



Library Board Agenda

Tuesday, September 24, 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 in to 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. **GENERAL**

A. 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 Burleson Public Library's marketing and community engagement efforts. (*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 18th of September 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: September 24, 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: September 24, 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
- Library staff honored
- MetroShare Libraries 3rd anniversary
- 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

July - August 2024

Library Advisory Board

Sept 24, 2024



Programs for Kids



Interactive Movie Day
Attendance: 50
(offered twice with a Saturday option)



Artist Babies
Attendance: 22



Fort Worth Museum of Science & History
Attendance: 54
(held offsite due to limited space)

Programs for Kids



Rebecca Wallace · [Follow](#)
Thank y'all so much for your service to the community and for doing this for the kids!! 🥰🥰



Touch-a-Truck
Attendance: 420
(held offsite in the BRiCk parking lot)

Programs for Kids



Adventure Yoga Storytime
Attendance: 37



Kendall McGahey-Johnson
Thank you! We had so much fun!

Sensory Stations in the
Library Garden
Attendance: 69

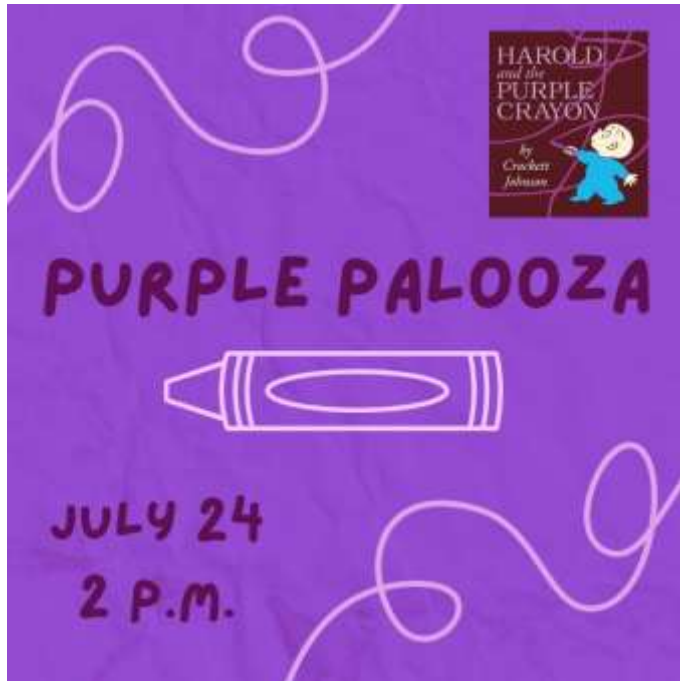


Leslie Ray Martinez
The show was great! Thank y'all 🎉



James Wand Magic Show
Attendance: 228
(held offsite due to limited
space)

Programs for Kids



Purple Palooza
Attendance: 38



Family Field Day
Attendance: 46



Back-to-School Scavenger
Hunt
Participants: 57

Programs for Kids



Welcome to Kindergarten Storytime
Attendance: 66



Smokey Bear's 80th Birthday
Attendance: 46



Dance Storytime
Participants: 37

Programs for Teens



Teen After Hours Mini Golf
Attendance: 25



Brandie Hernandez Putman
Thank you for this my son has a blast. He said I needed to hunt down some turtle chips lol

World Famous Candies for
Teens
Attendance: 24



Pop Tart Pillow Craft for
Teens
Attendance: 43

Programs for Adults



Read This! Meet Local Authors
Attendance: 75
(held offsite)




Programs for All Ages



Movie Night at Hidden Creek

Attendance: 91

(Co-sponsored with Friends of the Library and Parks & Recreation)

