



Tulare Library Advisory Board Meeting

Tulare Public Library | 475 North M Street | Tulare, CA
June 19, 2024, at 4:00pm | Tulare Public Library Charter Rm

Facilitator: Lisa Hollingshead | **Minutes:** Melissa Emerson

Attendees: Lisa Hollingshead; Ellen Baker; Donna Schauland; Peggy DeMuth; Tony Rodriguez; Brian Beck; Heidi Clark; Melissa Emerson; Sheri Haveman

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	Lisa Hollingshead	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.	Lisa Hollingshead	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.	Lisa Hollingshead	2
IV. 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 15, 2024 • 	Lisa Hollingshead	2
V. SCHEDULED CITIZEN OR GROUP PRESENTATIONS	Lisa Hollingshead	2
VI. GENERAL BUSINESS: <ul style="list-style-type: none"> • Community Services updates: • Library Updates (Stats; Passports; Staffing; etc.) • Programs & Outreach (SRP; VRC; COHS; ZIP; etc.) • Streaming Services (interest, cost, budget) • Suggestions from the Board 	Lisa Hollingshead Brian Beck Library Staff Library Staff Board Members	3 10 10 10
VII. ITEMS OF BOARD MEMBER INTEREST	Lisa Hollingshead	2
VIII. SET DATE AND TIME OF NEXT MEETING <ul style="list-style-type: none"> • July 17, 2024 	Lisa Hollingshead	2
IX. ADJOURNMENT	Lisa Hollingshead	1
		53



Tulare Library Advisory Board Meeting

Tulare Public Library | 475 North M Street | Tulare, CA
May 15, 2024, at 4:00pm | Tulare Public Library Charter Rm

Facilitator: Lisa Hollingshead | **Minutes:** Sheri Haveman

Attendees: Lisa Hollingshead; Ellen Baker; Donna Schauland; Peggy DeMuth; Tony Rodriguez; Brian Beck; Heidi Clark; Melissa Emerson; Maria Marquez; Sheri Haveman

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 4:01 Board Member Hollingshead called the meeting to order.	Lisa Hollingshead	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. N/A	Lisa Hollingshead	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 the Board. N/A	Lisa Hollingshead	2
IV. 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 –April 17, 2024 Board Member Schauland mentioned Board Member Hollingshead was not present at the April meeting. Board Member Baker shared she was also absent. Board Member Schauland motioned to approve the minutes with those changes. Board Member Baker seconded. Motion passed	Lisa Hollingshead	2
V. SCHEDULED CITIZEN OR GROUP PRESENTATIONS N/A	Lisa Hollingshead	2
VI. GENERAL BUSINESS: <ul style="list-style-type: none"> • Community Services updates: Brian was not present. • Library Updates (Stats; Passports; Staffing; etc.) Library Manager Clark reviewed the stats for April: pretty steady, especially considering the parking lot construction. Library Manager Clark commented that the state has approved the Zip Book program, and we will be applying for a grant. Library Manager Clark asked for help contacting representatives in Sacramento as the CLSA budget may possibly be cut by 50%. Passports are steady. Many sign up, not all show up. Librarian Marquez shared that her last day will be May 25. She is working on preparing things to ensure a smooth transition. Library Manager Clark commented that recruitment opened on Monday, May 13. Interviews are tentatively planned for June 12 and will need a board member to fill the panel with herself and Brian. <ul style="list-style-type: none"> • Programs & Outreach (SRP; VRC; COHS; ZIP; etc.) 	Lisa Hollingshead Brian Beck Library Staff Library Staff Board Members	3 10 10 10

