



Tulare Library Advisory Board Meeting

Tulare Public Library | 475 North M Street | Tulare, CA
July 11, 2018, at 4:00pm | TPL Charter Room

Facilitator: Lisa Hollingshead Minutes: Mollie Roache		
Attendees: Lisa Hollingshead; Ellen Baker; Michelle Lippincott; Terry Sayre ; Donna Schauland; Alejandra Alfaro ; Alexandra Arroyo ; Rob Hunt; Heidi Clark; Melissa Emerson; Mollie Roache; Jane Zikratch; Maria Marquez		
City of Tulare Mission Statement: To promote a quality of life making Tulare the most desirable community in which to live, learn, play, work, worship and prosper		
Agenda		
Topic	Speaker	Time
I. CALL TO ORDER <i>The meeting was called to order at 4:02 pm.</i>	Donna Schauland	2
II. CITIZEN COMMENTS: This is the time for citizens to comment on items within the jurisdiction of the Advisory Board. The Board cannot legally discuss or take official action on citizen comments that are introduced today. Each speaker will be allowed 3 minutes, with a maximum of 10 minutes per item, unless otherwise extended by the board. <i>None</i>	Donna Schauland	2
III. COMMUNICATIONS: Communications are to be submitted 10 days prior to a meeting to be considered for this section of the Agenda. No action will be taken on matters listed under Communications; however, the Board may direct staff to schedule issues raised during Communications for a future agenda. Citizen comments will be limited to 3 minutes per topic, unless otherwise extended by Board. <i>None</i>	Donna Schauland	2
IV. ITEMS OF STUDENT INTEREST <ul style="list-style-type: none"> • <i>None</i> • <i>New students should be appointed in September.</i> 	none	5
V. CONSENT CALENDAR: All Consent Calendar items are considered routine and will be enacted in one motion. There will be no separate discussion of these matters unless a request is made, in which event the item will be removed from the Consent Calendar to be discussed and voted upon by a separate motion. <ul style="list-style-type: none"> • Approval of Minutes – May 16, 2018 • <i>Minutes approved as written. Motion to approve by Board Member Lippincott, second by Board Member Baker. Motion passed unanimously.</i> 	Donna Schauland	2
VI. SCHEDULED CITIZEN OR GROUP PRESENTATIONS <i>None</i>	Donna Schauland	2
VII. GENERAL BUSINESS <ul style="list-style-type: none"> • Community Services updates <i>Things have quieted down and there are no major updates. The budget passed with the bulk of cuts coming out of the reserve budget to cover the deficit.</i> <ul style="list-style-type: none"> • Snapshot of Stats & Wi-Fi data <i>June statistics not available at this time due to an early board meeting. Board Member Lippincott wanted to know what ideal WiFi user numbers would look like. Library Manger Clark stated she would simply like to see an increase in users and greater awareness of the service.</i>	Donna Schauland Rob Hunt Heidi Clark Library Staff Board Members	3 10 10 10

<ul style="list-style-type: none"> • Programs & Outreach (SRP update; Edge survey; new website demo; etc.) <p>SRP update: Staff have passed out over 1,100 reading logs. 607 people attended the Kickoff event and we gave out 300 bags to kids and teens. So far only 90 kids have actually finished the program which is a downward trend from last year but there is still time to get the numbers up. Staff have seen a big increase in program participation which has been an issue in previous years. In June, total program attendance was 621.</p> <p>Board Member Lippincott suggested email or automated text reminders to increase the number of participants who finish the program. Board Member Baker recommended radio advertisements to increase awareness of the program. Staff will take these recommendations into consideration for next year.</p> <p>Website Update: Staff members Marquez and Roache presented the new website to the board. The website went live on Monday, July 9th. The URL remains the same but the website is now housed with the City Website, a change the city has been pushing for. This transition gives staff more direct control over content.</p> <p>Edge: Board Member Baker stated that by changing the website we had already completed the "Perform a content inventory of the library's website at least annually" action item. The other action item of interest to the board was the annual survey. Staff member Roache will draft a survey to present at the August meeting and will plan to launch the survey in September.</p> <p>VRC Letter Writing: Staff Member Zikratch talked about the VRC letter writing program where patrons are encouraged to write a letter to active duty service men and women. Kids were provided with coloring pages. There has been good participation so far.</p> <p>Jeremy Chapman from Fresno will be at the VRC area to answer VA health care questions a couple times over the next two months.</p> <p>COHS: Staff Member Zikratch said she has had one new student start the process. She is having a difficult time helping to keep students motivated to finish. The board suggested asking previous graduates for motivational quotes to send out. Staff Member Zikratch will follow up on that idea.</p> <ul style="list-style-type: none"> • Suggestions from the Board 		
VIII. ITEMS OF BOARD MEMBER INTEREST	Donna Schauland	2
IX. SET DATE AND TIME OF NEXT MEETING <ul style="list-style-type: none"> • August 15, 2018, at 4pm 	Donna Schauland	2
X. ADJOURNMENT	Lisa Hollingshead	1
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Snapshot of Stats

Library Statistics 2018

	Jan	Feb	Mar	Apr	May
Library visits / Door count (801)	11,968	11,438	13,347	11,059	11,292
Reference question (802)	1,982	1,875	1,710	1,070	1,492
Tutor Assistant Program - Students	37	48	21	30	40
Children's Programs (824) TOTAL	21	16	22	19	26
Children's Program Attendance (825) TOTAL	482	328	359	287	722
Adult Programs(820)	17	15	13	18	13
Adult Program Attendance (821)	222	174	173	222	123
Public Internet Computer Uses (# of Sessions)(859)	2,604	1,847	2,071	1,675	1,871
Virtual Visits to the library website(860)	5,220	5,240	6,026	5,622	6,394
Wireless sessions(861)	4,326	1,320	1,633	1,400	1,702
Facebook Likes	2,659	2,673	2,679	2,696	2,701
TOTAL VOLUNTEER HOURS	787	873	898	860	924
Physical Item Circulation (803)	13,845	11,930	14,739	12,162	11,795