



Library Board Agenda

Tuesday, August 26, 2025
6:00 PM

Burleson Public Library -
Conference Room -248 SW
Johnson Ave
Burleson, TX 76028

1. **CALL TO ORDER**

2. **CITIZEN APPEARANCES**

Each person in attendance who desires to speak to the Committee on an item NOT posted on the agenda, shall speak during this section. A speaker card must be filled out and turned in to the City Secretary prior to addressing the Committee. Each speaker will be allowed three minutes to speak.

Each person in attendance who desires to speak on an item posted on the agenda shall speak when the item is called forward for consideration.

3. **GENERAL**

A. Consider approval of the minutes from the February 25, 2025, meeting. *(Staff Contact: Sara Miller, Deputy Director-Library)*

B. Elect a Chair and Vice Chair to serve for FY 2026. *(Staff Contact: Sara Miller, Deputy Director-Library)*

4. **REPORTS AND PRESENTATIONS**

A. Receive a report, hold a discussion, and provide recommendations to the library board on Burleson Public Library services and programs. *(Staff Contact: Sara Miller, Deputy Director-Library)*

B. Receive a report, hold a discussion, and provide recommendations to the library board on Burleson Public Library marketing and community engagement efforts. *(Staff Contact: Sara Miller, Deputy Director-Library)*

C. Receive a report, hold a discussion, and provide recommendations to the library board on the activities of the Friends of the Burleson Public Library. *(Staff Contact: Sara Miller, Deputy Director-Library)*

5. **REQUESTS FOR FUTURE AGENDA ITEMS AND REPORTS**

6. **ADJOURN**

Staff Contact

DeAnna Phillips
Director of Community Services

dphillips@burlesontx.com
(817) 426-9622

CERTIFICATE

I hereby certify that the above agenda was posted on this the 20th of August 2025, by 5:00 p.m., on the official bulletin board at the Burleson City Hall, 141 W. Renfro, Burleson, Texas.



Amanda Campos

City Secretary

ACCESSIBILITY STATEMENT

The Burleson City Hall is wheelchair accessible. The entry ramp is located in the front of the building, accessible from Warren St. Accessible parking spaces are also available in the Warren St. parking lot. Sign interpretative services for meetings must be made 48 hours in advance of the meeting. Call the A.D.A. Coordinator at 817-426-9600, or TDD 1-800-735-2989.

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: August 26, 2025

SUBJECT:

Consider approval of the minutes from the February 25, 2025, meeting. (*Staff Contact: Sara Miller, Deputy Director-Library*)

SUMMARY:

N/A

RECOMMENDATION:

Library board may approve the minutes as presented or approve with amendments.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library
smiller@burlesontx.com
817-426-9203

BURLESON PUBLIC LIBRARY ADVISORY BOARD

February 25, 2025
DRAFT MINUTES

Call to Order: 6 P.M.

Board Members Present

Daniel McClain, Chair
Amanda Cognasi, Vice Chair
Claire Coggin
Toni Wing-Jenkins
Joan Coubarous
David Davidson
Charlotte Vandervoort

Board Members Absent

Jim Wadlow
Madison Kahan

Staff Present

Sara Millier, Deputy Director-Library
DeAnna Phillips, Director, Community Services
Kimberly Arrington, Recording Secretary

1. **Call to Order:** 6 p.m.

2. **Citizen Appearances:**

None

3. **General:**

A. Receive a presentation on the City of Burleson's 311 Service. (Staff Contact: Richard Abernathy, Administrative Services Director)

Richard gave a presentation of Non-Emergency Calls 311 services which included an overview of the resource for the citizens of the City of Burleson.

B. Elect a Chair and Vice Chair to Serve for the Year 2025. (Staff Contact: Sara Miller, Deputy Director-Library)

Claire Coggin nominated Daniel McClain for Chair. Charlotte Vandervoort seconded the nomination. Approved unanimously, except for members absent. Claire Coggin nominated Toni Wing-Jenkins for Vice Chair. Daniel McClain seconded the nomination. Approved unanimously, except for members absent.

C. Consider approval of Library Board meeting dates for 2025. (Staff Contact: Sara Miller, Deputy Director-Library)

Several board members expressed a preference for bi-monthly meetings. Approved unanimously, except for members absent.

2025 Library Board meeting dates will be:

- April 22
- June 24

- August 26
- October 28
- December 16

D. Consider the approval of the minutes from the July 30, 2024, Library Board Meeting. (Staff Contact: Sara Miller, Deputy Director-Library)

A motion was made by Toni Wing-Jenkins and seconded by Amanda Cognasi to approve. Approved unanimously, except for members absent

E. Receive a report and hold a discussion and provide feedback regarding the Burleson Public Library services and programs. (Staff Contact: Sara Miller, Deputy Director-Library)

Staff gave an update of library services and programs for the months of September to January, which included an overview of the programs for all age groups, community events and outreach as well as library statistics.

F. Receive a report, hold a discussion and provide feedback regarding Burleson Public Library marketing and community engagement efforts. (Staff Contact: Sara Miller, Deputy Director-Library)

Staff gave an update on the library's marketing efforts, including social media highlights and customer feedback, e-mail marketing, direct mail marketing for new residents. Staff also discussed community engagement activities.

G. Receive a report, hold a discussion and provide feedback regarding the activities of the Friends of the Burleson Public Library. (Staff Contact: Sara Miller, Deputy Director-Library)

Board member Toni Wing-Jenkins presented the report. Highlights were given on the many events and activities that are conducted by the Friends of The Library (FOL) volunteers.

4. Community Announcements:

Board Member Toni Wing-Jenkins shared that April 1st is Library Giving Day – The Friends of the Library is partnering with other North Texas Library Organizations and NBC5 to promote library fundraising efforts. HEB is sponsoring promotional signage for all participants.

5. Board Request for Future Agenda Items or Reports:

None

6. Adjourn:

There being no further business Chair Daniel McClain adjourned the meeting.
Time – 6:45 p.m.

Kimberly Arrington, Recording Secretary

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: August 26, 2025

SUBJECT:

Elect a Chair and Vice Chair to serve for FY 2026. *(Staff Contact: Sara Miller, Deputy Director-Library)*

SUMMARY:

Per the City of Burleson's charter: By August 31 each year, each board, commission or committee must nominate from among its members a member to serve as chair and another member to serve as vice-chair. The city council shall ratify the chair and vice-chair prior to October 1 each year.

