



Library Board Agenda

Tuesday, April 22, 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)*

4. **REPORTS AND PRESENTATIONS**

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

B. 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)*

C. 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)*

5. **REQUESTS FOR FUTURE AGENDA ITEMS AND 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 16th of April 2025, by 6:00 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: April 22, 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: April 22, 2025

SUBJECT:

Receive a report, hold a discussion and provide feedback regarding 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
- 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

February & March 2025

Library Advisory Board

April 22, 2025



Program Highlights



Supa-Awesome Craft Day:
21



Film Appetit: 21



Stuffie Vet Clinic: 148

Program Highlights



Katelyn Gutierrez
It was so much fun!! Can't wait for the next class!



Liz Wallace Barnes
Always enjoy a chance to interact with my granddaughter. Looking forward to the next one

Mommy & Me Yoga: 24



Valentine's Day Scavenger Hunt: 56

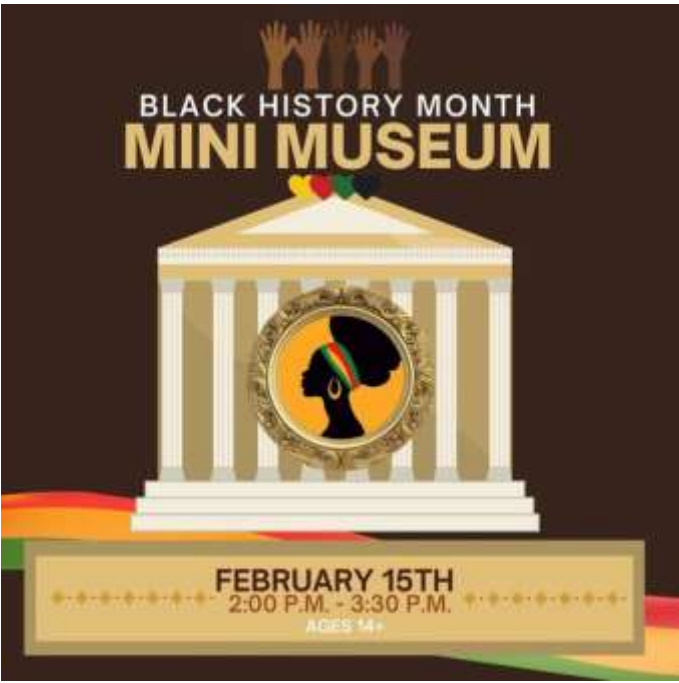


Fake Cake Trinket Boxes: 16

Program Highlights



Movie Nights: 17



Black History Month Mini
Museum: 24

Local Life Magazine · Follow
Such a wonderful initiative! 🧑🏽🧑🏼 Teens can find the perfect prom outfit for FREE at Project Prom on Feb 22 —huge thanks to the donors making this possible! 🙌🏽



Project Prom: 50

Program Highlights



AARP Tax-Aide: 423

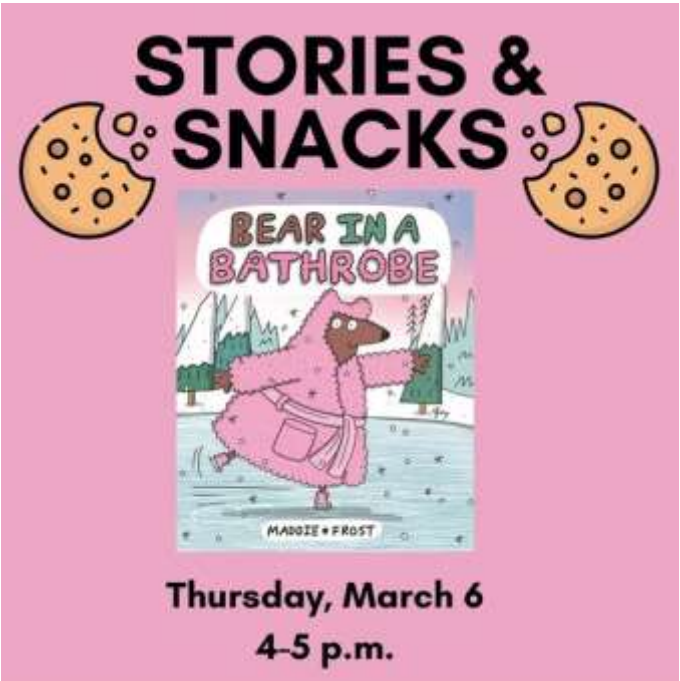


Parachute Playtime: 76



Adult Spelling Bee: 60


Program Highlights




Stories & Snacks: 25



Pi Day Pi-K: 102


 Tirzah Adcock
My mom and I had so much fun at this event!!! We can't wait to do another!

