



Library Board Agenda

Tuesday, August 25, 2026
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 December 16, 2025, meeting. *(Staff Contact: Sara Miller, Deputy Director-Library)*

B. Elect a Chair and Vice Chair to serve for FY 2027. *(Staff Contact: Sara Miller, Deputy Director-Library)*

4. **REPORTS AND PRESENTATIONS**

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

B. Receive a report, hold a discussion, and provide feedback 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 feedback 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
(817) 426-9622

CERTIFICATE

I hereby certify that the above agenda was posted on this the 13th of August 2026, 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 25, 2026

SUBJECT:

Consider approval of the minutes from the December 16, 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

December 16, 2025

DRAFT MINUTES

Call to Order: 6 P.M.

Board Members Present

Toni Wing-Jenkins, Chair
Charlotte Vandervoort, Vice Chair
Beverly Gatlin
Joan Coubarous
Amanda Cognasi

Board Members Absent

Claire Coggin
Madison Kahan
David Davison
Christian Valdez

Staff Present

Sara Millier, Deputy Director-Library
Kimberly Arrington, Recording Secretary

1. Call to Order: 6 p.m.

2. Citizen Appearances:

None

3. General:

A. Consider approval of the minutes from August 26, 2025, Library Board Meeting. (Staff Contact: Sara Miller, Deputy Director- Library).

Charlotte Vandervoort moved to approve minutes, Joan Coubarous seconded the motion. Approved unanimously, except for members absent.

B. Consider approval of Library Board meeting dates for 2026. (Staff Contact: Sara Miller, Deputy Director-Library)

Staff proposed a quarterly meeting schedule as follows:

- February 24
- May 26
- August 25
- November 17

Beverly Gatlin moved to approve the dates, Charlotte Vandervoort seconded the motion. The proposal was approved unanimously, except for members absent.

C. 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 August to October, which included an overview of the programs for all age groups, community events and outreach as well as library statistics.

A board member asked if 116 participants for the Play and Learn workshop was for all three sessions, and staff clarified that it was the total for all three.

A board member asked if Burleson K-12 teachers can get a free library card, and staff replied that they are eligible for a free card.

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

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

Staff presented an update of the library's strategic plan, which was created to guide the organization for the next 3 to 5 years.

F. 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 to 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 on March 7, 2026, the Craft Fair will be held at the Senior Center. The Friends of the Library (FOL) are currently seeking vendors for the event as well as volunteers to assist with setting up and take down for the event.

5. Board Requests for Future Agenda Items or Reports:

None

6. Adjourn:

There being no further business, Chair, Toni Wing-Jenkins adjourned the meeting.
Time – 7:20 p.m.

Kimberly Arrington, Recording Secretary

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: August 25, 2026

SUBJECT:

Elect a Chair and Vice Chair to serve for FY 2027. *(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 25, 2026

SUBJECT:

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

SUMMARY:

Staff will review library services, including:

- Program highlights
- Program partners
- Community events & outreach
- Wendy Lastovica-Alvey is the 2025 Employee of the Year
- 2025 Achievement of Excellence in Libraries Award
- Texas Reads grant awarded
- Laptop checkout
- Tonies now available
- E-Read Texas collection now available in CloudLibrary
- Friends of the Library fundraiser
- Library restroom remodel funded for FY27
- 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