<p>Library Manager Clark shared that there will be two people working at VRC this summer.</p> <p>Library Manager Clark indicated that the air-conditioning should be working and there are plans to have it repaired soon.</p> <p>Board Member Schauland inquired if the outside door had been repaired as the sign was off the front door. It has been repaired.</p> <p>Board Member Baker s asked if the donation cart is still out on Saturday mornings. It is still placed by the shipping and receiving doors.</p> <p>Librarian Emerson shared that the SRP kickoff is June 8, 10-1. Crafts during the week, entertainers on Saturdays, Did outreach in April (140) and May (150).</p> <p>Librarian Marquez shared the adult team activities: 6 movies, adult tie-dye, coaster painting, freeze produce, how to grow tomatoes, July - to go craft, letter writing class.</p> <p>Librarian Emerson shared that she has received the schedule for school tours for next year.</p> <p>Board Member Hollingshead inquired about the budget. Clark stated they have completed the mid-year and are working on projections for 24-25. Clark has sent a request to Brian regarding a policy on the number of items people can bring into the library and request for replacing furniture.</p> <p>Board Member Hollingshead mentioned Kiwanis would be willing to look at helping with kids' furniture. Librarian Marquez inquired about a budget from Kiwanis and Hollingshead mentioned \$5000 or less.</p> <p>Library Manager Clark thanked Kiwanis for the movies as they have had good attendance (20 people).</p> <p>Library Manager Clark had a meeting with a representative from Canopy as patrons are requesting streaming services. His initial estimate was \$300 a month or \$3600 a year.</p> <p>Librarian Marquez shared that we currently have Palace, Cloud Library, and Overdrive for audiobooks. Check it out, have a limited amount of time with it, return it and then available for the next person. Limited number of uses per month. .</p> <p>Board Member Hollingshead voiced she needs more information before she can support it.</p> <p>Library Manager Clark explained that the library would set the limit.</p> <p>Board Member Hollingshead wants to see a demonstration to balance the numbers.</p> <p>Board Member Baker asked about how fast the tickets could be used.</p> <p>Discussion continued regarding: Will there be a wait? Will the price go up? Price is based on active card users. Overdrive went up from \$6k to \$7k.</p> <p>There is talk about SJLVS sharing a streaming service, but it is years away.</p> <p>It was decided it would be helpful to hear from other libraries who are using a streaming service, to have a demo from a rep at the next meeting, and to show the impact a streaming service would have on the budget..</p> <ul style="list-style-type: none"> • Suggestions from the Board N/A 		
<p>ITEMS OF BOARD MEMBER INTEREST N/A</p>	<p>Lisa Hollingshead</p>	<p>2</p>
<p>SET DATE AND TIME OF NEXT MEETING</p> <ul style="list-style-type: none"> • June 19, 2024 	<p>Lisa Hollingshead</p>	<p>2</p>
<p>ADJOURNMENT 4:50</p>	<p>Lisa Hollingshead</p>	<p>1</p>
		<p>53</p>

Budget Category	Budget Description	Budget Amount	Responsible for ordering	Budget Tracked through Horizon	Amazon Orders	Remaining Budget
TPVRC	VRC	\$ 500.00	HC	Yes		\$ 500.00
TPAF	Adult Fiction	\$ 8,500.00	HC	Yes		\$ 8,500.00
TPLIB	Professional Collection	\$ 500.00	HC	Yes		\$ 500.00
	Serials	n/a	HC	No		#VALUE!
TPBI	Adult Biography	\$ 2,000.00	ME	Yes		\$ 2,000.00
TPAGN	Adult Graphic Novel	\$ 1,500.00	ME	Yes		\$ 1,500.00
TPCD	CD	\$ 3,000.00	ME	Yes		\$ 3,000.00
TPJGN	J / YA Graphic Novel	\$ 4,000.00	ME	Yes		\$ 4,000.00
TPJF	Juvenile Fiction	\$ 3,000.00	ME	Yes		\$ 3,000.00
TPJNF	Juvenile Nonfiction	\$ 5,000.00	ME	Yes		\$ 5,000.00
TPPIC	Juvenile Picture	\$ 4,000.00	ME	Yes		\$ 4,000.00
TPYA	YA Fiction / Nonfiction	\$ 2,000.00	ME	Yes		\$ 2,000.00
TPBOCD	Book on CD	\$ 3,000.00	MM	Yes		\$ 3,000.00
TPJS	Juvenile Spanish	\$ 2,000.00	MM	Yes		\$ 2,000.00
TPSPAF	Adult/YA Spanish Fiction	\$ 2,000.00	MM	Yes		\$ 2,000.00
TPSPANF	Adult/YA Spanish Non Fic	\$ 2,000.00	MM	Yes		\$ 2,000.00
TPDVD	DVD	\$ 8,000.00	MM	Yes		\$ 8,000.00
TPVG	Video Games	\$ 5,000.00	MM	Yes		\$ 5,000.00
TPANF	Adult Nonfiction	\$ 10,000.00	SH	Yes		\$ 10,000.00
TPFL	Foreign Language	\$ 1,000.00	SH	Yes		\$ 1,000.00
TPRE	Adult Reference	\$ 500.00	SH	Yes		\$ 500.00
TPTEB	Test Preparation	\$ 500.00	SH	Yes		\$ 500.00
TPPB	Adult Paperbacks	\$ 1,000.00	SH	Yes		\$ 1,000.00
TPLP	Large Print	\$ 3,000.00	SH	Yes		\$ 3,000.00
HC	\$ 9,500.00	Overdrive	\$ 7,000.00	*Adv. Acc. 1,000		
ME	\$ 24,500.00	Magazines	\$ 10,000.00			
MM	\$ 22,000.00	Databases	\$ 5,000.00			
SH	\$ 16,000.00	On Hold	\$ 1,000.00			
Total	\$ 72,000.00	Total	\$ 23,000.00			
FY Budget total		\$ 95,000.00				

