
Tuesday, November 26, 2024
6:00 PM

Burleson Public Library -
Meeting 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 board on an item NOT posted on the agenda, shall speak during this section.

A speaker card must be filled out and turned into the Secretary prior to addressing the board. Each speaker will be allowed three (3) minutes.

Please note that the board may only take action on items posted on the agenda. The Texas Open Meetings Act prohibits the Board from deliberating or taking action on an item not listed on the agenda. The Board may, however, receive your comments on the unlisted item, ask clarifying questions, respond with facts, and explain policy.

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

3. **APPROVE THE MINUTES FROM THE LIBRARY BOARD MEETING**

- A. Receive a presentation on the City of Burleson's 311 Service. (*Staff Presenter: Richard Abernethy, Administrative Services Director*)
- B. Elect a Chair and Vice Chair to serve for the year 2025. (*Staff Presenter: Sara Miller, Deputy Director-Library*)
- C. Consider and approve Library Advisory Board meeting dates for 2025. (*Staff Presenter: Sara Miller, Deputy Director-Library*)
- D. Consider approval of the minutes from the July 30, 2024 library board meeting.

4. **REPORTS AND DISCUSSION ITEMS**

- A. Hold a discussion and receive a report regarding Burleson Public Library services and programs. (*Staff Presenter: Sara Miller, Deputy Director-Library*)
- B. Hold a discussion and receive a report regarding the Burleson Public Library's marketing and community engagement efforts. (*Staff Presenter: Sara Miller, Deputy Director-Library*)
- C. Hold a discussion and receive a report regarding the activities of the Friends of the Burleson Public Library. (*Staff Presenter: Sara Miller, Deputy Director-Library*)

5. **BOARD REQUESTS FOR FUTURE AGENDA ITEMS OR REPORTS**

6. **ADJOURN**

Staff Contact

DeAnna Phillips, Community Services
817-426-9622
dphillips@burlesontx.com

CERTIFICATE

I hereby certify that the above agenda was posted on this the 20th of November 2024, 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: November 26, 2024

SUBJECT:

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

SUMMARY:

In March 2023, the City of Burleson launched its 311 service, providing residents with a single, easy-to-remember phone number for non-emergency inquiries. This service offers quick access to government services and information.

Burleson 311 provides several benefits to citizens and the City, including:

- **Enhanced Customer Service:** Increases transparency, accountability, and communication while reducing wait times and streamlining issue reporting.
- **Centralized Processes:** Improves internal efficiency, accuracy, and response times.
- **Data-Driven Decision-Making:** Enables the City to make informed decisions on resource allocation to enhance city services.

This fiscal year, 311 is initiating an outreach campaign to raise awareness and educate citizens about the service. The campaign will include participation in community events, presentations to local organizations, sponsorships, social media and newsletter updates, postcards, and presentations to City boards and commissions.

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



City of Burleson (BTX) 311

LIBRARY ADVISORY BOARD

NOVEMBER 26, 2024

History of BTX 311

- The city identified the need for a centralized system to handle non-emergency calls:
 - First-call resolution
 - Tracking customer requests to completion
 - Dynamic communication and engagement
 - Transparency and tracking
 - Improved internal efficiency and accountability
- The City identified a 311 system as the most effective solution for addressing non-emergency customer needs.
- September 2022 – BTX 311 Project Initiated.
- March 2023 – BTX 311 launched to the public.



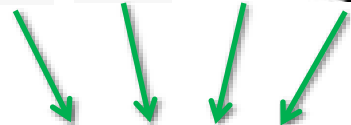
Community Outreach – FY 2024-25

- Community Events
- Presenting to Community Organizations
- Presenting to Boards and Commissions
- Sponsorships
- Social Media and City Newsletters
- Postcards
- 311 Decals on City Vehicles



311 and Customer Relationship Management

All Citizen Non-Emergency Interactions



Customer Service Representative responds, assigns tasks, works with proper departments, and communicates information until the issue is resolved.



CRM System collects data, analytics and SLAs for reporting. Management analyzes and makes improvements to increase efficiencies.



Call Center Operations – M-F 8:00am – 5:00pm

After Hours – 24/hour Online Submittal & App

Email: 311@burlesontx.com

After Hours (Urgent Non-Emergency) - 817-426-9903

Services You Can Access Through BTX 311

Street Maintenance

- Street Repair (i.e. Potholes)
- Tree Limbs or Debris Removal in street
- Street Lights
- Traffic Signal Concerns

Parks and Recreation

- General Recreation Requests (BRiCK Recreation Center)
- Park Maintenance Concern (Park Signage, Damaged Equipment)
- Litter Concerns

Animal Services

- Barking Dog/Noisy Animal Complaints
- Loose Animal
- Live Trap Animal Requests

Water and Sewer

- Water Leak
- Meter Leak
- Water Pressure/No Water Issue
- Replace Meter Box Lid (Damaged or Missing)

Code Compliance and Environmental

- High Grass/High Weeds on Private Property or City Property
- General Code Concern
- Illegal Dumping
- Mosquito Control