Library Advisory Board

August 25, 2026



May Program Highlights



Active Adventures: 29

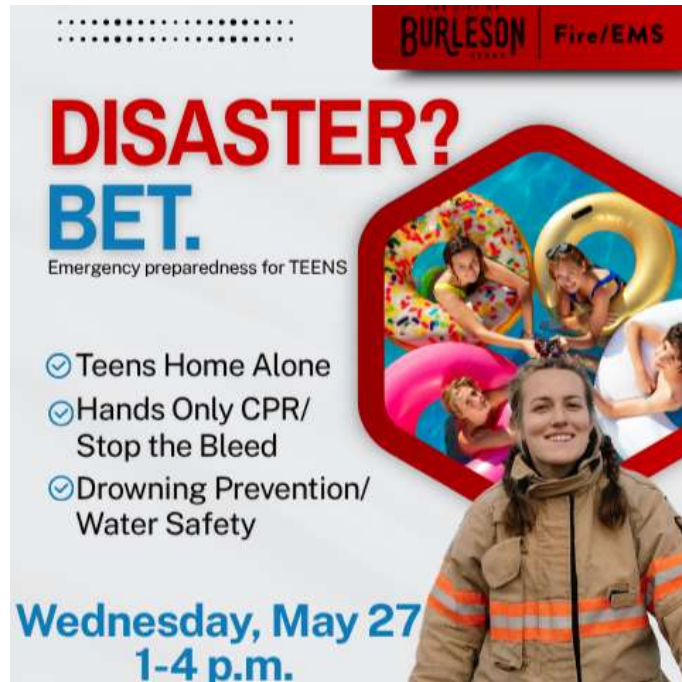


Children's Art Day: 35



Stories & Snacks: 23

May Program Highlights



Disaster? Bet.
w/ Burleson Fire/EMS: 95



Book Swap: 53



Mommy & Me Yoga: 28
(2 sessions)

Summer Reading Program Highlights



Dino Races: 20



Dinosaur Collaborative Art
Day: 225



Teen Lounge
Average weekly attendance:
17

Summer Reading Program Highlights



Jurassic Movie Days: 83



Dinosaur Sensory Storytime:
60



Read with Indy: 50
(4 sessions)