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

[CSO#1051-07-2019](#)

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library
smiller@burlesontx.com
817-426-9203

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: August 26, 2025

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the library board on Burleson Public Library services and programs. (*Staff Contact: Sara Miller, Deputy Director-Library*)

SUMMARY:

Staff will review library services, including:

- Program highlights
- Storytimes
- Community events & outreach
- City of Burleson 2025 Strategic Plan
- Library recognized at City Council
- Friends of the Library Craft Fair
- National Library Week (April 6-12)
- Every Kid Healthy™ Week (April 21-25)
- Employee of the Quarter: Wendy Lastovica-Alvey
- 2025 Summer at the Library Grant
- Library statistics

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library
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Library Services Update

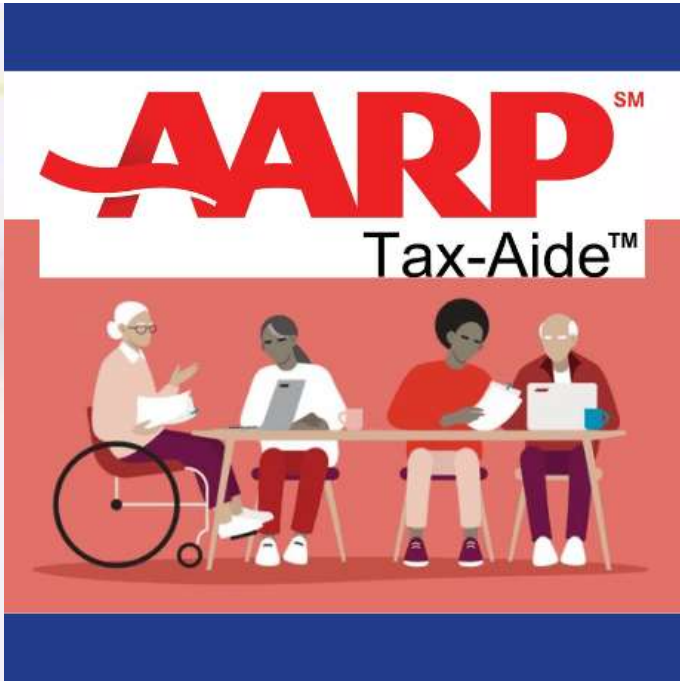
February – July 2025

Library Advisory Board

August 26, 2025



Program Highlights



AARP Tax-Aide: 502



 Top fan
Amber St Romain
Thank you for helping our snake 🐍 stuffies and penguins 🐧 feel better! 🍷
Our girls had a blast 🌟

Stuffie Vet Clinic: 148



Bandi Potter
We (Sally's Angels) had a great time! Thank y'all for hosting and braving the wind!



Shannon Lopez
How fun is this... 🐝

Adult Spelling Bee: 60

Program Highlights



Pi Day Pi-K: 102



Craft Supply Swap: 163



Play & Learn Workshops: 61

Program Highlights



Pat Worrell
How exciting to have these gifted musicians in BURLESON !!! 🤗



Cliburn Adopt-A-Competitor:
64

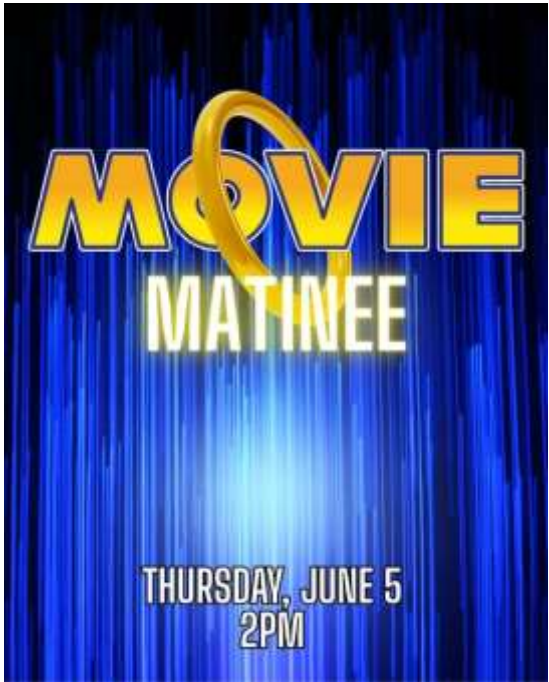


Collaborative Art Day: 285



Fort Worth Bubble Truck: 118
(held offsite @ Russell Farm)

Program Highlights



Movie Matinee: 30



 Jennifer Grace
This is a wonderful creative idea! Looks like y'all had so much fun 🥳 Wendy you look fabulous in all your color!

Tie Dye Water Gun Fight: 28



 Pamela Ford
so fun and creative

 TNT Designs TX
Looks like they all had a blast!

Children's Art Day: 970
(8 sessions)

Program Highlights



Prisms, Light and Colors with
the Master Naturalists : 63

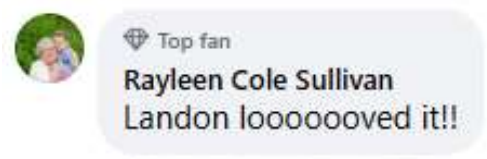


Teen Art Hour: 208
(8 sessions)



All About Animals: 136
(Evening Program)

Program Highlights



Mommy & Me Yoga: 34



Touch a Truck: 404
(held offsite @ the BRiCk)



Pollinator Color Preferences
with the Master Naturalists:
46

Program Highlights



Rising fan
Jana Loofbourrow
What a fun time! Thanks to the terrific staff for sharing their acting skills!



Mystery Night: 66



Larry-Janine Petersen
It was so fun and so interesting for everyone

Creature Teacher: 307
(held offsite @ Mayor Vera Calvin Plaza)



Karate Dance Party: 71

Program Highlights



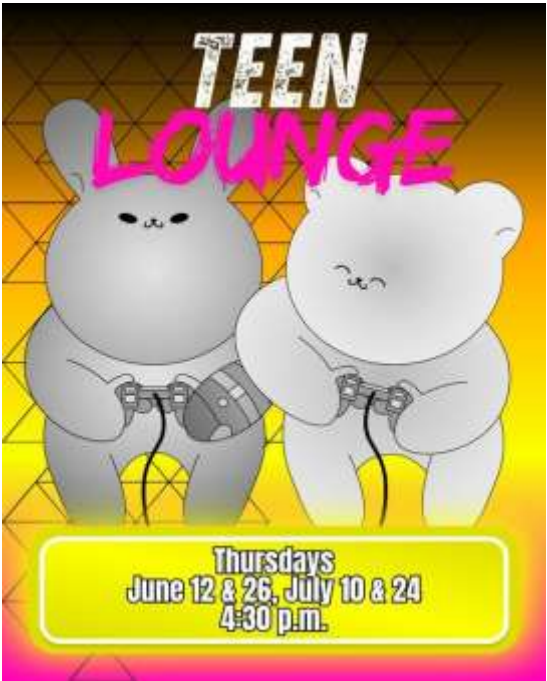
No Sew Pillow: 32



Local Life Magazine
Nothing beats a cozy movie afternoon with popcorn
and blankets with family!



Family Movie: 54
(2 sessions)



Teen Lounge: 34
(2 sessions)

Program Highlights



Tiffany Slotsve Felgar
It was super fun and informative!



Honeybee Show-and-Tell
with We Bee Keepin': 58
(Saturday Program)



Adventure of the Missing
Color with Science Heroes:
52 (Evening Program)



Rocks Color My World with
the Master Naturalists: 93

Program Highlights



Cindy Davis
I love the wings! So pretty!



Monarch Butterflies and
Their Imposters with the
Master Naturalists: 60



Flamingo Party: 72



Theresa Robles
[Karon Guerrero](#) look at my rotten teen. She wouldn't be in the picture so she held her flamingo in the pic 🤪



Dress Your Lawn Flamingo:
25
(Saturday program)

Program Highlights



Miniature Mock Masterpieces: 5



DIY Tote Bags: 70



Top fan
Mary Slaney
How fun. Looks like they all had a great time.



Snacklaces: 83

Storytimes



Average attendance
for June-July



Baby: 54
Toddler: 72
Preschool: 47
Evening: 21
Saturday: 32



Inclusive Storytime: 20

Item A.