Water and Solid Waste Bill Services and Inquiries

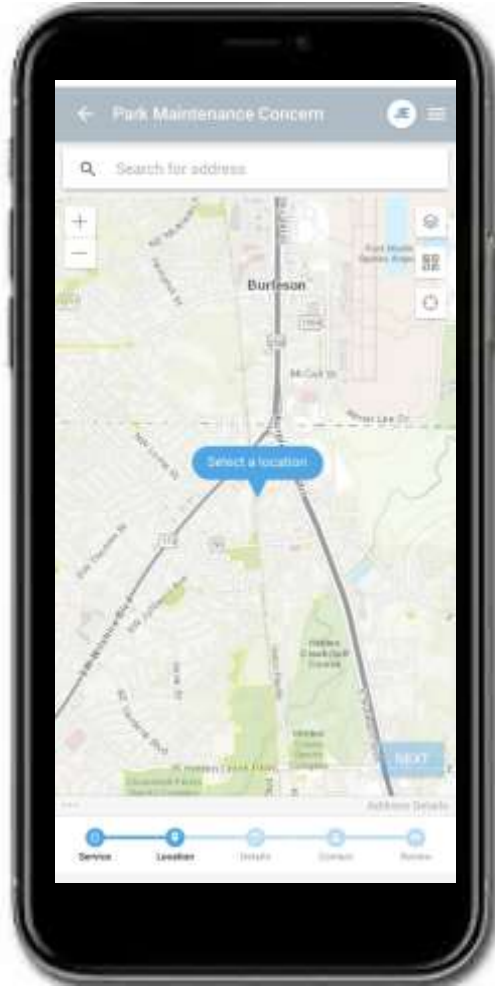
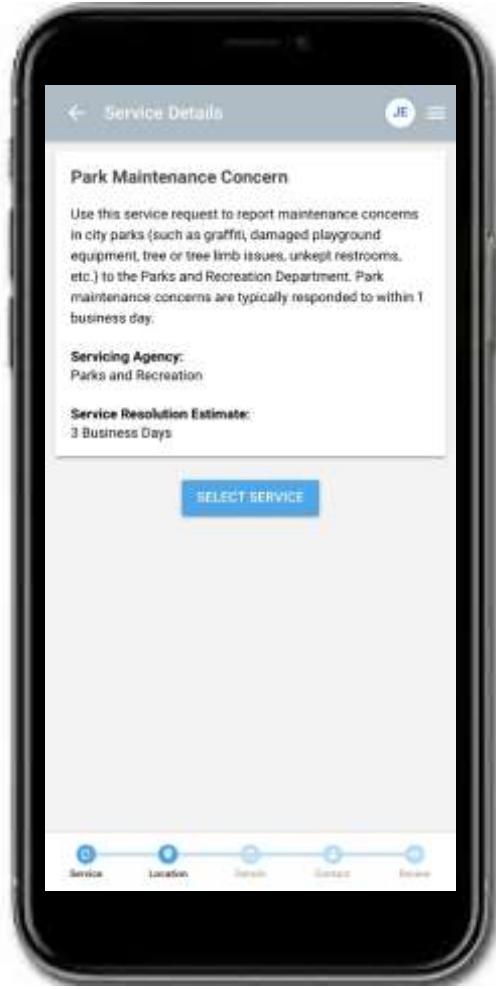
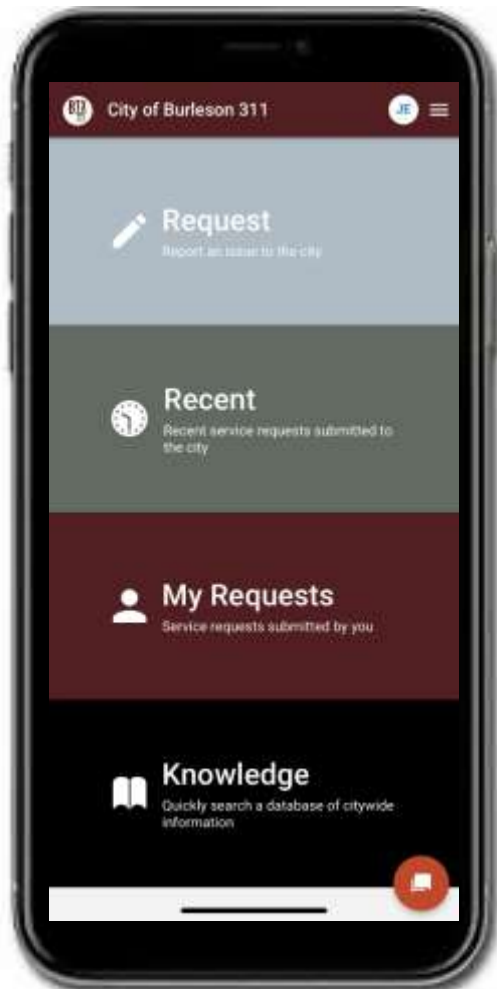
- 311 is also Utility Customer Service
- Solid Waste and Recycling Requests

*311 also assists customers by directing them to the appropriate department for service.