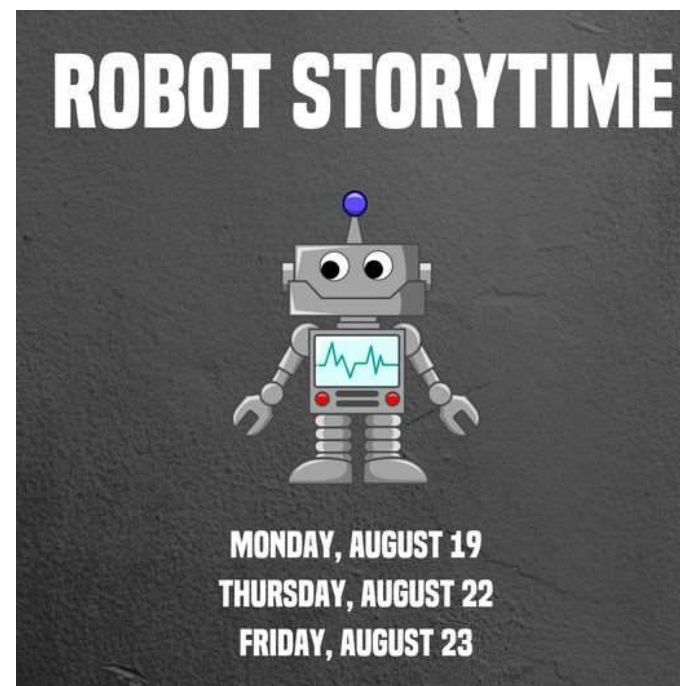
 Top fan
Kristina Hill
So much fun! Thank you for putting on a fun event! 🎉



 Courtney Fairchild
We had a blast! Hope there's another one soon!! ...
1w Like Reply Hide

 Top fan
Robert Kirbow
This was so much fun, can't wait for the next one!!!! 🎉 ...

Storytimes



Average weekly attendance

Baby: 45
Toddler: 92
Preschool: 47

Storytimes



Evening Family Storytime
Average attendance: 27



Inclusive Storytime
Average attendance: 9
(for families with special needs)

Community Events & Outreach



K-9 Sonic's Birthday Fundraiser for the Burleson Animal Shelter

Community Events & Outreach



Library card signups at Taylor Elementary and Frazier Elementary

Library Staff Honored



“I’m a senior and I receive books brought to me by Kelly and Tracy from your library, and I just wanted to let you know how much I appreciate all that they do for me. They’ve been doing that for a while now, and Kelly stays and talks. I really appreciate all of the services that your library performs.”

City Manager Tommy Ludwig presented Tracy Valerio, Kelly Clute and Tanya Herschede with Meritorious Service Awards on 8/2.

MetroShare Libraries Celebrates Its 3rd Anniversary



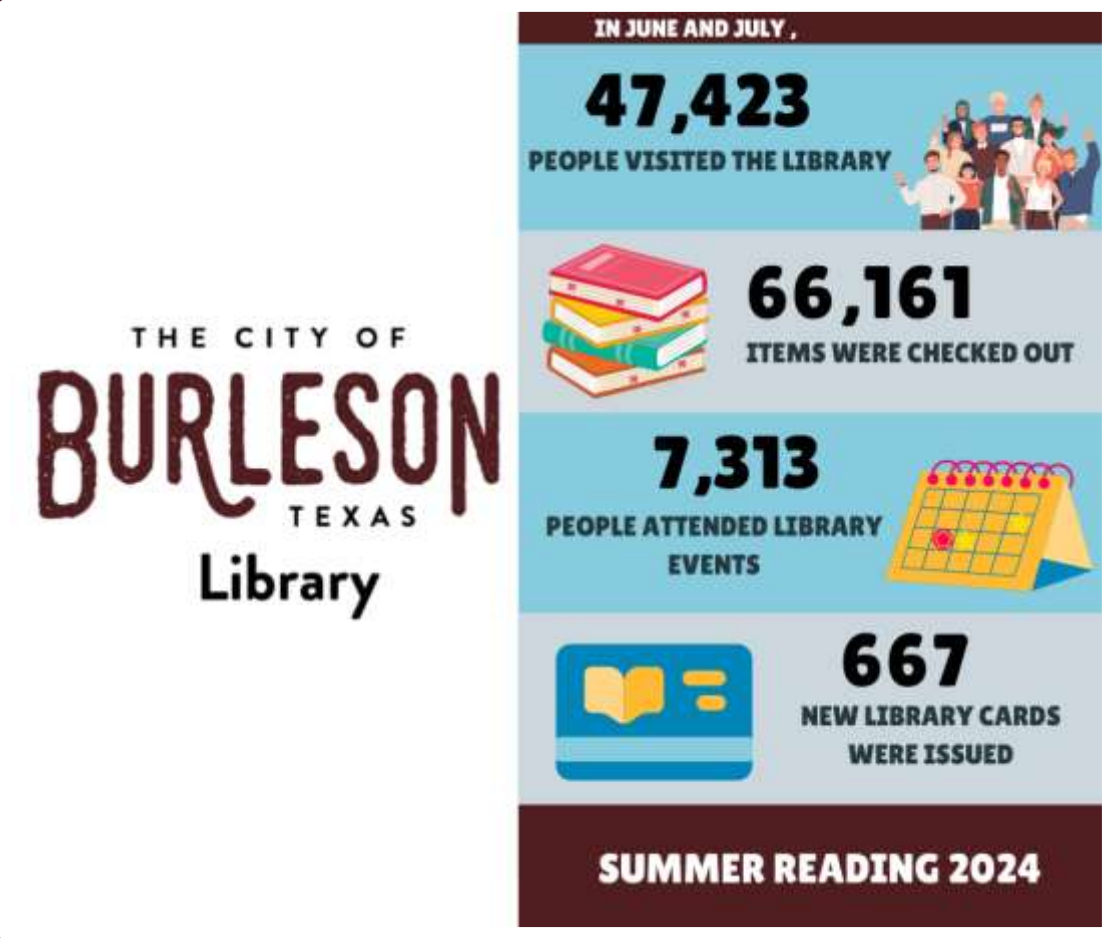
MetroShare Libraries was formed in 2021 as a way for libraries to collaborate services—pooling resources, sharing costs, gaining new users, broadening collections, strengthening program initiatives and sharing local expertise.