Expenditure Status Report
 CITY OF TULARE
 7/1/2023 through 6/30/2024

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
2016 TRAVEL, CONFERENCE & TRAINING	1,500.00	84.49	84.49	0.00	1,415.51	5.63
2017 PROFESSIONAL & TECHNICAL SERVICES	60,000.00	31,227.90	31,227.90	0.00	28,772.10	52.05
2018 CONTRACTUAL MAINTENANCE	5,000.00	2,248.34	2,248.34	0.00	2,751.66	44.97
2021 CLOTHING & UNIFORMS	0.00	0.00	0.00	0.00	0.00	0.00
2023 FUEL AND LUBRICANTS	0.00	0.00	0.00	0.00	0.00	0.00
2025 OFFICE SUPPLIES	6,500.00	2,184.42	2,184.42	0.00	4,315.58	33.61
2027 BOOKS AND MAGAZINES	95,000.00	25,640.98	25,640.98	0.00	69,359.02	26.99
2032 GENERAL SUPPLIES	7,000.00	1,730.32	1,730.32	0.00	5,269.68	24.72
2034 UTILITIES	96,425.00	73,090.10	73,090.10	0.00	23,334.90	75.80
2039 PRINTING, COPYING & ADVERTISIN	10,000.00	6,690.28	6,690.28	0.00	3,309.72	66.90
2040 RENTS & LEASES	0.00	0.00	0.00	0.00	0.00	0.00
2041 LIABILITY & FIRE INSURANCE	16,370.00	8,968.05	8,968.05	0.00	7,401.95	54.78
2044 DUES AND SUBSCRIPTIONS	75,000.00	60,006.26	60,006.26	0.00	14,993.74	80.01
2050 FLEET MAINTENANCE	0.00	0.00	0.00	0.00	0.00	0.00
2051 VEHICLE REPLACEMENT	0.00	0.00	0.00	0.00	0.00	0.00
2052 PERSONAL AUTOMOBILE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00
2055 ADMINISTRATIVE FEES	334,660.00	334,660.00	334,660.00	0.00	0.00	100.00
2510 SOFTWARE MAINTENANCE	0.00	400.00	400.00	0.00	-400.00	0.00
2551 EQUIPMENT REPLACEMENT	15,737.00	15,737.00	15,737.00	0.00	0.00	100.00
2999 CPI INCREASE	0.00	0.00	0.00	0.00	0.00	0.00
Total TOTAL MAINTENANCE & OPERATIONS	732,192.00	564,161.26	564,161.26	0.00	168,030.74	77.05
7000 CAPITAL OUTLAY						
7101 COMPUTERS	0.00	0.00	0.00	0.00	0.00	0.00
Total CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00
9000 OTHER FINANCING USES						
9601 OP TRF TO OTH GEN CIP	0.00	0.00	0.00	0.00	0.00	0.00
9635 OP TRF TO LIBR EXPAN CIP	0.00	0.00	0.00	0.00	0.00	0.00
Total OTHER FINANCING USES	0.00	0.00	0.00	0.00	0.00	0.00
Total GENERAL	1,586,922.53	1,022,033.85	1,022,033.85	0.00	564,888.68	64.40

Clark, Heidi

From: Bernabe, Clarisa
Sent: Wednesday, May 22, 2024 11:40 AM
To: Clark, Heidi
Cc: Boyer, Nathan
Subject: Re: Streaming services
Attachments: paste.png; paste.png; paste.png

Hi Heidi,

Nathan forwarded your message to me since our ERC member was recently promoted to another position within the library. Before I became a supervisor I was the electronic resources librarian for Fresno so I can share some relevant information.