Community Events & Outreach



CityFest



Burleson Chamber of
Commerce Business
Showcase



Centennial Park Ribbon
Cutting

Community Events & Outreach



STEAM Middle School Big Art Day



Light Up the Night
(Center for ASD)



Laundromat Outreach

Community Events & Outreach



Robert Joseph Park Outreach



Trash Bash



Bunny Daze

Community Events & Outreach



Outreach at Mariposa Senior Living

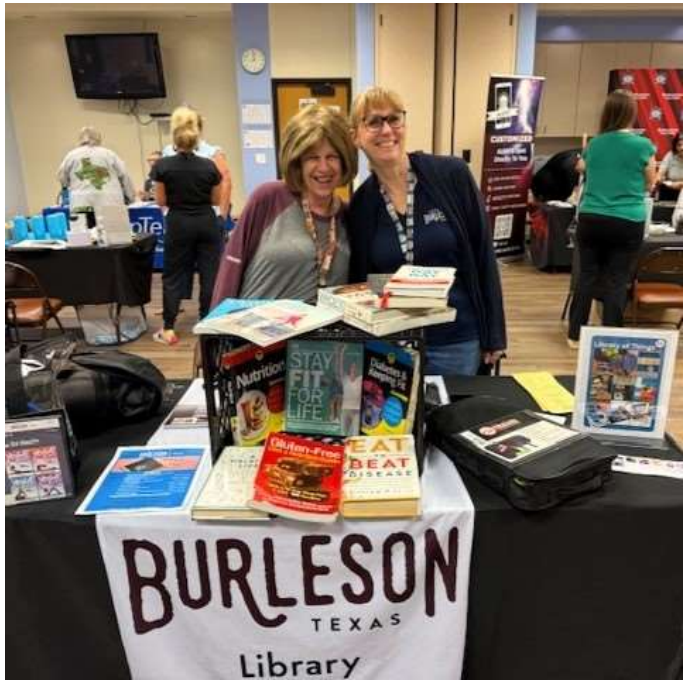


Kerr Middle School Game Night



Career Day at Clinkscale Elementary

Community Events & Outreach



Senior Center Health
Resource Fair



Cinco de Mayo



Mother's Day Outing

Community Events & Outreach



Brock Elementary Summer
School



Summer Camp BTX @ the
BRiCK



Father's Day Fishing @ Bailey
Lake

Community Events & Outreach



Hot Sounds (Juneteenth) @
Mayor Vera Calvin Plaza



4th of July Parade



Depot on Main Outreach

City of Burleson 2025 Strategic Plan



The library's record-breaking attendance was featured in the City of Burleson 2025 Strategic Plan, alongside increases in circulation, active cardholders and program attendance.

Non-traditional items were also featured as part of the #morethanbooks messaging campaign.

Library Recognized at City Council



Friends of the Library Craft Fair

The Friends of the Library held a Craft Fair on March 8 and raised a total of \$1,050 for Summer Reading Club.

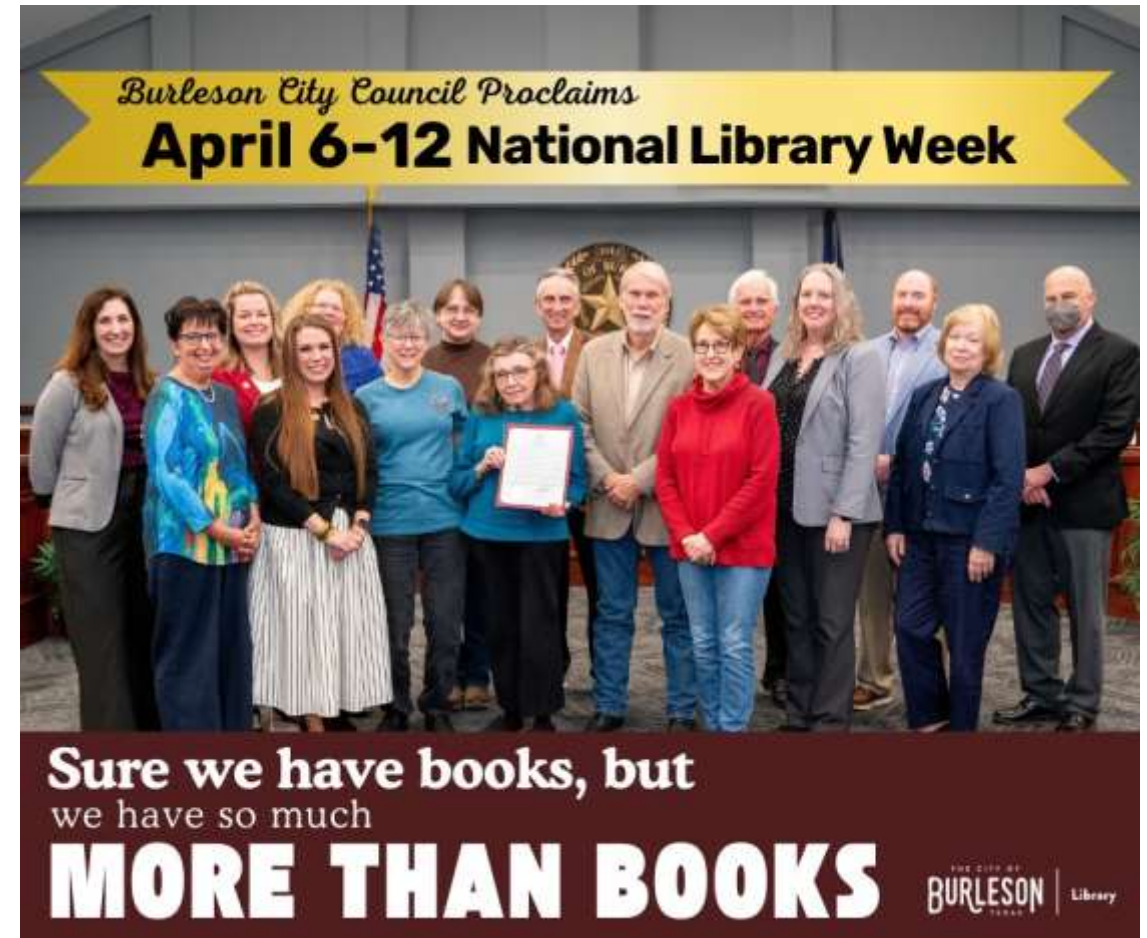
The Friends utilized those funds to sponsor programs for adults, teens and children during summer reading. They also provided reading incentives and prizes for all ages.



National Library Week (April 6-12)

City Council proclaimed April 6-12 as National Library Week in Burleson.

Millions of people visit libraries every week — why? Because libraries offer something for everyone. From Storytime and creative programs for kids to tech help for seniors and endless resources for lifelong learners, libraries help connect the dots on every part of life's journey. Whether you're exploring a new hobby, diving into your family history, or planning your next big project, the library is here to help.



Every Kid Healthy™ Week (April 21-25)

Every Kid Healthy™ Week is an annual celebration of health and wellness achievements. Each day shines a spotlight on the actions families are taking to improve the health and wellness of their kids. It also highlights the link between nutrition, physical activity, mental health and learning – because healthy kids are better prepared to learn and thrive.

Johnson County Hunger Coalition and Cook Children's visited the library and distributed kits to Storytime families.



Employee of the Quarter: Wendy Lastovica-Alvey



Wendy joined the City in December 2022, and currently serves as the Youth Services Librarian in the Burleson Public Library. She was nominated for her extraordinary work with Project Prom, a program designed to help teens access formalwear for prom at no cost. Wendy collected and sorted donations, spent hours cleaning and repairing the clothing, and transformed a meeting room into a boutique-like space complete with music and décor to give teens a special shopping experience.