 Amy Bills Adcock
Thank y'all for such a fun time!!! We can definitely say that the odds were ever in our favor! 🙌 Tirzah Adcock



Hunger Games Trivia Night:
12

Program Highlights

 Local Life Magazine
What a fun and creative way for kids to get crafty! 🍌🌱
Don't miss out on this hands-on activity! 🥰🌟



Teen Camp Inspired Foods:
22



Nature Walk at Coyote Loop
Trail: 24



Seed Mosaic Craft: 50

Program Highlights



Grocery Store Dramatic Play:
38



Craft Supply Swap: 163



Storytimes



Average weekly attendance

- Baby: 38
- Toddler: 59
- Preschool: 37
- Evening: 25
- Saturday: 22

Community Events & Outreach



CityFest



Burleson Chamber of
Commerce Business
Showcase

Community Events & Outreach



Centennial Park Ribbon
Cutting



STEAM Middle School Big Art
Day



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 will use those funds to sponsor programs for adults, teens and children this summer. They will also provide reading incentives and prizes for all ages.



YTD
Totals
thru Mar



88,036

digital downloads +20%



2,938

cards issued +15%

Item A.

11,037

Wi-Fi sessions +15%



235,478

physical items checked out +2%

212,285

visitors +10%



28,272

attended programs +20%

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: April 22, 2025

SUBJECT:

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*)

SUMMARY:

Staff will review library marketing and community engagement, including:

- Social media highlights
- Email marketing campaigns
- Postcard marketing campaigns
- Chamber of Commerce
- Old Town Business Association, Johnson County Hunger Coalition, Public Library Managers of North Texas

RECOMMENDATION:

N/A

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

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller

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Library Marketing & Community Engagement

Library Advisory Board

April 22, 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>



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.