Summer Reading Program Highlights



Flower Power with the Texas
Master Naturalists: 52



All About Animals: 180



T-Rex Tea Party @ Mayor
Vera Calvin Plaza: 415

Summer Reading Program Highlights



Craft Day: 92



Family Movie Marathon: 165



Assemble a Terrarium: 27

Summer Reading Program Highlights



National Cowgirl Museum-
The Cowgirl Closet and
Cowgirl Tools: 45



Friends Trivia Night @
Station 330: 97



Touch a Truck @ the BRiCk:
250

Summer Reading Program Highlights



Unearth the Music: Egyptian
and Moroccan Instruments:
25



Dress Your Dino: 11



Foam Party and Watermelon
Day at Russell Farm Art
Center: 475

Summer Reading Program Highlights



DIY Chicken Nugget Pillow:
44

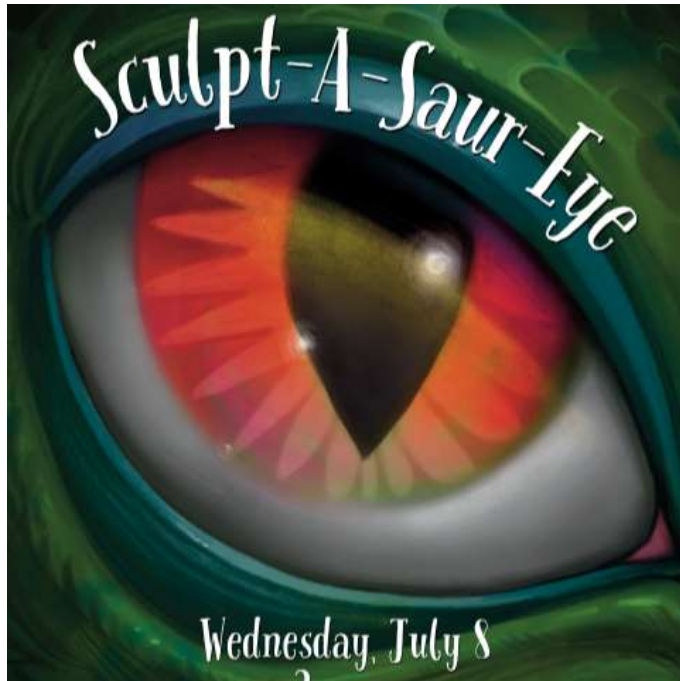


Children's Art Day: 77



Fort Worth Museum of
Science and History: 168

Summer Reading Program Highlights



Sculpt-A-Saur Eye: 26



Fossil Fest: 65

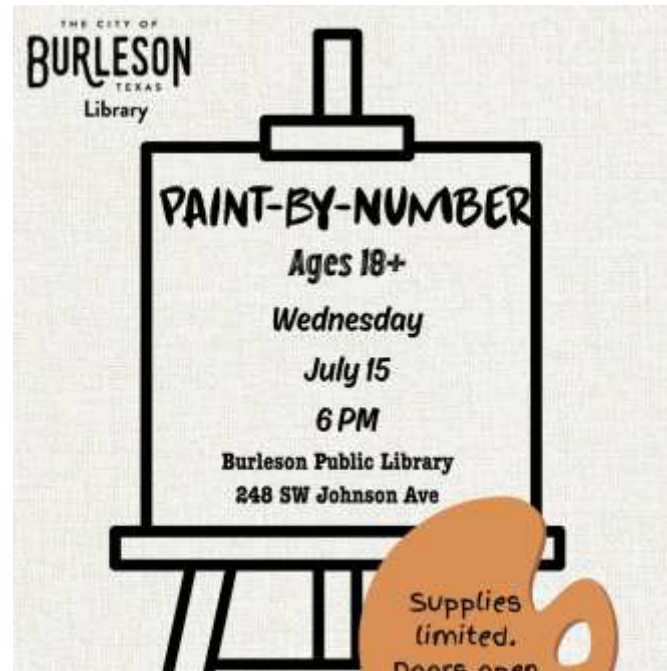


Dino-Mite with Texas Master
Naturalists: 80

Summer Reading Program Highlights



Window to the Wild-
All About Birds: 179



Paint by Number: 9



Time Travel Escape Room: 28

Summer Reading Program Highlights



DIY Phone Charms: 25



National Cowgirl Museum
Early Spelling & Literacy with
a Western Spin: 29



Camp Half Blood Mystery: 75

Summer Reading Program Highlights



PREPARE FOR EMERGENCIES

AT THE BURLESON PUBLIC LIBRARY

248 SW Johnson Ave
Burleson, TX

	CRASE TRAINING: CIVILIAN RESPONSE TO ACTIVE SHOOTER EVENTS Learn how to reduce risk and survive an active shooter situation through awareness, planning and response strategies.	 WEDNESDAY JULY 8 6 PM
	MAKING A PLAN, BUILD A KIT Prepare your household for disasters and emergencies by creating a plan and building an emergency supply kit.	 WEDNESDAY JULY 22 6 PM
	STOP THE BLEED Learn lifesaving bleeding control techniques that can make a difference in a medical emergency.	 WEDNESDAY JULY 29 6 PM

 **FREE EVENTS HOSTED BY:** No registration required for any event.



Prepare for Emergencies: 39
(3 sessions)

Science Heroes: 56

Dino Dig with Dinosaur Valley
State Park: 140

Storytimes



Average attendance

Baby: 49
Toddler: 67
Preschool: 40
Evening: 11
Saturday: 16

Program Partners

- Atmos Energy
- Friends of the Burleson Public Library
- H-E-B
- Texas Library Association
- National Alliance on Mental Illness (NAMI)
- Tarrant Regional Water District
- Keep Burleson Beautiful
- Rio Bravos Chapter: Texas Master Naturalists
- National Cowgirl Museum
- Station 330
- Burleson Parks & Recreation
- Russell Farm Art Center
- Goodwill Digital Literacy
- Burleson Police Department
- Burleson Fire/EMS
- Tarpley Music
- HTeaO Burleson
- North Central Texas Council of Governments (NCTCOG)



Community Events & Outreach



Career Day @ Clinkscale
Elementary



Sadi & Jed's 25th Birthday
Celebration @ Russell Farm

Senior Outreach Summary:
Mustang Creek Estates
Avir at Burleson
Residence at Alsbury
Wilshire by Abby
Elk Creek Assisted Living
2 new borrowers
232 checkouts for May

Community Events & Outreach



Brock Elementary



Burleson Fire 100th
Anniversary



Burleson ISD ESL Summer
Program

Community Events & Outreach



Meet the Counselor Night @
the BRiCk

Sara & Kelly attended:
STAND Summit with Burleson
PD

Camp BTX @ the BRiCk

Sprouts 1 Year Anniversary Celebration

Community Events & Outreach



4th of July Parade



Grace Learning Center



Grace Montessori Christian
School

City of Burleson 2025 Employee of the Year



Wendy joined the library in December 2022 as a Youth Services Librarian. She was nominated for her leadership, initiative and commitment to supporting local youth.