Beyond this, Wendy noticed local youth needed access to hygiene items and quietly created a resource cart where they can discreetly take what they need, no questions asked. Additionally, she stayed after hours with a patron who was locked out of their vehicle, offering comfort and security until help arrived. Wendy's empathy and initiative are a reflection of her ongoing commitment to serve with heart.

Wendy was recognized at the May 5, 2025 City Council meeting.

2025 Summer at the Library Grant



The library is a proud recipient of a \$2,000 grant from HEB and the Texas Library Association. This grant expanded the library's Summer Reading Club by providing additional funds for summer programs and reading incentives.

Summer Reading Club is sponsored by the Friends of the Library and this grant supplemented those efforts. Staff used the funds to purchase additional materials and snacks for programs, along with more bingo prize baskets.

SUMMER READING CLUB 2025

THE CITY OF
BURLESON
TEXAS
Library



52,911

PEOPLE VISITED
THE LIBRARY



64,260

ITEMS WERE CHECKED
OUT

10,209

PEOPLE ATTENDED
LIBRARY EVENTS



615

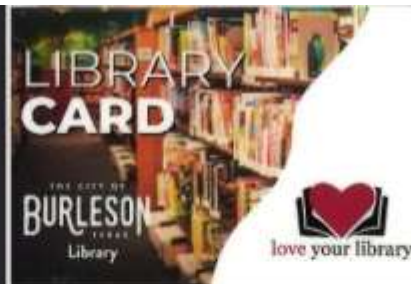
NEW LIBRARY CARDS
WERE ISSUED



YTD
Totals
thru July



90,092
digital downloads +13%

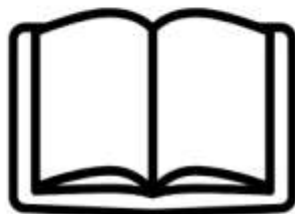


2,995
cards issued +4%

Item A.

11,996

Wi-Fi sessions +14%



232,333
physical items checked out -1%

217,038
visitors +8%



Questions/Comments

Sara Miller

Deputy Director-Library

smiller@burlesontx.com

817-426-9203

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: August 26, 2025

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the library board on Burleson Public Library marketing and community engagement efforts. *(Staff Contact: Sara Miller, Deputy Director-Library)*

SUMMARY:

Staff will review library marketing and community engagement, including:

- Social media highlights
- Email marketing campaigns
- Postcard marketing campaigns
- Friends of the Library annual membership meeting
- Summer Reading Club school outreach
- Chamber of Commerce
- Old Town Business Association, Johnson County Hunger Coalition, Public Library Managers of North Texas
- Library Giving Day

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library
smiller@burlesontx.com
817-426-9203



Library Marketing & Community Engagement

Library Advisory Board

August 26, 2025



Social Media Highlight: February

Our Adult Spelling Bee post was very popular this month.

It reached 13.6K Facebook users and received 29 reactions.



Burleson Public Library
Published by MG Gorman
February 13 at 2:15 PM · 🌐

Join us Tuesday, March 4th at 6 p.m. at the Old Texas Brewing SkyBar for our Adult Spelling Bee! Get your team of 2 to 6 together for some spelling fun 🐝 Get there a bit early to order some tasty appetizers and yummy beverages.
Team members must be 18+ years old. Spectators welcome.
Click here for more details: <https://www.burlesontx.com/2392/Adult-Spelling-Bee>



18+ only

Get your team together!
ADULT SPELLING BEE
March 4
Bee starts at 6 p.m.
Old Texas Brewing Skybar
Bring a team and join the fun!

OLD TEXAS BREWING CO. | THE CITY OF BURLESON TEXAS | Library

See insights and ads [Boost post](#)

👍❤️ 29 12 comments 21 shares

👍 Like 💬 Comment ➦ Share



Social Media Feedback: February is Love Your Library Month, so we asked our users why they love their library.



Burleson Public Library has so much to offer their community.

All the events are fun and free, the staff is amazing and the selection of books, magazines and all the periodicals y'all have is incredible. Grateful for my Burleson Library!



Love this blind date with a book shelf!! Reading books I never would have picked up.

Love the library; nicest staff with clever displays, fun programs and events, and of course access to so many books



Such a fun and creative way to discover new books!
Who's ready for a blind date with a great read?
—Local Life Magazine

Social Media Feedback: February is Love Your Library Month, so we asked our users why they love their library.



All the events y'all host
are amazing!

Love the kid library crew

This library continues to be a stand
out department with a staff that
cares for all of our citizens and
brings programs for everyone.

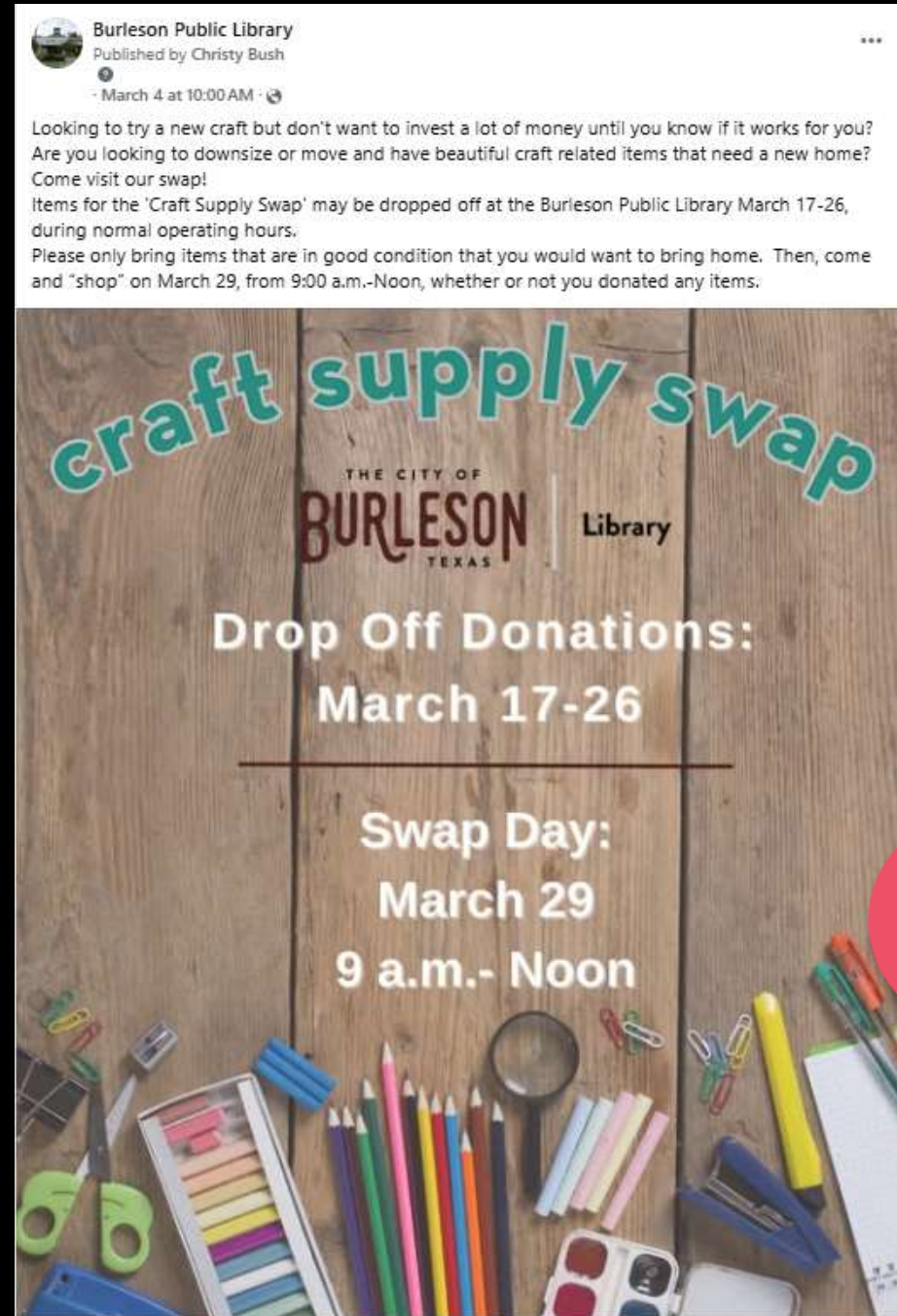
Beware first lines..."The man in Black fled across
the Desert, and the Gunslinger
followed"...Because they turn into series...And I'm
still reading it.