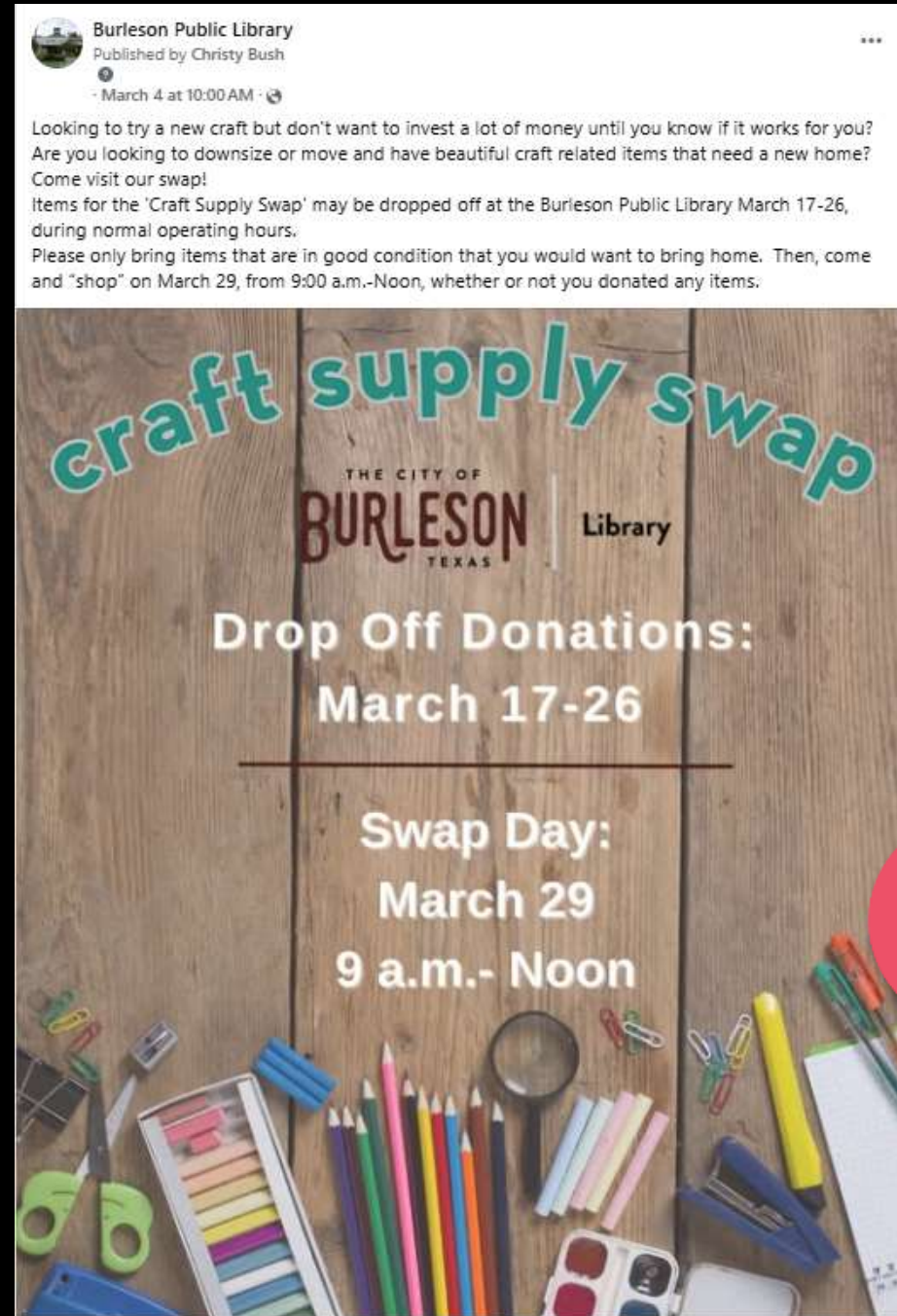
Beware first lines..."The man in Black fled across
the Desert, and the Gunslinger followed...Because
they turn into series...And I'm still reading it.



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!





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: Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 10,500 patrons monthly.

- 45.7% 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.
- 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: 209 subscribers

- 62.3% open rate

Teen Programs: 247 subscribers

- 57.6% open rate

Children's Programs: 793 subscribers

- 62.4% open rate

Library program attendance is up 20% from last year.