Fresno started looking into offering a streaming service back in 2018. After evaluating various streaming services, we considered three options: Hoopla, RBDigital, and Kanopy. In reviewing these services, we considered cost, selection, and duplication. Hoopla seemed unsustainable, too risky, and was out of our budget. Although RBDigital was more affordable, it seemed too new and untested. Kanopy had the name recognition, demand, and fell within our budget. Their site received requests from over sixty users who requested the service at FCPL. We added Kanopy in 2019.

In the last five years, we have seen a steady increase in the number of users and usage. We had originally allocated 35k but ended up using only 26k the first year. We have had teachers and university instructors let us know that they have used the service in their classrooms (Most Kanopy films come with Public Performance Rights which allows community members to show the films in a public setting). With the cost of streaming services going up, we want to be able to offer an option to those who still want access to streaming services. Like you, we already offer digital access to eBooks, audiobooks, magazines, and music streaming service so we did not want to duplicate services and that is ultimately why we went with Kanopy because they offered video streaming. We are averaging about \$1/play. Out of the 30k films available, 60% was exclusive to Kanopy (this was back in 2019- not sure what that number is now). Their catalog of classic, world, and documentary films also supported the library core values of lifelong learning.

Every so often we get a suggestion for purchase to add Hoopla or another streaming service. This is mainly because patrons have seen the name or heard it from visiting another library system and we have to explain that we might not have Hoopla, but we have similar services that likely carry the same material that they are looking for. It is really about educating both staff and the public on the reasons why we decided to go one route instead of the other. There is demand for streaming. The number of users and usage has increased 45% since 2019. We did not intentionally reduce the number of print materials, but we did evaluate and discontinue other online resources that we were not getting value for the cost. I'm attaching usage data for your reference .