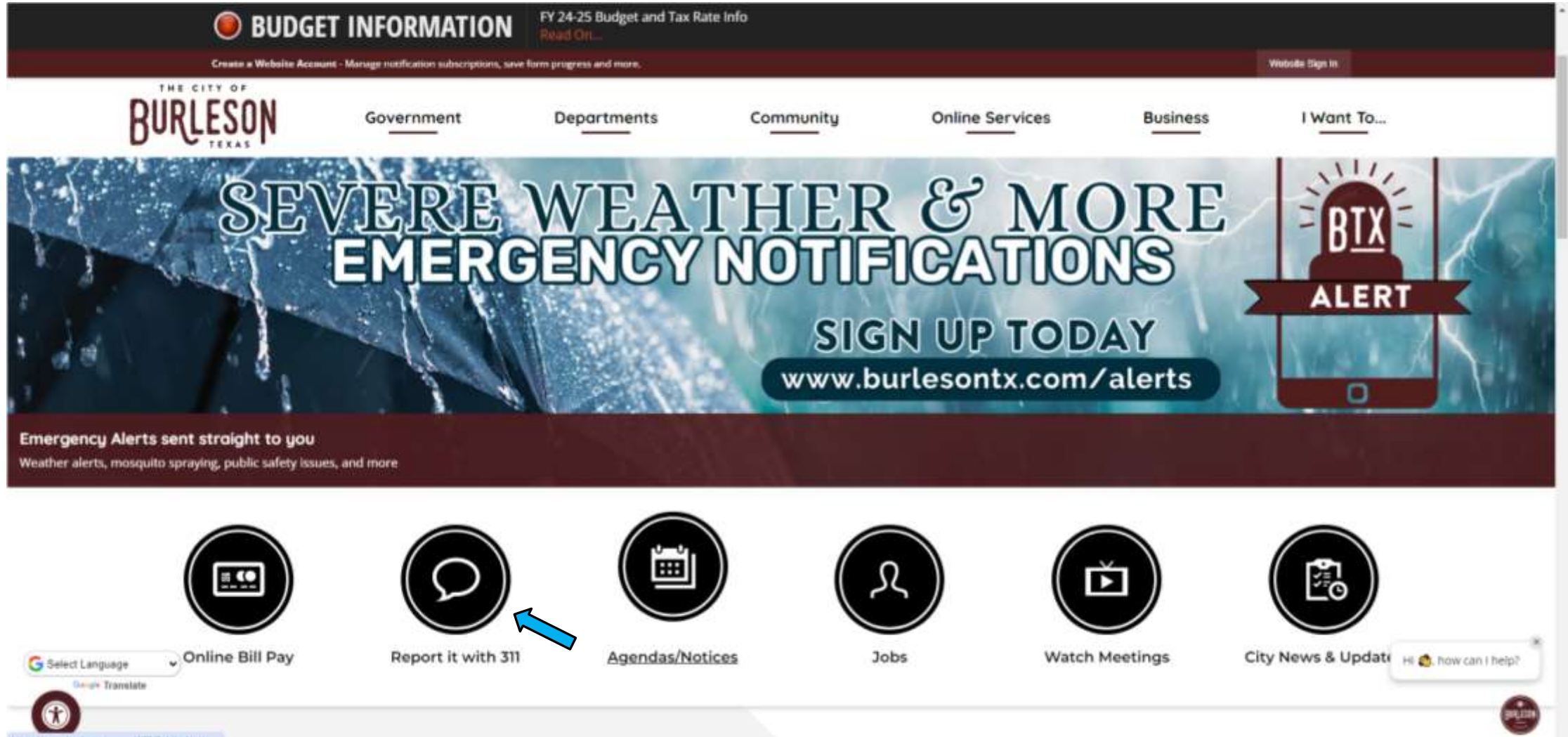
City of Burleson - BTX 311 App.

Download Our App

Item A.



City of Burleson Website



City of Burlleson Website - Continued

Submit a Service Request

SUGGESTED REQUESTS

 Unkept Tall Grass/Weeds

 General Code Concern


 Barking Dog/Noisy Animal

 Sidewalk Repair Concern


 Street Repair Concern

 Inoperable/Junk Vehicle - On Street

 Additional or Replacement Recycling Cart

 Tree Limbs or Debris in Street

 Park Maintenance Concern


 Miscellaneous Concerns

 Meter Leak


 General Solid Waste Request

ALL REQUESTS

examples: pothole, trash, noise, 23-00000100...

 Animal Services

 Code Compliance













 Environmental Services

 General Government



ALL REQUESTS

examples: pothole, trash, noise, 23-00000100...

-  Animal Services
-  Code Compliance
-  Environmental Services
-  General Government
-  Parks and Recreation
-  Police Department
-  Solid Waste
-  Streets
-  Traffic
-  Utility Customer Service
-  Wastewater
-  Water

Submit General Request




🔍 Search Service Requests

examples: pothole, trash, noise, 23-00000100...

 Animal Services

 Code Compliance


 Environmental Services


 General Government

 Parks and Recreation

 Police Department

Select a Service Request


 Cemetery Concern

 Park Maintenance Concern

 Solid Waste

 Streets

 Traffic

 Utility Customer Service

 Wastewater

 Water

Search Service Requests

examples: pothole, trash, noise, 23-00000100...

 Animal Services

 Code Compliance

 Environmental Services

 General Government

 Parks and Recreation


 Police Department

Select a Service Request

 Cemetery Concern

 Park Maintenance Concern

 Solid Waste

 Streets

 Traffic

 Utility Customer Service

 Wastewater

 Water



Item A.

Park Maintenance Concern

Use this service request to report maintenance concerns in city parks (such as graffiti, damaged playground equipment, tree or tree limb issues, unkept restrooms, etc.) to the Parks and Recreation Department. Park maintenance concerns are typically responded to within 1 business day.