Wendy’s empathy and service-focused approach reflect the highest standards of our organization. She was honored at the January 5, 2026 city council meeting.



2025 Achievement of Excellence in Libraries Award

This prestigious award is given to libraries by the Texas Municipal Library Directors Association (TMLDA), an affiliate of the Texas Municipal League. The award recognizes excellence in ten key service areas, including community outreach, literacy support, workforce development, and innovative programming.

The award reflects the library's work in areas such as literacy support through Summer Reading, Storytimes, VOX Books, and reading challenges; digital inclusion through public computers, Wi-Fi hotspots, mobile printing, and one-on-one technology assistance; workforce development through job search support, online tutoring, and business research tools; and community outreach through the Reading Rover, inclusive programming, cultural celebrations, and partnerships with schools, city departments, and local organizations.



Texas Reads Grant Awarded

The Library has been awarded a \$9,021 Texas Reads Grant from the Texas State Library and Archives Commission. The grant will fund the replacement of the library's well-loved but worn wooden StoryWalk® behind the library with durable, weather-resistant metal fixtures. The new installation will ensure that families can continue enjoying stories while exploring the library garden for years to come.

Our StoryWalk® is a popular destination for children and caregivers, combining literacy, physical activity, and outdoor exploration, and this grant will help preserve and enhance this valued community resource.



