Drive Up Transactions	165	161	2%	842	748	13%
Total In-Library Transactions	33,031	33,855	-2%	175,123	182,531	-4%
Study Room Hours Usage	212.00	237.00	-11%	1,835.00	1,265.00	45%
Volunteer Hours	103.00	138.30	-26%	547.40	696.67	-21%

LIBRARY PROGRAMS PRESENTED

77	64	20%	335	292	15%
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PROGRAM ATTENDANCE

1,390	1,249	11%	8,887	7,774	14%
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COMPUTER USE

Users

Users

Children

Adult

36	30	20%	248	241	3%
326	228	43%	1,734	1,497	16%

CARD REGISTRATIONS

70	75	-7%	379	407	-7%
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CIRCULATION

TOTAL CIRCULATION

Overdrive

Zinio

OneClickdigital

18,960	19,095	-0.71%	103,108	105,337	-2%
1,068	876	22%	5,823	4,996	17%
386	404	-4%	2,892	2,507	15%
36			206		

COLLECTION

280	272	3%	75,003	70,170	7%
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LIBRARY RECEIPTS

\$2,506.23	\$2,384.69	5%	\$12,397.67	\$11,571.27	7%
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COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/APRIL 2015						
	April 2015	April 2014	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	10,006	6,954	44%	68,876	49,695	39%
Drive Up Transactions	178	183	-3%	926	1,065	-13%
Total In-Library Transactions	28,558	31,478	-9%	211,089	227,870	-7%
Study Room Hours Usage	242.00	385.50	-37%	1,576.00	2,157.50	-27%
Volunteer Hours	262.75	163.00	61%	947.42	1,273.77	-26%
LIBRARY PROGRAMS PRESENTED						
	32	31	3%	324	279	16%
PROGRAM ATTENDANCE						
	490	642	-24%	8,264	12,606	-34%
COMPUTER USE						
	Users			Users		
Children	47	36	31%	288	466	-38%
Adult	239	388	-38%	1,736	2,619	-34%
CARD REGISTRATIONS						
	74	63	17%	482	578	-17%
CIRCULATION						
TOTAL CIRCULATION	16,145	18,500	-13%	121,083	129,094	-6%
Overdrive	845	752	12%	5,841	4,599	27%
Zinio	305	853	-64%	2,812	853	230%
OneClickdigital	1			1		
COLLECTION						
	1,633	639	156%	71,803	67,316	7%
LIBRARY RECEIPTS						
	\$2,251.55	\$1,484.62	52%	\$13,822.82	\$13,303.10	4%



City of Colleyville Colleyville Library Board Agenda Briefing

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Agenda Number 4b

Agenda Date 06/08/2015

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.



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Agenda Number 4c

Agenda Date 06/08/2015

Number

Type Report

Department Library

Title

Colleyville Public Library Foundation Report

Explanation

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