The staff is always so friendly and helpful

Social Media Highlight: March

The community was excited about our Craft Supply Swap last month. This post reached 9.6K Facebook users and received 30 reactions.



Social Media Feedback: March's Craft Supply Swap



Leia has been sewing since we came back!!
We even scored a cute box to keep her
supplies a little organized

Thank you for hosting the swap! I
look forward to trading some
supplies at the next one.

This is an awesome idea! I will be suggesting
this to my local library!

It was a great event! Thank you to
everyone who donated craft supplies.

My 10yo daughter just bought a sewing
machine with her own money and was able
to get fabric at this event to practice little
projects! Thank you so much!!

It was really nice meeting other
crafters...maybe even picking up
a few new hobbies



Social Media Feedback: March



On the Friends of the Library Craft Fair:

We had so much fun! Thanks for letting ‘my kids’ be a part of it!

We enjoyed the craft sale at the Senior Center, made sure to contribute to support the Library, bringing home a few treasures. Lunch available on site, & free frozen custard from Andy’s.

On Libby, CloudLibrary and hoopla:

Thank you for offering these. I use one of them almost daily.

A really awesome resource we love using!





Social Media Highlight: April

Library staff had a little fun with April Fools Day this year. This post reached 12.2K Facebook users and received 367 reactions.




Social Media Feedback: April



I'm so proud of the people at this library

On the disc golf kit:
This is awesome!

On the pollinator garden:

Love this 

When needed books are the perfect remedy

Thank you to all of you!
#loveyourlibrary

On the teen April Fools program:
My kids loved doing this, they didn't know
what to expect with it being April Fools. Did
not disappoint!

Thank you all for what you do
for the community





Social Media Highlight: May

This fun post about texting reached 21.8K Facebook users and received 250 reactions. Our followers love library humor.



Burleson Public Library
Published by Christy Bush
May 13 at 10:00 AM · 🌐

(CYMI), here is a handy guide to use when you think that your child is texting about libraries. Know the signs because, brb. 🤔 #burlesoncares #burlesonreads #teentextingcodes

Is your child texting about libraries?

Use this handy guide to find out:

- lol:** Lots of libraries
- tbh:** That book's hot
- brb:** Books rock, bro.
- smh:** So much help
- lmao:** Let me ask online
- tttyl:** Talk to your librarian

Know the signs.

THE CITY OF
BURLESON
TEXAS
Library

See insights and ads [Boost post](#)

👍❤️👍 250 9 comments 34 shares





Social Media Feedback: May



Bringing the community together
through art and imagination!

On the HEB grant:
Congratulations to the best
Library in Texas!

We love our community library



Photos sent to us for Get
Caught Reading Month:



Social Media Highlight: June

The Bag of Books Sale during the first week of June got a lot of attention on social media. This Facebook post reached 13K users and received 117 reactions.



Item B.

BTX



Social Media Feedback: June



Absolutely LOVED the baby kangaroo!

Burleson Public Library rocks!

Congrats on another fabulous Burleson Public Library summer event! Their staff are awesomely talented!

I really love our library staff and all their wonderful ideas

When is the Summer Nerf Battle?

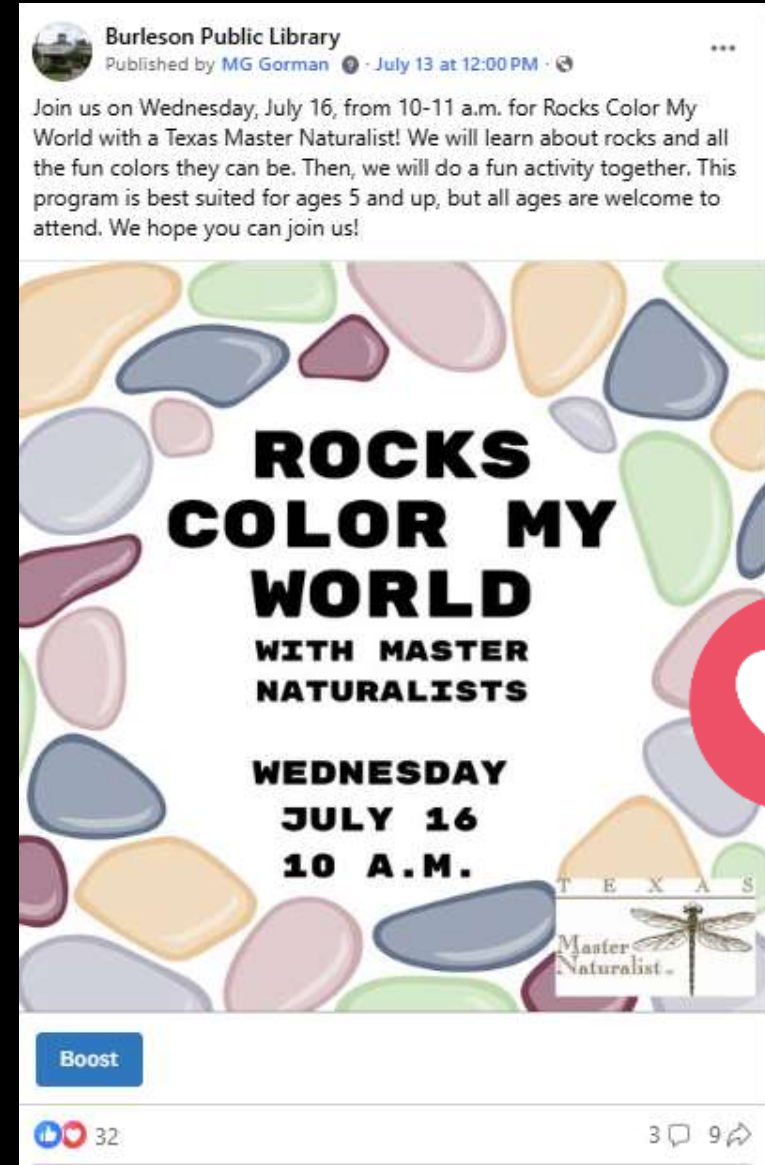
On Touch a Truck:
Thank you so much for this event! My kids had a blast!!!





Social Media Highlight: July

There was a great deal of interest in our Rocks Color My World program with the Texas Master Naturalists. This Facebook post about the program reached 8.2K users and received 32 reactions.