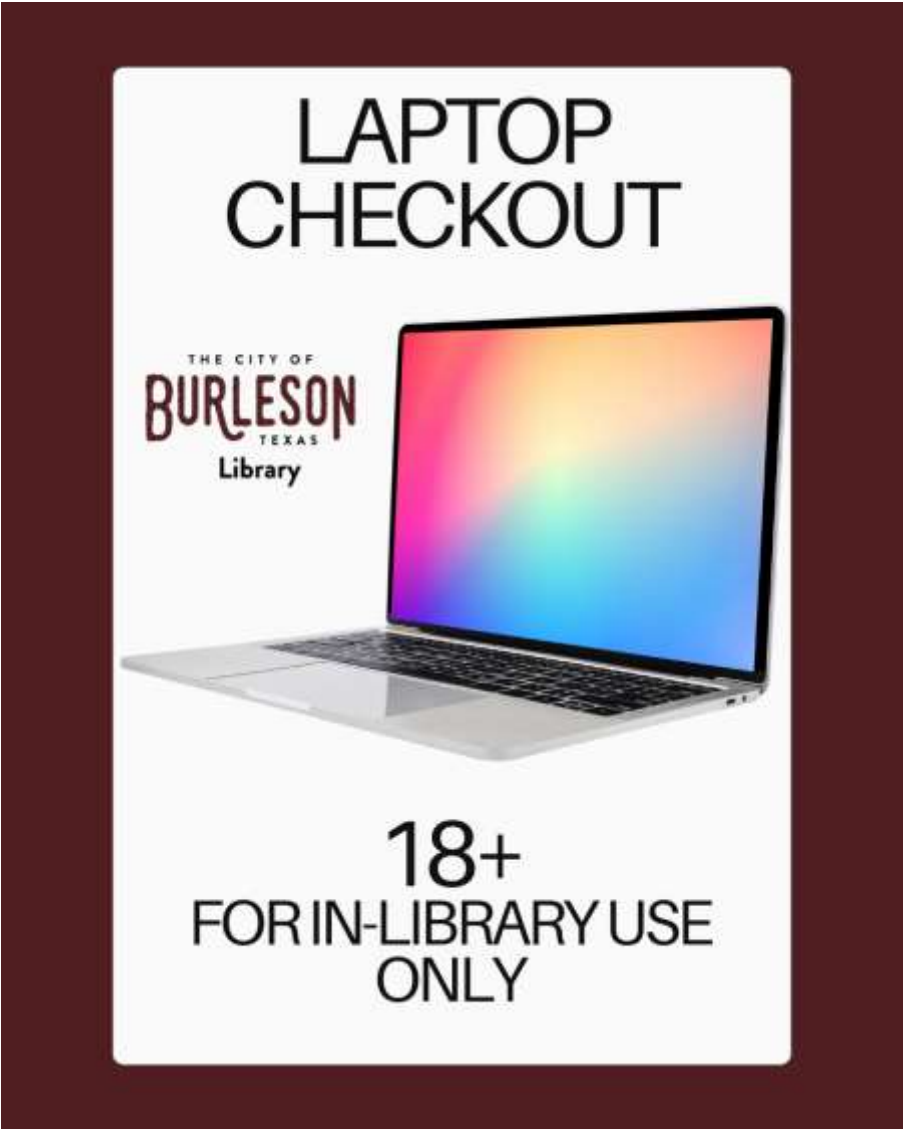
Laptop Checkout

The library now offers in-house laptop checkouts for adult cardholders.

- 2-hour checkout
- Up to two renewals, if no one's waiting
- Free with your library card
- Perfect for job applications, homework, remote work, and more



Strategic Plan Achievement
This initiative completes an action item under
Focus Area One: Maximize Use of the Existing Facility



Tonies Now Available

Tonies are screen-free audio characters that play stories, songs, and educational content when placed on a Tonie audio player. They're an engaging and easy way for children to enjoy listening and learning independently.

- Available for checkout to Burleson Public Library cardholders
- Individual Tonies are available in convenient sets of two
- A Tonie player is available for checkout through our Library of Things collection



E-Read Texas Collection Now Available in cloudLibrary

The E-Read Texas digital collection is now available in the cloudLibrary app.

This free service from the Texas State Library & Archives Commission will give Burleson Library cardholders access to an additional 20,000 eBooks and audiobooks.



Friends of the Library Fundraiser

The Friends of the Burleson Public Library have successfully raised **\$40,000** to replace 30-year-old picture book shelving with modern, child-friendly browsing bins designed specifically for young readers.

These bins will:

- Make it easier for young readers to find books they're excited about
- Encourage early literacy and independent book selection
- Help families quickly browse popular picture books
- Improve access for children of all abilities, including those who may struggle with traditional shelving

The new shelving will be installed this fall, and the picture book collection will be reorganized by category instead of author.



Strategic Plan Achievement

This initiative completes an action item under **Focus Area Two: Strengthen Access to Collections & Digital Resources**

Library Restroom Remodel Funded for FY27

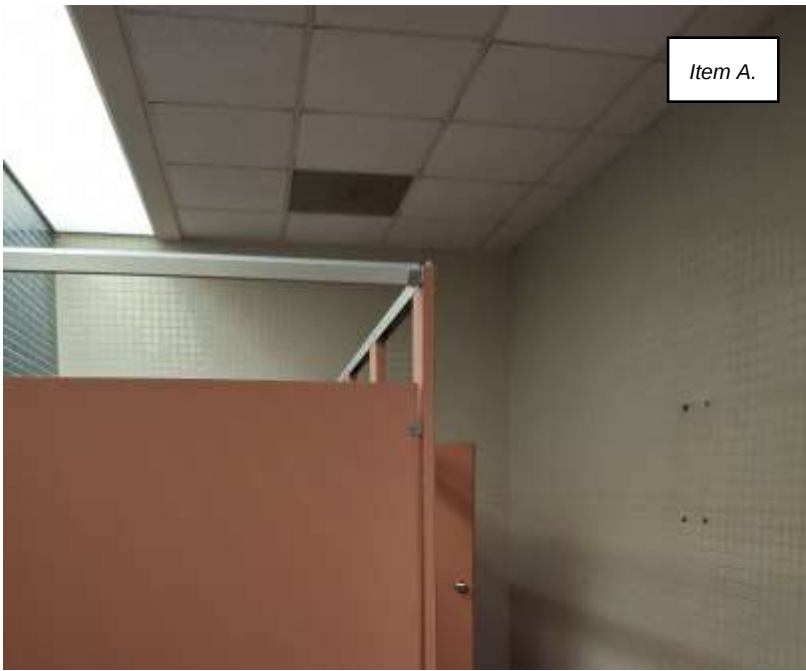
On 8/3, City Council approved an update to the City's Capital Improvement Plan which included our request to remodel the public restrooms and front hallway. After 30 years of continuous use, these areas show significant wear.