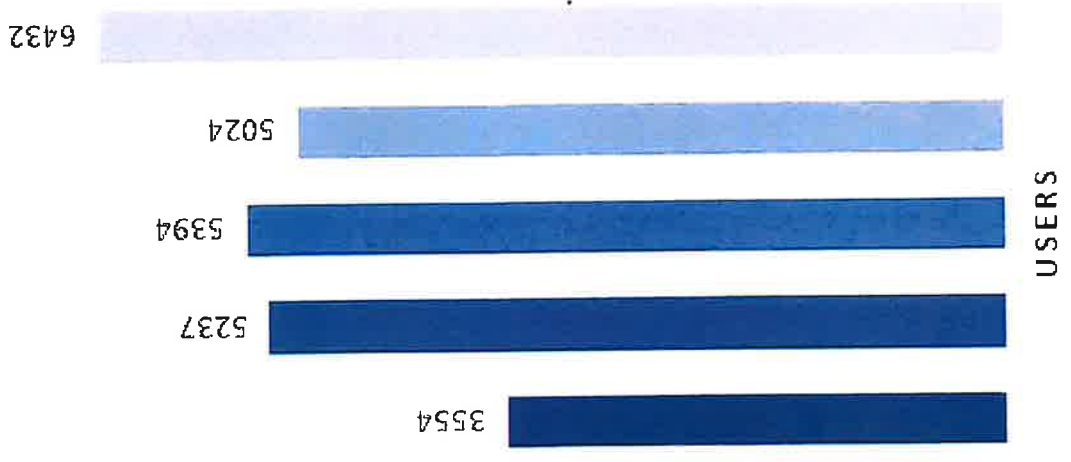


Hope this helps,

Clarisa Bernabé

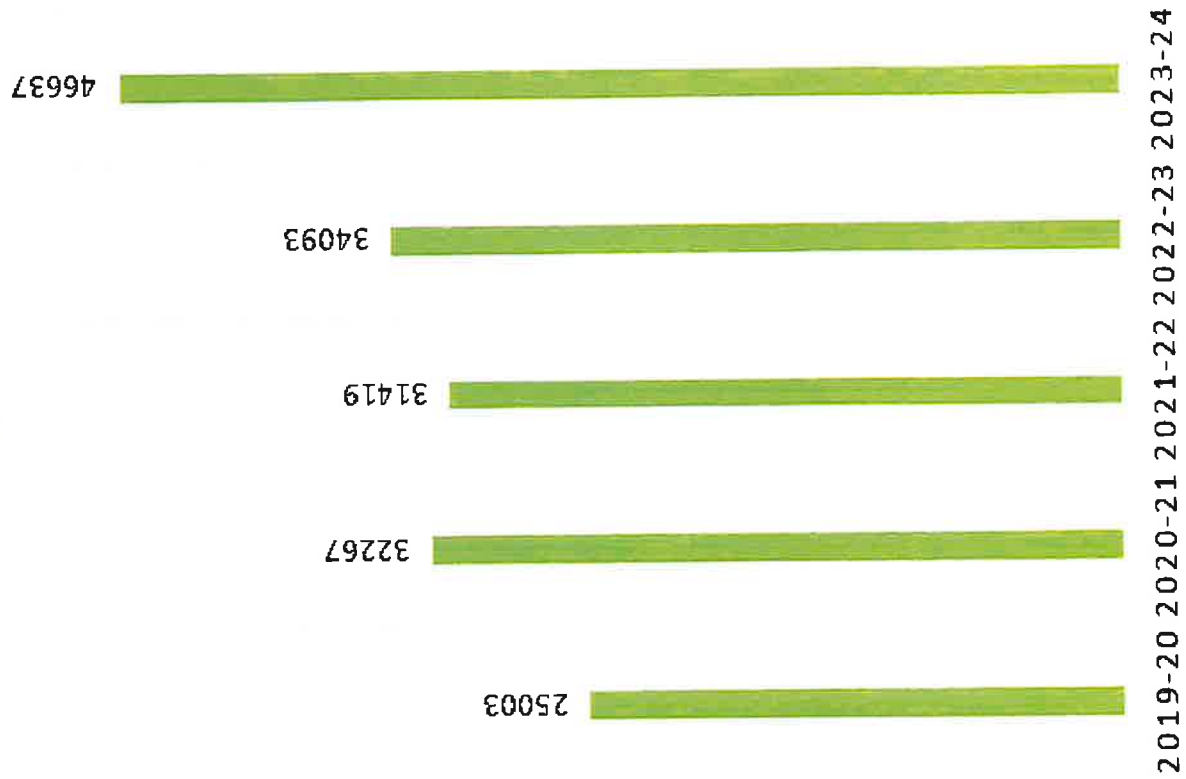
KANOPIY USERS

- 2019-20
- 2020-21
- 2021-22
- 2022-23
- 2023-24



KANOPY PLAYS

■ Plays



\$48,217.00

\$50,000.00

\$39,464.00
\$38,083.00

\$40,000.00

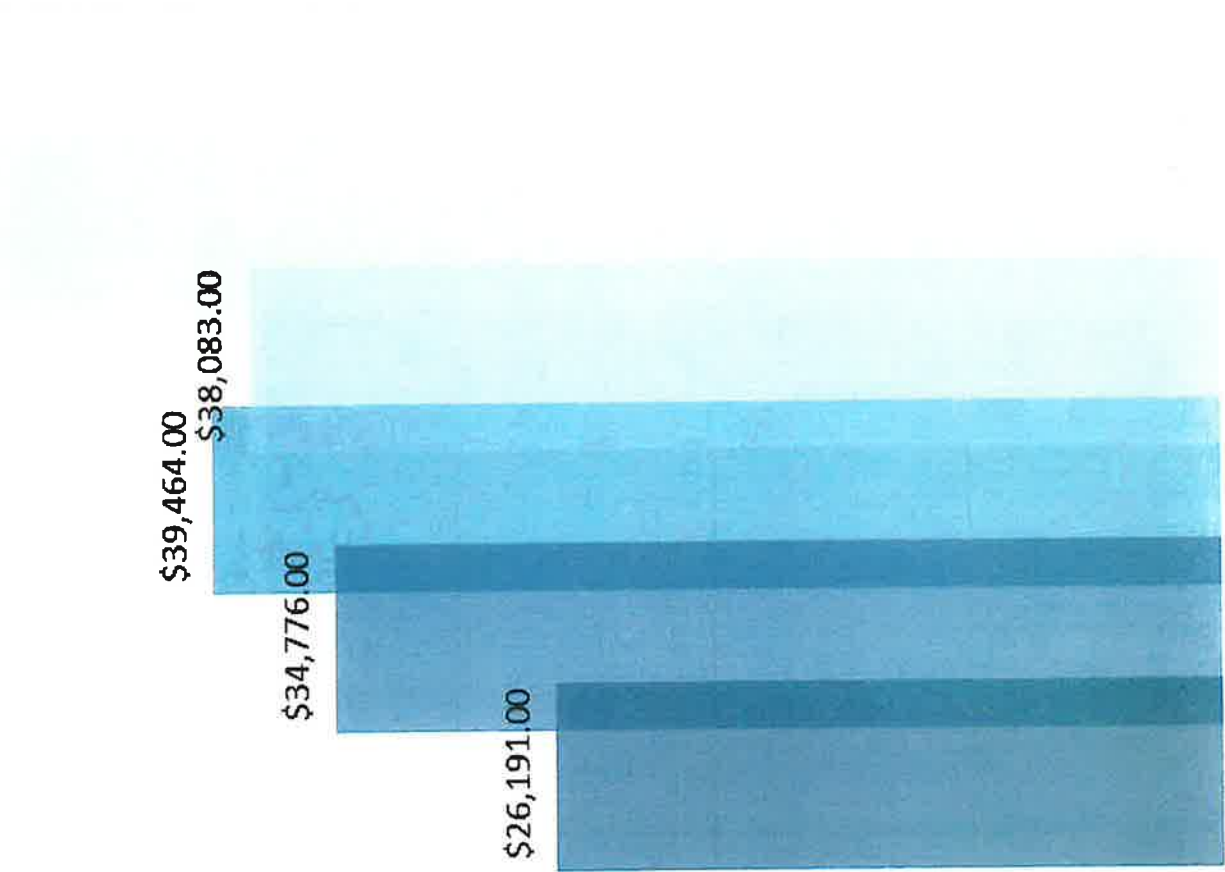
\$34,776.00

\$30,000.00

\$26,191.00

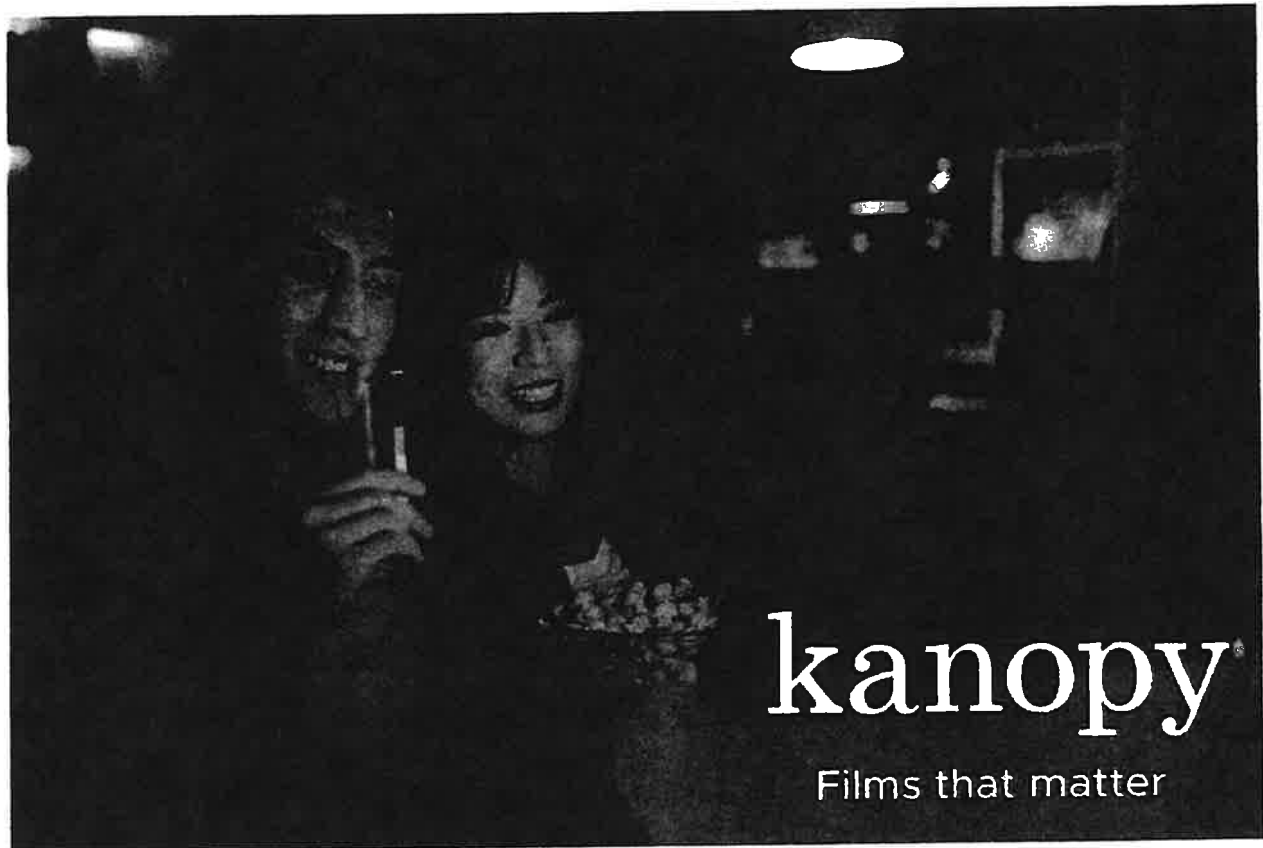
\$20,000.00

\$10,000.00



Blog Post

[Home](#) > [Library](#) > [Reel reasons: Why Kanopy is a smart investment for libraries](#)



Reel reasons: Why Kanopy is a smart investment for libraries

May 16, 2024

[COLLECTION DEVELOPMENT](#), [FEATURED](#), [FEATURED POST](#) · [LIBRARY BLOG](#), [LIBRARY](#)

At the end of last year, I took a deep dive into my finances and was shocked to see how much I was spending on streaming service subscription platforms I wasn't even using. At least not often enough to justify the monthly hit to my budget. I cancelled several, and I'm not the only one. [According to a 2023 study from consulting firm Simon Kucher](#), the average number of owned subscriptions per respondent **decreased 14 percent** compared to the previous year, and the willingness to pay per subscription **decreased 27 percent** on average year-over-year.

A few years ago, the rise in popularity of streaming services was meteoric, especially at the start of the COVID-19 pandemic when consumers were spending more time at home. But now the market is reaching a point of saturation, at least in terms of paid subscriptions. Between streaming services raising their