DEPARTMENT

Parks and Recreation



RESOLUTION ESTIMATE

3 Business Days


Request This Service

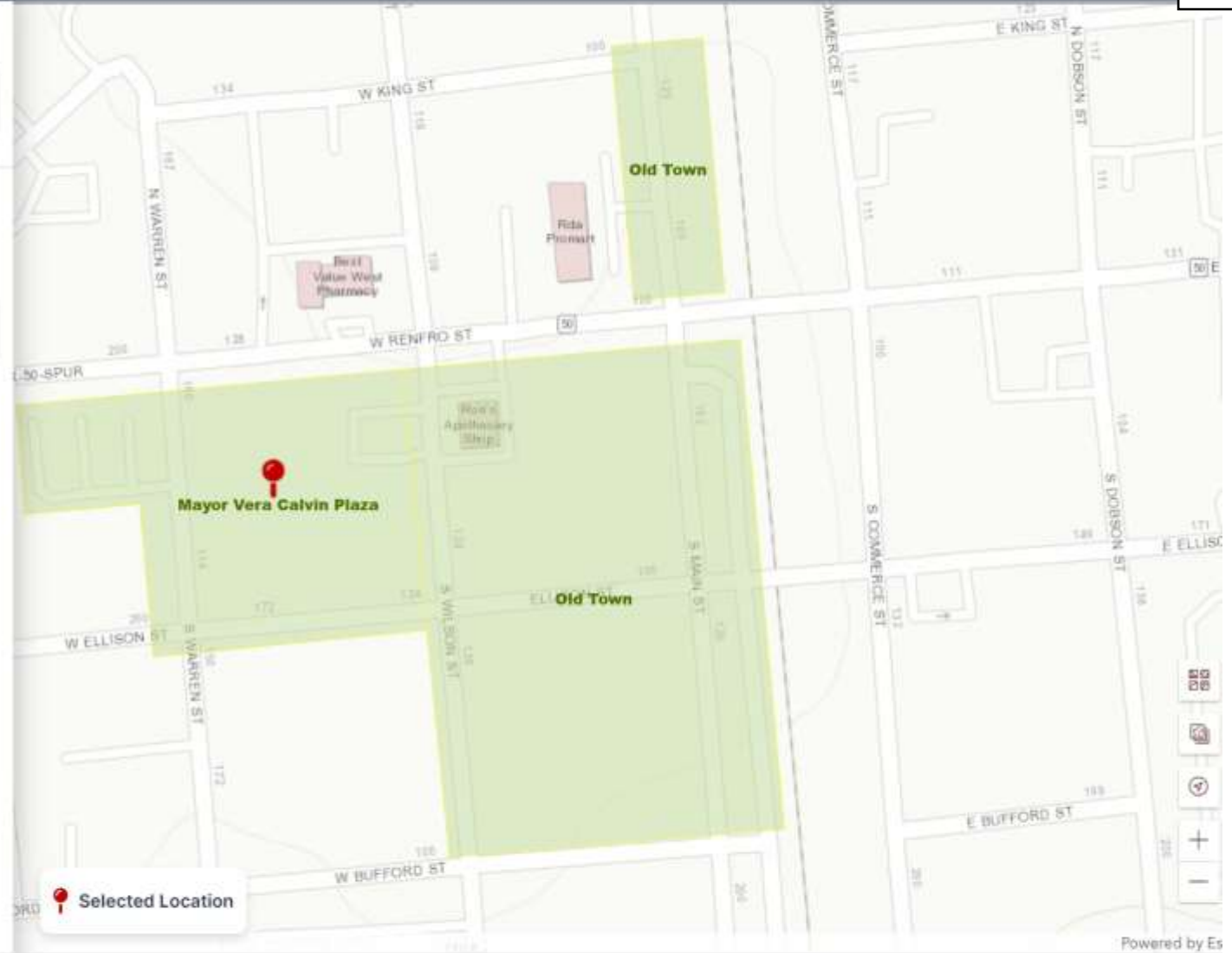



Item A.

Search for locations or select them on the map.

Selected location:

 141 W RENFRO ST, BURLESON, 76028 ✕



 Selected Location

Powered by Esri

Cancel

Previous

Continue →





Item A.

QUESTION 1*

Is this request an emergency?

Yes

No

Next ↓

QUESTION 2*

What is your maintenance concern related to?

Select an option ▼

Next ↓

Cancel

Previous

Continue →

How can we reach you?

Please provide an email address that can be verified to Complete the Service Request submission.

First Name	Last Name
<input type="text" value="John"/>	<input type="text" value="Doe"/>
Email	Phone Number
<input type="text" value="john@example.com"/>	<input type="text" value="(XXX) XXX-XXXX"/>

Cancel

Previous

Skip

Continue →



Verify your Service Request details. Select any item to edit.

Service Type



Park Maintenance
Concern

Location



Attachments

not provided



Search Service Requests

Submitted 15 minutes ago



OPEN (24-00017380)

Inoperable/Junk Vehicle - On Street

918 AZALEA CT, BURLESON, 76028

Submitted 24 minutes ago

OPEN (24-00017378)

Mosquito Control Concern

717 JUDITH ST, BURLESON, 76028

Submitted 1 hours ago

OPEN (24-00017377)

Water Turn On/Off

933 WALNUT ST, BURLESON, 76028

Submitted 1 hours ago

OPEN (24-00017365)

Park Maintenance Concern

KERR M.S.

Submitted 3 hours ago

[Back to top](#)

THE CITY OF BURLESON OPEN (24-00017327)

Open By Everyone Till Today Sort

OPEN (24-00017377)