Burleson Public Library belongs to MetroShare along with 10 other libraries in North Texas.

Over the past 3 years, MetroShare has:

- Launched a new user-friendly catalog and app
- Started a courier service to transfer library materials between 11 locations
- Secured \$225,000 in grant funding to subsidize shared programs and services

Summer Reading Club Totals



The months of June and July set an all-time attendance record with 47,423 people visiting the library.

YTD
Totals
thru Aug



80,916

digital downloads +20%



2,865

cards issued +17%

Item A.

1,062

volunteer hours -4%



236,523

physical items checked out +4%

202,614

visitors +7%



24,864

attended programs +2%

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: September 24, 2024

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

SUMMARY:

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

- Social media highlights
- Email marketing campaigns
- Postcard marketing campaigns
- Community engagement with the Chamber of Commerce
- Local media features

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

Sept 24, 2024





Social Media Highlights: July

During the month of July, the library shared 97 posts on Facebook, reaching 55.1K accounts.

July's top performing post announced that the library set an all-time attendance record for the month of June with 22,697 visitors.

This post reached 13.4K Facebook users and received 143 reactions.

Exciting News!

Your library set an all-time attendance record for the month of June, with an incredible 22,697 visitors!

Thank you to our wonderful community for your continuous support and for making our library a vibrant and thriving place. Your love for learning, reading, and connecting has made this achievement possible. We look forward to serving you even better in the months to come!

#Li... See more

Thank You!

22,697 visitors in June


THE CITY OF BURLESON TEXAS | Library

143 reactions 8 comments 5 shares



Social Media Feedback: July



 Evelyn Makris DuBois
I love how the library is hands on active with our community. Thank you [Burleson Public Library!](#)

 Charlotte Vandervoort
We love our library 📖 I really enjoyed the painting by numbers events for adults 🍌🍌🍌❤️❤️❤️

 Lauren Kolesar-Eatinger
Thank you for the [Narwhals and Waterfalls](#) visit! We LOVED it





Social Media Highlights: August

During the month of August, the library shared 82 posts on Facebook, reaching 37.5K accounts.

August's top performing post showed Wendy returning books to the Burleson Public Library in a way that is very #demure very #cutesy and very #mindful.

This post reached 14K Facebook users and received 252 reactions.





Social Media Feedback: August

 Top fan
Deb Deats
 What a awesome library.




 **Leslie Ribinskas**
 love Love LOVE ❤️ 🇺🇸 🇺🇸 🇺🇸 Thank you Burleson Public Library for all if the summer events & activities that you held for the young people of our community! My granddaughter greatly enjoyed it all!!