prices, cracking down on password sharing, adding advertising to paid tiers, and the creation of even pricier platforms through cross-company bundling, consumers are seeking alternative options. The gap between paid and free services is narrowing: Simon Kucher data shows **free online services accounted for 36 percent of total streaming time**, which was an increase of seven percentage points when compared to the previous year.

Libraries have long been a solution for patrons looking to cut back their book-buying budgets. [Kanopy](#) can fill the same role for your community suffering from subscription fatigue. However, many library administrators are hesitant to take the leap due to concerns regarding cost. Read on to learn how adding Kanopy can provide libraries unparalleled value for their patrons without breaking the bank.



Long-Term Savings

While there may be initial setup and subscription costs associated with implementing Kanopy, the long-term savings and cost efficiencies far outweigh these expenses. By eliminating ongoing expenses related to physical media, such as replacements due to loss or damage, inventory management, and staff time spent on manual processing, libraries can redirect resources towards other priority areas.

Additionally, the scalability and flexibility of a streaming service allows libraries to adapt to the changing needs and preferences of their community. [According to Library Journal's 2021 Materials Survey](#), circulation of DVDs and Blu-Ray has been consistently trending downward since even before the start of the COVID-19 pandemic. Libraries are responding by shifting their budgets towards streaming services, as indicated in the [2022 Library Journal materials Survey](#). While 97% of libraries surveyed still buy physical DVDs, the proportion of their materials budget spent on the format has dipped three percentage points since 2019 while the proportion being spent on streaming electronic resources has risen three percentage points.

While concerns about the cost of adding a streaming service to library digital collections are understandable, the benefits far outweigh the initial investment. From cost-effectiveness and scalability to value-added services and increased patron engagement, Kanopy offers libraries unparalleled value while still meeting your budget needs.

If you're interested in learning more about how Kanopy can become a smart investment for your library, talk to your OverDrive Account Manager or visit the Kanopy website [here](#).



About the author: Jill Grunenwald is a Marketing & Communications Specialist on the North America Public Library Marketing Team. A former librarian, she joined OverDrive in 2015. Outside of the office she can be found writing, hanging out with her cats, collecting more Tarot decks than she has room for, and playing competitive pinball. Her favorite genre is something she calls "Murder at an educational institution that involves a close-knit group of suspicious characters."

Tags In

[COLLECTION DEVELOPMENT](#)

[KANOPY](#)

[STREAMING VIDEO](#)

⏪ 2689 / 2699 ⏩

[Browse blog and media articles](#)

[Public Library Training](#)