Water Turn On/Off

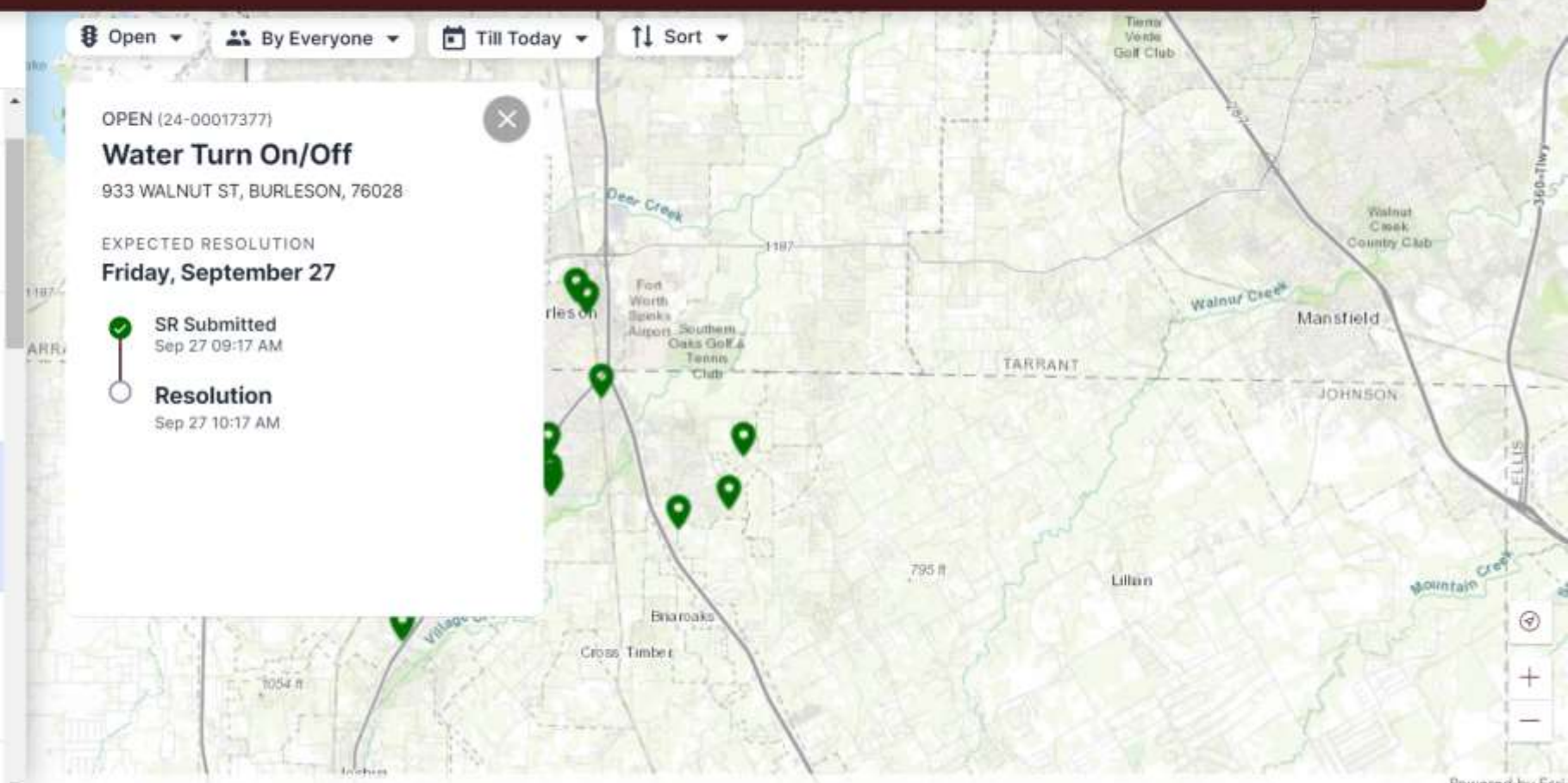
933 WALNUT ST, BURLESON, 76028

EXPECTED RESOLUTION

Friday, September 27

SR Submitted
Sep 27 09:17 AM

Resolution
Sep 27 10:17 AM



Powered by Esri

BTX 311 Stats

- Top 5 requests:
 - High Grass/Weeds
 - Missed Solid Waste
 - Meter Leak
 - Street Repair Concern
 - General Code Concern
- First Call Resolution: 87.1%
- Total inbound calls: 29,347
- Average Hold Time: 15.56 seconds



Benefits of BTX 311

- A single, easy-to-remember phone number for non-emergency inquiries, giving citizens quick access to government services and information.
- Enhances customer service through transparency, tracking, communication, accountability, reduced wait times, and streamlined issue reporting.
- Centralizes internal processes to boost efficiency, accuracy, and response times.
- Data gathered helps the City make more informed decisions about resource allocation to enhance and improve city services.



Questions or Comments?



Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: November 26, 2024

SUBJECT:

Elect a Chair and Vice Chair to serve for the year 2025. (Staff Presenter: Sara Miller, Deputy Director-Library)

SUMMARY:

The Library Advisory Board will elect a Chair and Vice Chair to serve for the year 2025. The Vice Chair will serve in the absence of the Library Advisory Board Chair.

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 Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: November 26, 2024

SUBJECT:

Consider and approve Library Advisory Board meeting dates for 2025. (Staff Presenter: Sara Miller, Deputy Director-Library)

SUMMARY:

Staff has created a proposed bi-monthly meeting calendar for the board to consider, along with the option for quarterly meetings.

RECOMMENDATION:

Approve a Library Advisory Board meeting calendar for 2025 as presented.
Approve a Library Advisory Board meeting calendar for 2025 with modifications.

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 Advisory Board Meeting Dates for 2025

Library Advisory Board Meeting Dates for 2025: Bi-monthly Schedule

- Tuesday, January 28, 2025
- Tuesday, March 25, 2025
- Tuesday, May 27, 2025
- Tuesday, July 22, 2025
- Tuesday, September 23, 2025
- Tuesday, November 25, 2025

Library Advisory Board Meeting Dates for 2025: Quarterly Schedule

- Tuesday, February 25, 2025
- Tuesday, May 27, 2025
- Tuesday, August 26, 2025
- Tuesday, November 25, 2025

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: November 26, 2024

SUBJECT:

Consider approval of the minutes from the July 30, 2024 library board meeting.

SUMMARY:

RECOMMENDATION:

Approve as presented or approve with changes.

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

July 30, 2024
DRAFT MINUTES

Call to Order: 6 P.M.

Board Members Present

Daniel McClain, Chair
Amanda Cognasi, Vice Chair
Claire Coggin
Janet Farmer
Toni Wing-Jenkins

Board Members Absent

Joan Coubarous
Jim Wadlow

Staff Present

Sara Miller, Deputy Director-Library
DeAnna Phillips, Director, Community Services
Paula Skundberg, Recording Secretary

1. **Call to Order:** 6:00 p.m.
2. **Approve the minutes from the Library Board Meeting.**
- A. **Consider approval of the minutes from the March 26, 2024, Library Board meeting.**

A motion was made by Toni Wing-Jenkins and seconded by Amanda Cognasi to approve the minutes as presented.