- Restroom finishes are outdated
- Floor tiles have a high-gloss finish that has raised privacy concerns in restroom stalls
- Lighting is inadequate
- Doors have accumulated wear and staining from hand contact over time
- Wallpaper is peeling, torn, or missing in areas
- Cove base is damaged or detached in multiple locations

To ensure continued service during construction, the City's portable restroom trailer will be placed in the library parking lot for patron use.

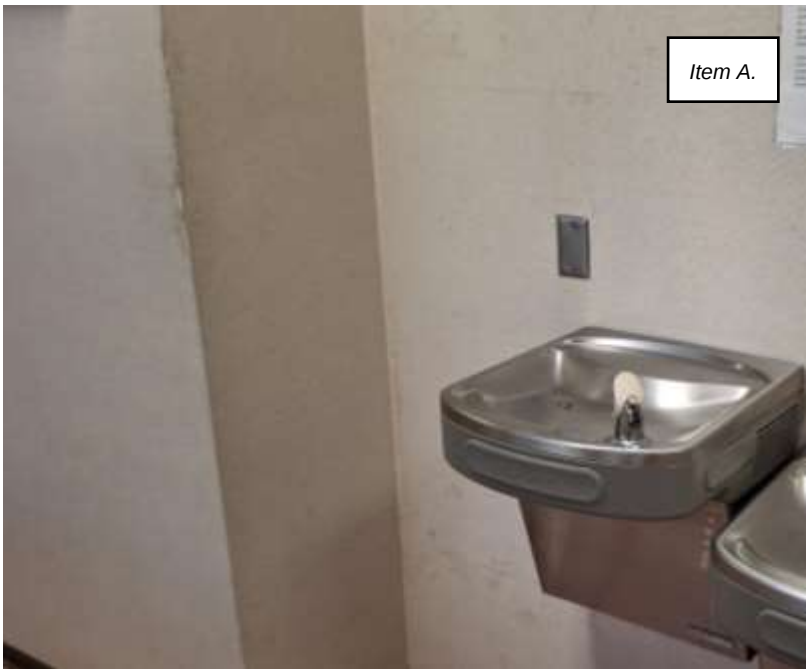


Strategic Plan Achievement
This initiative completes an action item under
Focus Area One: Maximize Use of the Existing Facility



Item A.

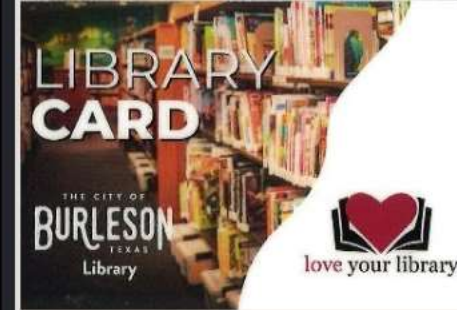




YTD totals
through
Jul



97,410
digital downloads +8%



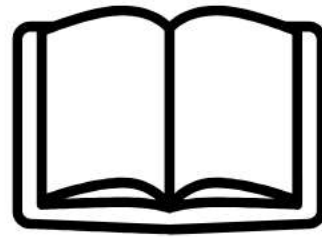
+0.2% Item A.

8,317

Active cardholders

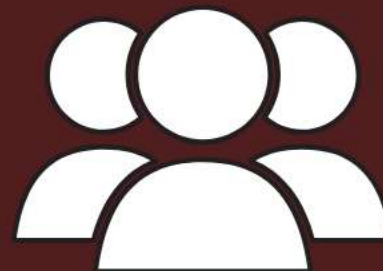
18,965

Wi-Fi sessions +53%



231,060
physical items checked out -0.5%

223,697*
visitors +3%



*estimate, equipment issue-vendor troubleshooting



32,541

attended programs +6%

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 25, 2026

SUBJECT:

Receive a report, hold a discussion, and provide feedback 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 and community feedback
- Friends of the Library merch store
- Email marketing campaigns
- Postcard marketing campaigns
- New cardholder quick start guide
- Community Engagement

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 Marketing & Community Engagement