Social Media Feedback: July

Our Burleson Public Library is the best.



On the American Girls doll kits
from MetroShare:
Such a good idea!
This is amazing!

Another reason I love Burleson, our
fantastic, educational and fun library!

We love all the activities at the
library this summer!
Thank you Friends of the Burleson
Public Library and all the
sponsors!!

Thank you Burleson Public Library and
Friends of the Burleson Public Library for
being AMAZING!! We love your programs
during the summer and ALL year long!





Email Marketing Campaigns: City E-Newsletter

Goal: to provide general information to a broader audience in the city of Burleson each Friday. These items are also included in the City Manager's Weekly Report to City Council.

- Feb 7: Stuffie Vet Clinic, Fake Cake Trinket Boxes
- Feb 14: Achievement of Library Excellence Award
- Feb 21: Project Prom
- Feb 28: Adult Spelling Bee, Evening Storytime
- Mar 7: Pi-Day Pi-K
- Mar 14: Hunger Games Trivia Night
- Mar 21: Library Giving Day, Craft Supply Swap
- Mar 28: Library Giving Day

Burleson Public Library Programming

Stuffie Vet Clinic
Saturday, February 8, 10 to 11:30 a.m.

Does your stuffed animal need a checkup? Bring your favorite plush pal to the Burleson Public Library's Stuffie Vet Clinic on Saturday, February 8. This fun, come-and-go event will feature a small craft and various stations to make sure your stuffie is healthy from head to tail. All ages are welcome to attend—no appointment necessary.

STUFFIE VET CLINIC
SATURDAY, FEB. 8
10-11:30 A.M.

Fake Cake Trinket Boxes
Tuesday, February 11, 6 p.m.

Join the Burleson Public Library for a fun and creative evening making fake cake trinket boxes. Participants will decorate small boxes to look like vintage cakes using spackle and craft supplies—no baking required. This event is for ages 18+ only, and supplies are limited, so be sure to arrive on time. Don't miss out on this sweet craft night.

FAKE CAKE
TRINKET BOXES
AGES 18+ ONLY

Tuesday, February 11th
6 p.m.

Decorate a trinket box like a vintage cake!

Follow the Library on Facebook

Follow the Library on Instagram



Email Marketing Campaigns: City E-Newsletter

Goal: to provide general information to a broader audience in the city of Burleson each Friday. These items are also included in the City Manager's Weekly Report to City Council.

- Apr 4: A Special Donation to the Library
- Apr 11: National Library Week, Teen DIY Easter Eggs
- Apr 18: Mad Scientist Party, Zine Night
- Apr 25: National Library Week (featuring Betsy Kocsis, a library volunteer), Stories & Snacks, Teen Fairy Gardens
- May 2: Pickleball Kit
- May 9: Employee of the Quarter, AARP Tax Filing Statistics, Summer Reading Club, Evening Storytime
- May 16: Cliburn Adopt-a-Competitor Concert, Family Game Night, Human Trafficking Awareness, DIY Sprinkler Repair
- May 23: Summer at the Library grant, Human Trafficking Awareness, DIY Sprinkler Repair
- May 30: Collaborative Art Day, DIY Sprinkler Repair

Burleson Public Library News

A Special Donation to the Library

On Monday, March 31, the library received a very special donation from Barry Phillips. Barry presented the library with a copy of *Saving Lucky*, an autobiographical picture book by Amon G. Carter III, which tells the true story of a rescued bird given a second chance at life.



Barry, a Burleson native, is a two-time Emmy Award-winning art director for the PBS television series *Wishbone* and wrote the review featured on the book's back cover. He is also the owner of the Renfro-Clark House, which holds historical significance as the site of Burleson's first library. The house is beautifully depicted in the mural decorating the children's area of the library, making this donation even more meaningful.

The library is grateful for this generous contribution and the opportunity to share this inspiring story with the community. [Request the book here.](#)



Email Marketing Campaigns: City E-Newsletter

Goal: to provide general information to a broader audience in the city of Burleson each Friday. These items are also included in the City Manager's Weekly Report to City Council.

- Jun 6: Community Quilt Project
- Jun 13: Summer Reading Week 1 Recap, Mystery Night, Touch a Truck
- Jun 20: Summer Reading Week 2 Recap, Playing Card Upcycled Crafts
- Jun 27: Summer Reading Week 3 Recap, Community Quilt Project
- Jul 4: Summer Reading Week 4 Recap, Special Guest Storytime with Fire Marshall Rob Moore
- Jul 11: Summer Reading Week 5 Recap, Adventure of the Missing Color
- Jul 18: Summer Reading Week 6 Recap, Summer Reading Club sponsors
- Jul 25: Summer Reading Week 7 Recap, Mini Mock Masterpieces, DIY Tote Bags, Snacklaces

Burleson Public Library News & Programming

Summer Reading Club Recap: Week 2

Week 2 of Summer Reading Club was full of creativity, curiosity and color. On June 10, children and teens participated in open-ended art programs and wowed us with their imagination and artistic skills—Burleson is home to some amazing young artists! That same evening, families got up close and personal with a variety of fascinating creatures during the “All About Animals” show, featuring a chinchilla, hedgehog, sugar gliders and even a scorpion.



Teens returned on Wednesday, June 11 for our colorful “Taste the Rainbow” program, sampling foods in every hue of the spectrum. The week wrapped up on Saturday with a special “Brown Bear, Brown Bear” Storytime, and a jungle-themed Magic Tree House Book Club, where families explored *Afternoon on the Amazon* through fun hands-on activities. What a great week at the library!

[Sign up for Summer Reading Club](#)
[Summer Reading for Children](#)
[Summer Reading for Teens](#)
[Summer Reading for Adults](#)



Email Marketing Campaigns: Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 11,000 patrons monthly.

- 44.7% open rate
- February featured CityFest, AARP Tax-Aide and Baking Kits.
- March featured the Achievement of Library Excellence Award, The Friends of the Library Craft Fair and 3D pen kits.
- April featured National Library Week, Library Giving Day and the disc golf kit.
- May featured Summer Reading Club, Cliburn Adopt-a-Competitor, and the pickleball kit.
- June featured Summer Reading Club and camping gear.
- July featured Summer Reading Club and jigsaw puzzles.
- Each issue also features the 10 to Try challenge for that month, along with program highlights.



Email Marketing Campaigns: Program Newsletters

Goal: to provide age-specific program information to subscribers monthly.

During Summer Reading Club, children's and teen newsletters were sent out weekly.