Motion passed 5-0. Absent Joan Coubarous, Jim Wadlow

3. **Citizen Appearances** –

Beth Lytner came forward and shared the progress in the exploration and understanding the steps needed to establish a library foundation and conducting fundraising efforts. She is engaged in volunteer work with the Burleson Friends of the Library (FOL) and is exploring the potential of obtaining grants through FOL.

4. **Reports and Discussion items:**
- A. **Hold a discussion and receive a report regarding Burleson Public Library services and programs. (Staff Presenter Sara Miller, Deputy Director-Library)**

Staff gave an update of library services and programs for the months March – June which included an overview of the programs for all age groups, community

events and outreach, the Blessing Box Relocation to Warren Park across the street from the Library in May, and Social Media Spotlight. A discussion followed.

B. Hold a discussion and receive a report regarding the Burleson Public Library's budget for 2024-2025. (Staff Presenter Sara Miller, Deputy Director-Library)

Staff reviewed the library's base budget and supplemental budget requests for FY2024-2025. The Community Services department's base budget will be reduced by 13.5% for FY25, a measure that will be implemented across all departments within the city's General Fund. The library's proposed budget was reduced by \$10,811: removed ALA Conference for Community Engagement Librarian, no purchase of logo shirts for part-time staff and cancelled Skillshare online learning. Staff reported that the library's supplemental budget requests were not recommended for funding at this time. A discussion followed.

C. Hold a discussion regarding the Burleson Public Library branding.

Board member Toni Wing-Jenkins and DeAnna Phillips, Community Services Director led the discussion.

- The public is not aware of many things that the library already offers.
- Communications/Marketing team and resources are available to assist.
- The library outreach vehicle increases the library's visibility in the community.
- Staff currently includes information via the Weekly Report and the City's eNewsletter.
- We're More Than Just Books, #morethanbooks
- Identify local influencers to help get the word out about the library and what we offer.

5. Board Requests for future agenda items or reports

- Add Branding as a standing item on the agenda.

6. Adjourn

There being no further business, Chair Daniel McClain adjourned the meeting.

Time – 7:01 p.m.

Paula Skundberg, Recording Secretary

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: November 26, 2024

SUBJECT:

Hold a discussion and receive a report regarding Burleson Public Library services and programs. (Staff Presenter: Sara Miller, Deputy Director-Library)

SUMMARY:

Staff will review library services, including:

- Program highlights
- Community events and outreach
- Texas Book Festival grant
- Library accredited for FY2025
- 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
smiller@burlesontx.com
817-426-9203

Library Services Update

Sept-Oct 2024

Library Advisory Board

Nov 26, 2024



Program Highlights



Rachel Whitely
Thank you for all your hard work on this Mrs. Becky and team! This is a favorite of ours!



Becca Arias
These are great!! Thank you for doing this. My son had so much fun dropping off his alien and can't stop talking about picking him up in the morning. He is going to love these pictures. The sleep masks are too funny!



Stuffed Animal Sleepover
Participants: 46

Stuffed Animal Sleepover
Storytime
Attendance: 78



Sharon Gresham
Thank you for doing this. The movie today was very good!

Friday Movie Matinees
Attendance: 26

Program Highlights



Play and Learn Workshop
Attendance: 114



Young Builders Club
Cardboard Edition
Attendance: 28



Apple Storytime & Tasting
Attendance: 36

Program Highlights



Teen Art Club
Attendance: 14



Book Walks and Talks
Attendance: 20



Homecoming Mini Mums
Attendance: 20

Program Highlights



There's a Ghost in this Town:
an Art Project for Kids and
Teens
Attendance: 26



Let's Boo-gie: Tiny Tots Rave
Attendance: 500
(held offsite due to limited
space)



Teen Haunted Graham
Cracker Houses
Attendance: 23

Program Highlights



Fire Safety Saturday
Storytime
Attendance: 57



Día de los Muertos Stories &
Sweets
Attendance: 28



Teen Spooky Movie Nights
Attendance: 94

Program Highlights



Adult Craft: Paper
Ornaments
Attendance: 11



Teen Lounge
Attendance: 23



Baby Fall Sensory Storytime
Attendance: 30

Storytimes



Average weekly attendance

Baby: 51
Toddler: 86
Preschool: 42
Evening: 27

Community Events & Outreach



Emergency Preparedness Fair
(with Burleson Fire/EMS)



Kerr vs. Hughes football
game



Be Healthy Run

Community Events & Outreach



National Night Out
(with Burleson Police Dept.)



Founders Day



Fall Literacy Night
(Clinkscale Elementary)
Read 'n' Treat
(Norwood Elementary)

Community Events & Outreach



Boo Bash
(with Parks & Recreation
Dept.)



Emergency Preparedness Fair
at Center for ASD
(with Burleson Fire/EMS)



Employee Health & Lifestyle
Expo
(with Human Resources
Dept.)

Texas Book Festival Grant



The Burleson Public Library has been awarded a \$2,500 Collections Enhancement Grant from the Texas Book Festival. This generous grant will allow staff to expand the library’s collection with a new set of VOX books for children. VOX books are an innovative format that combines a print book with a built-in audio reader, making it easy for young readers to listen to and follow along with the story.

Youth Services Librarian Becky Fowler wrote the successful application for this grant.