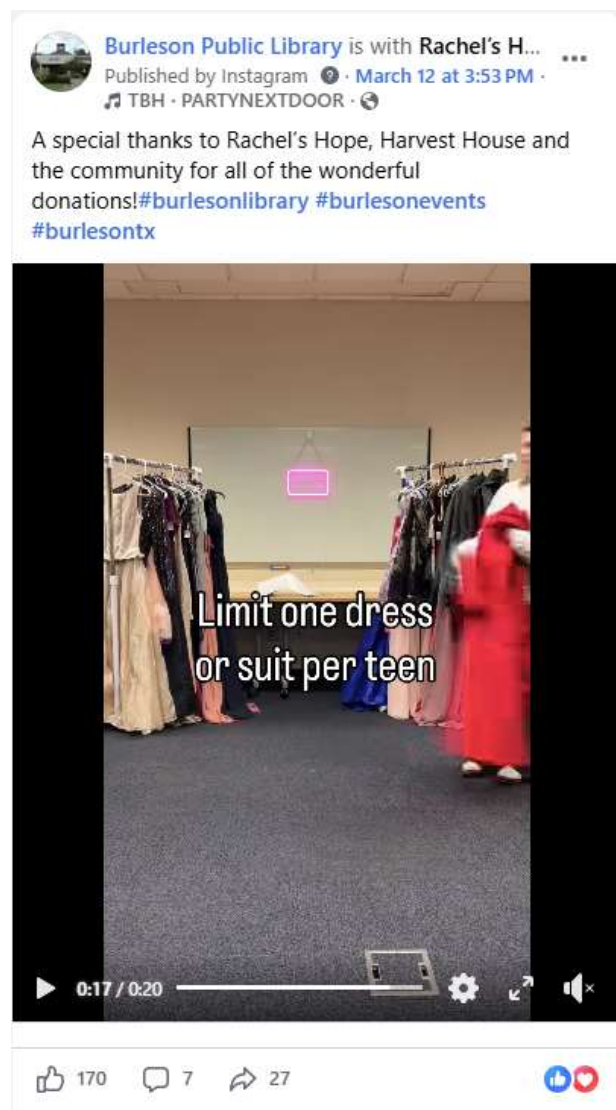
Library Advisory Board

August 25, 2026

Social Media Highlight

The community shared our excitement for this year's Project Prom. The videos we shared of library staff preparing for the program reached 58K users and received 423 reactions.

Many patrons asked how they could support Project Prom and generously offered donations of formalwear. In response, a local seamstress volunteered her expertise, and library staff provided a dedicated space at the event where she offered free on-site alterations—helping ensure every participant felt confident and event-ready.



Social Media Highlight

The library received regional media attention after NBC5 featured the library's viral "Hot Girl Summer" social media video promoting the Summer Reading Club.

The humorous video, featuring Kelly Clute, Library Circulation Supervisor, has now surpassed 6.9 million views across social media platforms and generated significant online engagement, introducing viewers to the library's summer programming and services.

The video was created and filmed by Brittney Cray, Library Program Specialist, whose creative work helped showcase the library as a fun, welcoming community destination.

[NBC5 did a story](#) that highlighted the library's innovative marketing efforts.

Kelly has received phone calls, emails, and fans are even coming to the library to take selfies with her.



Social Media Highlight

Building on the success of our viral Hot Girl Summer video, library staff created a Hot Girl Summer/Backrooms mashup that reached more than **28,000 viewers** across Facebook and Instagram.

Taking advantage of the ongoing City Hall renovations, staff filmed on location to create a unique and timely video that showcased both creativity and a sense of humor.



Social Media Highlight

Our "FAQ with our resident Hot Girl" video featuring Kelly was a standout success in July, reaching more than 35,000 views across Facebook and Instagram. Kelly continues to be one of the library's most recognizable online personalities, helping us connect with new audiences while showcasing the fun, approachable side of the library.

Proof that our resident Hot Girl still has a very loyal fan club!



Friends of the Library Merch Store

In response to the video’s popularity, the library launched themed merchandise benefiting the Friends of the Library.

Merchandise sales have already generated more than \$2,000 in profit, with proceeds supporting the Picture Book Browsing Bins fundraising campaign.