Adult Programs: 248 subscribers

- 62.5% open rate

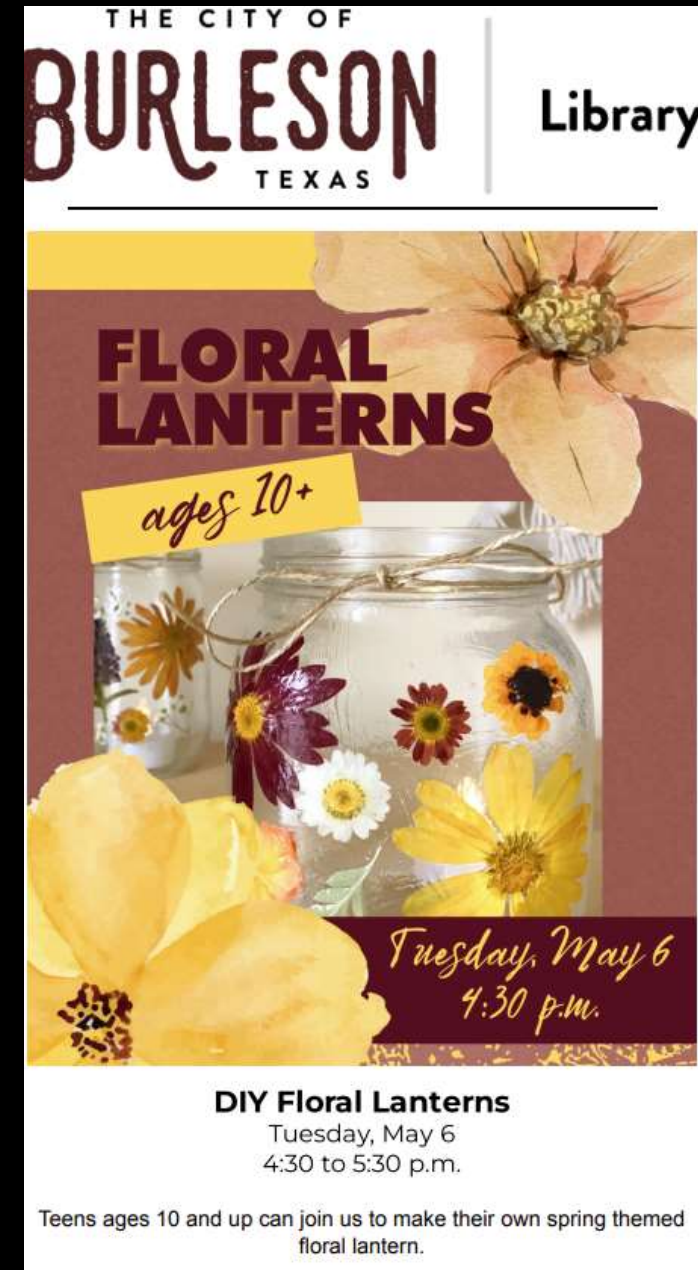
Teen Programs: 265 subscribers

- 57.6% open rate

Children's Programs: 918 subscribers

- 60.6% open rate

Library program attendance is up 26% from last year.





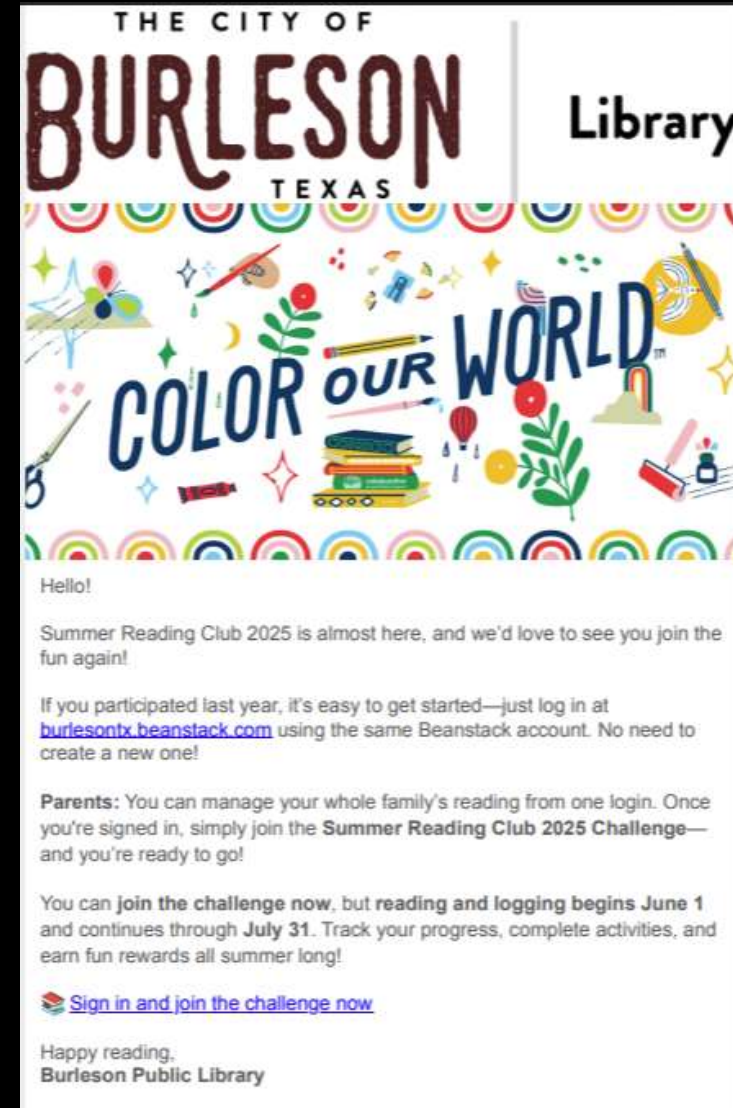
Email Marketing Campaigns: Summer Reading Club

Goal: to encourage last year's Summer Reading Club participants to sign up again this year.

Sent to cardholders who participated in the library's 2024 Beanstack challenge.

The message had a 64% open rate, and 807 individuals signed up for the 2025 Summer Reading challenge.

This is a 80% increase in participation over last year.

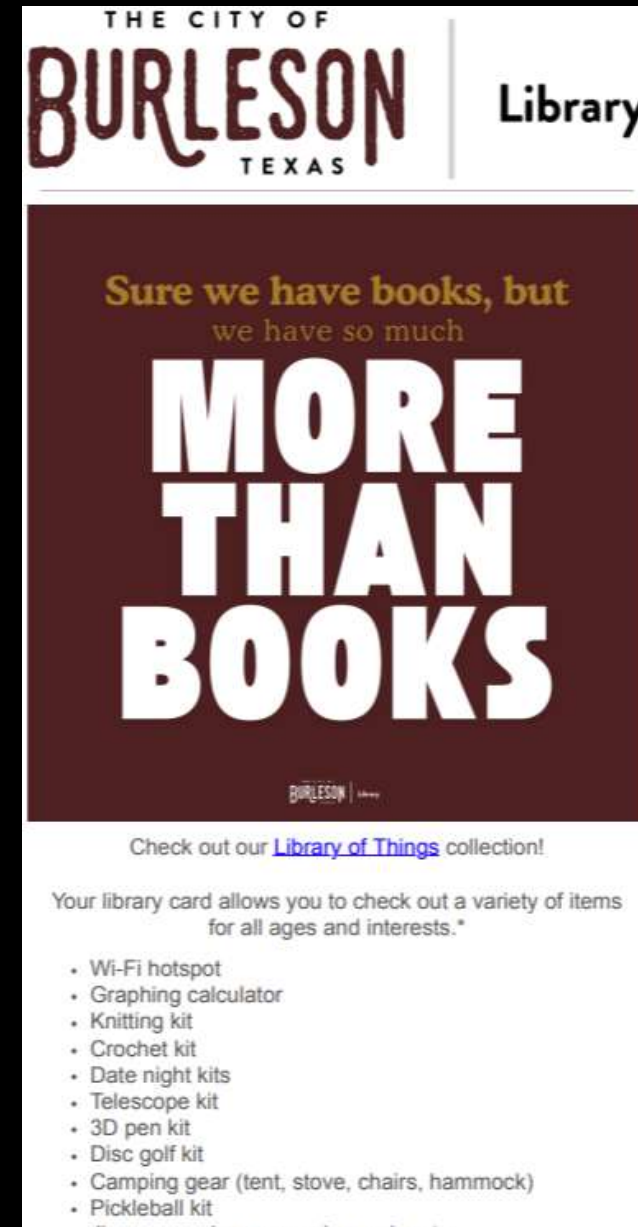


Email Marketing Campaigns: New Cardholders

Goal: to provide information to new cardholders and keep them engaged with the library. This is a series of 6 emails sent over the first 3 months.