Library Accredited for FY2025

Burleson Public Library has been officially accredited as a member of the Texas Library System for State Fiscal Year 2025. This accreditation highlights the library's commitment to providing exceptional services and resources to the community. Accredited Texas libraries are eligible for certain services from the Texas State Library and Archives Commission, including:

- participation in the TexShare Database program. The TexShare Databases provide homework help, health or business information, academic journals, popular magazines, genealogy, or job and career development.
- participation in the TexShare Card reciprocal borrowing program.
- statewide interlibrary loan service (ILL), which allows Burleson cardholders to request materials from other participating libraries.
- eligibility for any of the State Library's competitive grants. Burleson Public Library received a TexTreasures grant in 2020, which helped digitize the library's historic newspaper collection, a Regional ILS Cooperative Grant in 2022, which helped start the MetroShare Libraries consortium and a Community Advancement Package in 2022, which funded supplies for outreach and collection development.



YTD
Totals
thru Oct



83,931

digital downloads +23%



2,850

cards issued +16%

Item A.

1,041

volunteer hours -1%



237,470

physical items checked out +4%

204,366

visitors +7%



25,470

attended programs +7%

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: November 26, 2024

SUBJECT:

Hold a discussion and receive a report regarding the Burleson Public Library's marketing and community engagement efforts. (Staff Presenter: Sara Miller, Deputy Director-Library)

SUMMARY:

Staff will review the library's marketing and community engagement activities, including:

- Social media highlights
- Email marketing campaigns
- Postcard marketing campaigns
- Community engagement with the Burleson Area Midday Rotary, Burleson Business Connections and Chamber of Commerce

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

Nov 26, 2024





Social Media Highlight: September

During the month of September, the library shared 82 posts on Facebook, reaching 55.7K accounts.

September's top performing post promoted a fun art project inspired by the book *There's a Ghost in This House* by Oliver Jeffers.

This post reached 13.2K Facebook users.





Social Media Feedback: September



Ya'll are awesome!!

We have the best library! I know the kiddos love seeing their special stuffies having all the fun!

Thanks for the fun sleepover!



My daughter loved seeing what Fang was up to!

Ya'll are the absolute best



I see my grandboy's Alien!
LOL! I love that you guys do this for the little ones! Stuffie Sleep Over is amazing!



Social Media Highlight: October

Our friendly library ghosts visited locations all over Burleson, boosting engagement with our Facebook and Instagram pages.

This post reached 20.9K Facebook users and received 128 reactions.



Christy Turpen Bush
I love how no one in the background even notices the ghostie besties! 😂

Burleson Fire / EMS Department
We were truly scared! 🚒👻🔥

Jessica Pounds
The Two Boo Crew 👻👻👻👻

Heather Archer
You two are the BEST! 👻👻

Phyllis McCauley Richards
This is great. 😊

Theresa Wesley
Love these two

128 reactions

Social Media Feedback: October



My dream job is to drive the library van!

We had so much fun! Thank you for continuing to have these events! We have had a great time as a family reading and discussing the books together. We are so thankful for Burleson Public Library

We love the library!

So much stressless fun!!





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.


- Sep 6: Texas Book Festival Grant, Play and Learn Workshop, Teen Art Club
- Sep 13: Book Walks and Talks
- Sep 20: Young Builders Club Cardboard Edition
- Sep 27: Teen Spooky Movie Nights
- Oct 4: Teen Lounge
- Oct 11: Library Accreditation, Día de los Muertos Stories & Sweets
- Oct 18: Paper Ornaments Adult Craft
- Oct 25: Baby Fall Sensory Storytime

Library News


Library Receives \$2,500 Texas Book Festival Grant

The Burleson Public Library has been awarded a \$2,500 Collections Enhancement Grant from the Texas Book Festival. This generous grant will allow staff to expand the library's collection with a new set of VOX books for children. VOX books are an innovative format that combines a print book with a built-in audio reader, making it easy for young readers to listen to and follow along with the story.

The Texas Book Festival has supported public libraries across the state since 1995, providing grants to help enhance library collections and promote literacy in communities. Their funding comes from book sales during the Texas Book Festival weekend and generous donations from supporters. To date, more than 640 libraries have received grants totaling over \$3.6 million.




Upcoming Library Programs



Play and Learn Workshop
Tuesdays, September 10 to October 8, 10-11:30 a.m.
12-36 months of age

Play, learn and grow with your toddler (12-36 months) in an informal setting with other parents and toddlers. Children should be between 12 and 36 months at the time of the program. Siblings under the age of 5 may attend with their sibling and parent(s) or caregiver.



Teen Art Club
Friday, September 13, 2-4 p.m.

Homeschool teens can join the Burleson Public Library for art club. Staff will teach a new technique or medium and work on projects. Teens can also use art materials to work on their own creative endeavors.

Follow the Library on Facebook

Follow the Library on Instagram



Email Marketing Campaigns: Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 10,000 patrons monthly.

- 45.11% open rate
- September featured Library Card Sign-Up Month and HelpNow online tutoring.
- October featured the Texas Book Festival Grant and Novelist personalized reading recommendations.
- Each issue also features the 10 to Try challenge for that month, along with program highlights.

THE CITY OF
BURLESON
TEXAS | Library

LIBRARIES-
MORE THAN MEETS THE EYE...

CYBERTRON
PUBLIC LIBRARY
OPTIMUS PRIME

ROLL OUT
WITH A
LIBRARY
CARD.

September is
**LIBRARY CARD
SIGN-UP
MONTH**

Roll Out to the Library for Library Card Sign-Up Month

This year, we're thrilled to have Optimus Prime from the Transformers as our special ambassador, highlighting that there's more than meets the eye at Burleson Public Library. Whether you're looking to enhance your skills, find valuable information, or connect with fellow avid readers, a library card unlocks a world of possibilities.