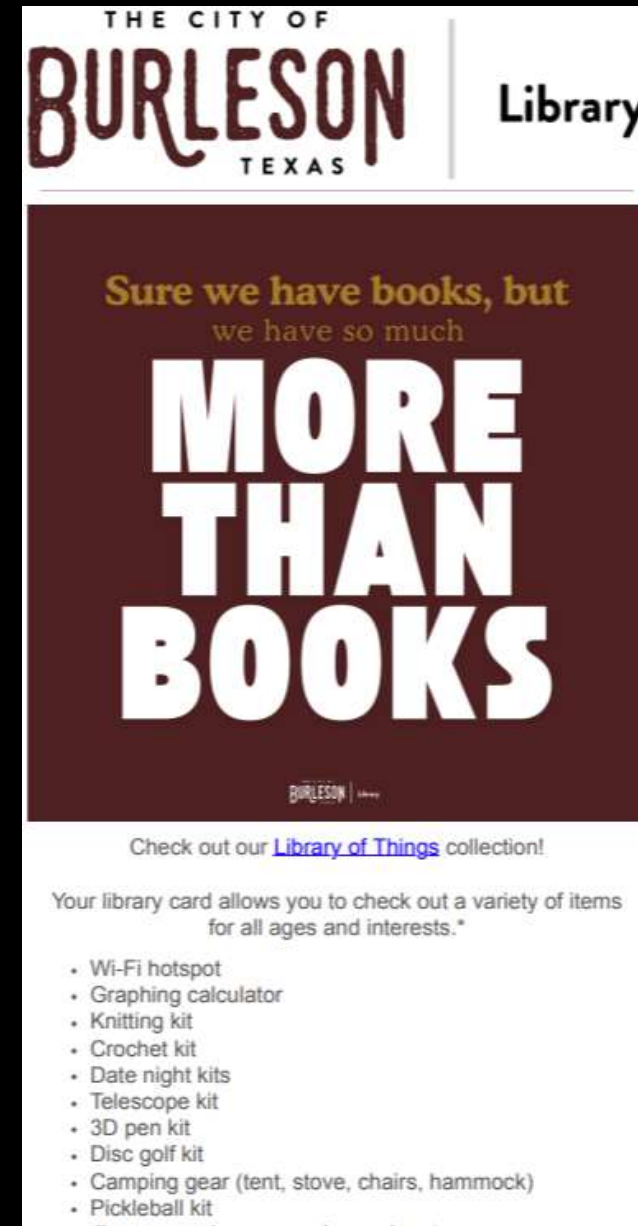


Email Marketing Campaigns: New Cardholders

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

53% of new cardholders are still using their library card after one year. That is 3% 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, 629 occasional users and 85 inactive users have re-engaged with the library after receiving one of these messages.

THE CITY OF
BURLESON
TEXAS

Library

Celebrate **National Library Week**

Libby.
The library reading app.

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

Get the Libby App

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

History Science Technology Health Crafts Music
Mystery Thriller Romance Nonfiction Children's More...

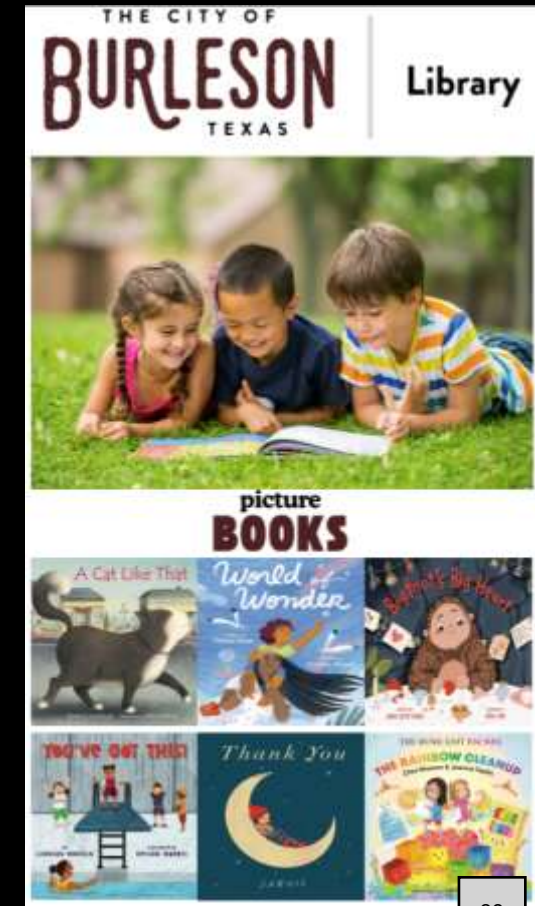


Email Marketing Campaigns: Library Patron Clusters

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, 1,602 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.

217 postcards were mailed out during the months of February and March.

Library card sign ups are up 15%.

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, the text "Get your Library Card or eCARD online!" is written in a bold, white, sans-serif font. Below this is a large white 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.

THE CITY OF
BURLESON
TEXAS

Library

GET INVOLVED

DONATE

DONATIONS

THE CITY OF
BURLESON
Library

Donations are accepted on Fridays
5AM-12PM
Must be placed out by 7:00 AM the Friday of collection

One medium-sized box per household per week.

✓

Please include:

- Books in good condition
- DVDs
- Blu-rays
- Music CDs
- Audio books on CD
- Nonviolent board games
- Figure skates
- Board games

✗

No, no please don't:

- Magazines
- Newspapers
- With tape or staples
- Computer software
- Violent video games
- Encyclopedias
- Books with marks, water damage, missing or torn

FRIENDS OF THE LIBRARY

FRIENDS of Burleson Public LIBRARY

LIBRARY ADVISORY BOARD

Meetings

- 4 per year
- The Library Board meets quarterly or as needed
- Burleson Public Library Conference Room
- 2805 SA Johnson Avenue
- Burleson, TX 76028-4236

VOLUNTEER

41



Community Engagement: Chamber of Commerce

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

During the months of February and March, she represented the library at 10 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.



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



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: April 22, 2025

SUBJECT:

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*)

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
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817-426-9203