1. General information, welcome to the library
2. Library of Things, we check out more than just books
3. Digital library
4. Programs and events
5. Online learning, tutoring and reading recommendations
6. Useful tips, how to get the most out of your library card

52% of new cardholders are still using their library card after one year. That is 2% higher than the average among our library peers.





Email Marketing Campaigns: Inactives & Occasionals

Goal: to re-engage lapsed users or occasional users and get them to use their library card.


- Check out Libby
- Check out cloudLibrary
- Featured new titles

In the past 3 months, 422 occasional users and 85 inactive users have re-engaged with the library after receiving one of these messages.



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Library

Take a break, Dad.



Libby.
The library reading app

Borrow ebooks and audiobooks from our digital library and start reading today.

Download the [Libby](#) mobile app for your phone or tablet.

[Get the Libby App](#)

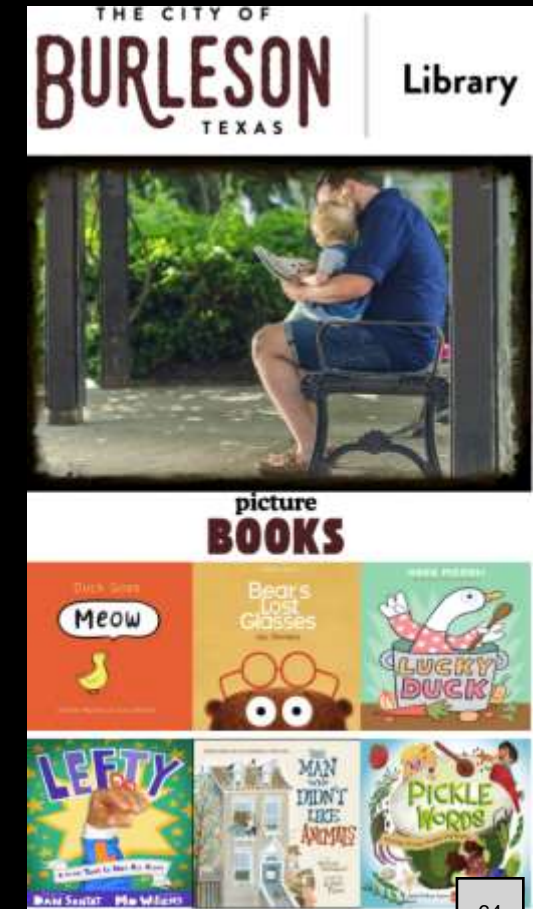


Email Marketing Campaigns: Library Patron Clusters

Goal: to keep library users engaged by showing them relevant new titles, sent monthly.

- Bedtime Stories: users who check out children's print materials
- Page Turners: users who check out adult print
- Digitarians: users who check out adult digital

In the past 3 months, 1,675 users have used their library card within 7 days after opening one of these messages.





Postcard Marketing Campaigns: New Residents

Goal: to get new Burleson residents to sign up online for a library card.

743 postcards were mailed out from February to July.

Library card sign ups are up 4%.

Get your Library Card or eCARD online!



Scan the QR Code to get started



THE CITY OF
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TEXAS
Library
(817) 426-9209

The postcard has a dark red background. On the left, the text 'Get your Library Card or eCARD online!' is written in a bold, white, sans-serif font. Below this is a square QR code. Under the QR code, the text 'Scan the QR Code to get started' is written in a smaller, white, sans-serif font. On the right side, there is an illustration of a laptop with a screen showing a row of colorful books. Next to the laptop is a small orange lamp and a white cup of coffee on a saucer. At the bottom right, the text 'THE CITY OF BURLESON TEXAS Library (817) 426-9209' is written in a white, sans-serif font.



Community Engagement: Friends of the Library Annual Membership Meeting

Deputy Director Sara Miller addressed the Friends of the Library annual membership meeting on February 20.

She shared information about library services and programs, the library's master plan and facility study, and how members of the community can get more involved with the library.

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Library

GET INVOLVED

DONATE

DONATIONS

THE CITY OF
BURLESON
Library

Donations are accepted on Fridays
5AM-12PM
1800 S. GILBERT AVE. BURLESON, TX 78009-4036

One medium-sized box per household per week.

✓

Please include:

- Books in good condition
- CDs
- Blu-ray/DVD
- Music (CD)
- Audio books on CD
- Nonfiction fiction games
- Algebra guides
- World guides

✗

Do not include:

- Magazines
- Comics
- Video tapes or cassette
- Computer software
- Self-study video courses
- Encyclopedias
- Books with marks, water damage, missing or lost

FRIENDS OF THE LIBRARY

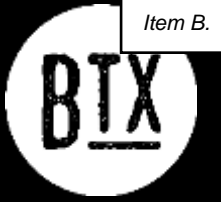
FRIENDS of Burleson Public LIBRARY

LIBRARY ADVISORY BOARD

Meetings

- 4 p.m.
- The Library Board meets quarterly or as needed
- Burleson Public Library Conference Room
- 1800 S. Gilbert Avenue
- Burleson, TX 78009-4036

VOLUNTEER



Community Engagement: Summer Reading Club School Outreach

Youth Services Librarian Becky Fowler visited 7 elementary schools and spoke to 31 different groups about Summer Reading Club.

Every school received Summer Reading bookmarks, and Burleson ISD shared our Summer Reading challenge and program calendar with all of their students in grades PreK-5.





Community Engagement: Chamber of Commerce

Community Engagement Librarian Amanda Cadenhead currently serves as a Chamber of Commerce Ambassador.

Since February, she represented the library at 22 ribbon cuttings for new businesses. She also attended the Burleson Business Showcase (along with the Friends of the Library) and the monthly meetings.

Chamber Network at Night was at Elk Creek Assisted Living and staff created library cards for residents during the visit.

At Business over Breakfast, Amanda spoke about library services and programs.





Community Engagement: Other organizations

The Community Engagement Librarian also represented the library at:

- Old Town Business Association
- Johnson County Hunger Coalition
- Public Library Managers of North Texas





Community Engagement: Library Giving Day

Library Giving Day is a national fundraising event held each April that encourages people who value libraries to support them financially. The Friends of the Library participated this year for the first time.

The City's Marketing and Communications staff created publicity for social media, e-newsletters and our website. HEB sponsored yard signs and bookmarks for all Texas libraries participating in the event.

The Friends of the Burleson Public Library raised \$6,843 as a result.





Questions/Comments

Sara Miller

Deputy Director-Library

smiller@burlesontx.com

817-426-9203

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: August 26, 2025

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the library board on the activities of the Friends of the Burleson Public Library. (*Staff Contact: Sara Miller, Deputy Director-Library*)

SUMMARY:

The Friends of the Burleson Public Library is a 501(c)(3) organization that raises funds for the library to assist with special projects and purchases not covered by the operating budget. A representative from the group will share updates with the Library Advisory Board.

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library
smiller@burlesontx.com
817-426-9203