Email Marketing Campaigns: Monthly Programs

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

Adult Programs: 161 subscribers

- 64.7% open rate

Teen Programs: 225 subscribers

- 57.6% open rate

Children's Programs: 875 subscribers

- 64.8% open rate

Library program attendance is up 6% from 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

55% of new cardholders are still active after one year (average is 50%).

THE CITY OF
BURLESON
TEXAS
Library

Welcome to the
Burleson Public Library



Now that you've got your new library card, let's take it out for a spin.

What would you like to do?

- Find something to [read](#)
- See what [events](#) are happening this month
- Listen to an [audiobook](#) or stream a [movie](#)
- Browse our [Library of Things](#)
- See what [new movies](#) are available
- Connect with us on [Facebook](#)



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, 471 occasional users and 85 inactive users have re-engaged with the library after receiving one of these messages.





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, 1,496 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.

157 postcards were mailed out last quarter.

Library card sign ups are up 16%.

Get your Library Card or eCARD online!



Scan the QR Code to get started



THE CITY OF
BURLESON
TEXAS
Library
(817) 426-9209

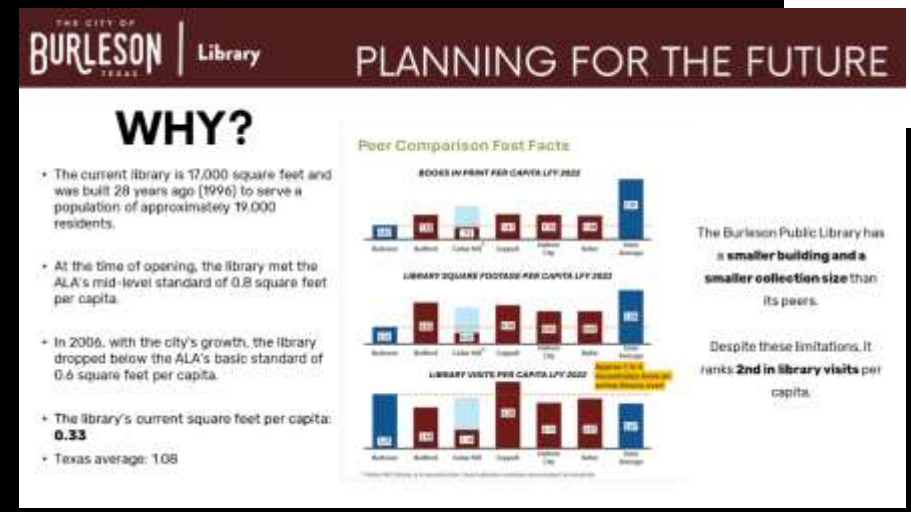
The postcard has a dark red background. On the left, there is a large white QR code. To the right of the QR code is an illustration of a laptop with a stack of colorful books on its screen, a small orange lamp, and a white coffee cup on a saucer. Below the QR code is the text 'Scan the QR Code to get started'. On the right side, there is the text 'THE CITY OF BURLESON TEXAS Library (817) 426-9209'.



Community Engagement: Burleson Area Midday Rotary

Deputy Director Sara Miller addressed the Burleson Area Midday Rotary Club on September 10.

She shared information about library services and programs, as well as the library's master plan and facility study.





Community Engagement: Burlison Business Connections

Amanda Cadenhead (Community Engagement Librarian) spoke to the Burlison Business Connections networking group on September 25.

She shared information about library resources for small business owners.





Community Engagement: Chamber of Commerce

The Community Engagement Librarian is a Chamber of Commerce Ambassador.

During the months of September & October, she represented the library at 6 ribbon cuttings for new businesses, in addition to the Fall Chamber Luncheon, Business over Breakfast and the monthly meetings.

She is currently serving as Sergeant-at-Arms for 2024.





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: November 26, 2024

SUBJECT:

Hold a discussion and receive a report regarding the activities of the Friends of the Burleson Public Library. (Staff Presenter: 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

Friends of the Library (FOL) Report November 26, 2024

Community Outreach Activities

- Member of the Burleson Chamber of Commerce
- New committee organizational structure, including Membership Chairperson, for encouraging more involvement and increasing membership – all a part of updating organization by-laws (current membership, 32 persons)
- Participated in Founders Day, City Fest, Great Give Back, City Council and City planning committee meetings in support of the Burleson Public Library
- Continuing use of the book sales in the library foyer not only for fundraising, but as a source of social media posts and promotion of the FOL
- Signage noting when Library activities were supported by the FOL
- Participation in National Friends of the Library Week, with a proclamation by the Burleson City Council
- Donations of books and materials to nonprofit organizations, including the VA
- Provided solar glasses for the solar eclipse (over \$1000)

Fundraisers (year-to-date figures to 9/30/2024)

- Membership dues and donations (\$525)
- Lobby Book Sales - Ongoing sales in the library lobby, quarterly week-long Bag of Books Bonanza, special Bag of Books Bonanza the week of Founders Day (\$3806)
- Sales through the Texas Book Consignments (\$234)
- Annual Craft Sales event held at the Burleson Senior Activity Center (\$1015)
- Regular sales of earbuds and USB drives in the library (\$100)

Summer Reading Program Support

- FOL members contacted over 50 local businesses for donations to summer reading activities and rewards, and helped pass out rewards and facilitate activities
- \$3550 in funding for summer reading activities and materials

Upcoming Activities

- Christmas at the Library, December 7, 2024, sponsor activity table (Ugly Sweater Ornaments)
- Quarterly Book Sale, Bag of Books Bonanza, December 7-14, 2024
- Provide holiday snacks and presents for library staff for a week in December 2024
- Plans for larger group gatherings in 2025 that will include a Library volunteer appreciation event, sponsoring a luncheon featuring an author as speaker, and a membership event for approval of the revised by-laws