 Top fan
Brooke Leann Earney
 We love the Burleson Library! Thanks for all you do



 Top fan
Amber St Romain
 Your library 📖 has seriously saved us when we moved here 4 years ago and brought us the best friends too

 Top fan
Joni Arnett
 One of many favorites of Burleson is our amazing library! Thank you for all y'all do! ❤️



Library Featured in DFWChild Magazine

On July 31, our library was featured in DFWChild's article, *What to Borrow from Your Local Library of Things!*

"The diverse Library of Things at the Burleson's library is a treasure trove for kids of all ages and interests. From outdoor camping gear to a magic kit complete with a hat, wand, cape and props, the collection has something to spark every young imagination. The library also lends passes to the Fort Worth Museum of Science and History, Modern Art Museum of Fort Worth and Log Cabin Village, so your family can explore these cultural destinations without the burden of paying admission."



THINGS TO DO

What to Borrow From Your Local Library of Things

Maximize the power of your library card by checking out these kid-friendly items



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.

- July 5: Teen Ice Cream Party, Touch-a-Truck
- July 12: Summer Reading Club highlights, Fort Worth Museum of Science & History program
- July 19: James Wand Magic Show, Movie Night at Hidden Creek
- July 26: Community Art Challenge & Exhibit, thank you Summer Reading Club sponsors
- August 2: Welcome to Kindergarten Storytime, Read This! Meet Local Authors
- August 9: Summer Reading Club statistics, Smokey Bear's 80th birthday
- August 16: Library featured in DFWChild Magazine, Family Game Night
- August 23: Library honored for City Hall Selfie Day, Watch & Build Movie Marathon
- August 30: Friday Afternoon Matinees

Library Programming

Summer Reading Club Highlight: Teen Star Box Craft

Last Saturday, July 20, the Summer Reading Club craft program for teens featured a creative and fun activity: making lucky star origami boxes. Lucky star origami is a charming paper-folding art that involves creating small, five-pointed stars from strips of paper. These stars are then assembled into a decorative box, perfect for storing small treasures or as a thoughtful handmade gift.



Upcoming Summer Reading Program

Community Art Challenge & Exhibit: Adventure Begins

Get ready to unleash your creativity with the library's Diorama Challenge. The community is invited to create miniature dioramas inspired by the theme "Adventure Begins." Whether it's a thrilling quest or a magical journey, let your imagination run wild. To help get you started, the library will provide an item to include in the project—just ask at the service desk for your free item. Bring your completed diorama to the library between July 29 and August 3, and your masterpiece will be displayed through the end of August.



Here are the guidelines for the diorama:

- The theme is "Adventure Begins."
- Dioramas must be 6x6 inches or smaller.
- Use any materials you like.
- Ensure the diorama is freestanding and everything is securely attached.
- Include a label on the back or bottom with name and contact information.



Email Marketing Campaigns: Monthly Newsletter

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

- 44.8% open rate
- July featured Summer Reading Club, Gale Legal Forms and a thank you to the Friends of the Library and other sponsors for supporting summer programs.
- August featured the Cake Decorating Kit from the Library of Things and Newsbank digital newspapers.
- Each issue also features the 10 to Try challenge for that month, along with program highlights.



Email Marketing Campaigns: Monthly Programs

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

Adult Programs: 154 subscribers

- 65.5% open rate

Teen Programs: 231 subscribers

- 57.6% open rate

Children's Programs: 877 subscribers

- 52.6% open rate

Library program attendance is up 2% 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

54% of new cardholders are still active after one year (average is 48%).

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



THE CITY OF
BURLESON
TEXAS

Library

**Ease into
autumn with**
ebooks and audiobooks

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, 1,435 users have used their library card within 7 days after opening one of these messages.





Library featured in Burlison Now

The Reading Rover was featured in the “Around Town” section of Burlison Now, August issue.

Stephanie Schlecht-Maki and Sara Miller were photographed while working at the Juneteenth festival in Old Town this summer.



Stephanie Schlecht-Maki and Sara Miller bring the fun of the library to the community with the Reading Rover.



Postcard Marketing Campaigns: New Residents

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

157 postcards were mailed out in July & August this year.

Library card sign ups are up 17%.

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'.



Library Recognized for City Hall Selfie

Out of thousands of entries from across the US, our library's #CityHallSelfie was selected as "Best City Hall Selfie from Another Type of Government Building" by Engaging Local Government Leaders.

City Hall Selfie Day is a celebration of public service showcasing pride in local government institutions.



Best Selfie from Another Type of Government Building





Community Engagement: Burleson Chamber of Commerce

The Community Engagement Librarian is a Chamber of Commerce Ambassador.

During the months of July & August, she represented the library at ribbon cuttings for 8 new businesses, in addition to 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