“Hot Girl Summer” Comments

Plot twist, she didn't initially even work there, she just grabbed a lanyard and they entertained her until the authorities arrived, at which point she was deemed Too Hot For Jail and the library had no choice but to hire her and film her shenanigans for social media.

Someone's granny is doin stuff. Ya'll need to come get her.

Who is this diva?

Have I ever heard of this library? No. Do I want to plan a whole trip just to meet this gem? Absolutely

Ma'am, my husband is on this app!

10/10, no notes



Social Media Feedback

Item B.

On the Hot Girl Summer Book Picks:

This section makes me smile every time I walk into the library. It's so great

”

On the Master Naturalist Program:

It was a great program! Thank you Burleson Public Library for always putting on great events.

On Touch a Truck:

Thank you for this event. My grandson loved it!

Anyone that says we don't need a bigger library has never been to a library event.

So many fun activities & events for the littles at our Btown Library!!



”

Social Media Feedback

Item B.

On the Foam Party and Watermelon Day:

They had so much fun!! Thank you Burleson Public Library and Russell Farm Art Center for putting this on!

God Bless yall for this fun day with my Granddaughter!!

It was our first time at a foam party!!

I never thought that that visiting Burleson Public Library was on my bucket list... but here we are. 🤔 ♀👍

This library is killing it 🤔

Yall are magical.

Ya'll are winning the internet! Thanks for making me smile!

Libraries are awesome

”

”



Social Media Feedback

Item B.

The Burleson Library is rocking it this summer! Fun, fun activities for all ages!

On Young Builders Club:

Thank you!!! My girls had a blast!!!

Landon had so much fun!!! His creation made it on the page!

On the Fort Worth Modern Museum Pass:

LOVE this! I'm on the holds list and looking forward to visiting with friends...



On Fossil Fest:

My son had so much fun!

Thanks for putting this on. We appreciate you!

My boys had a blast!

Seeing Kelly in the BTX 4th of July parade made my day!!



Email Marketing Campaigns: City E-Newsletter

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

- **May:** Summer Reading Club, Friends of the Library Merch Store, upcoming programs
- **June:** Summer Reading Club highlights & upcoming programs
- **July:** City Council recognized Atmos Energy for their \$5,000 donation to Summer Reading Club, Summer Reading Club highlights & upcoming programs

Burleson Public Library Programming



Sign up for Summer Reading Club

Get ready to dig into a summer of discovery with Burleson Public Library's 2026 Summer Reading Club, "Unearth a Story!" This year's theme brings dinosaurs, archaeology, and exploration to life for readers of all ages.

Email Marketing Campaigns: Library Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 12,000 patrons on the first of each month.

Each newsletter highlights upcoming programs for children, teens and adults as well as that month's 10 to Try reading challenge.

- 46.85% open rate
- May featured Summer Reading Club signup information
- June featured Summer Reading Club programs & Friends of the Library Merch Store
- July featured Summer Reading Club programs & a thank you to our sponsors



Friends of the Library Merch Store

The Friends of the Burleson Public Library have launched a brand new merch store!

Now you can show off your library pride while supporting the Friends of the Library. Shirts, book bags, mugs, onesies, hats, and more are available for all ages.

Email Marketing Campaigns: Program Newsletters

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

- Adult Programs: 417 subscribers
 - 61.71% open rate
- Teen Programs: 353 subscribers
 - 55.94% open rate
- Children's Programs: 1,294 subscribers
 - 60.28% open rate

Library program attendance is up 6.1% from last year.

GATHER YOUR TEAM
and a new, unopened
500-piece puzzle

for the **JIGSAW PUZZLE
CONTEST**

August 18 at 5:00 p.m.
ages 18+ only

THE CITY OF
BURLESON | Library
TEXAS

at the
SENIOR ACTIVITIES CENTER
216 SW JOHNSON AVE

Jigsaw Puzzle Contest (ages 18 +)
Tuesday, August 18
5 p.m.

Each team should bring a New, unopened, 500-piece puzzle. Staff will collect the puzzles, and hand them out to each team randomly. Your team might get your puzzle back, or you might not. Then we start the clock at 5:30 p.m. First team finished or most complete at 7 p.m. wins bragging rights, and maybe a prize to take home.

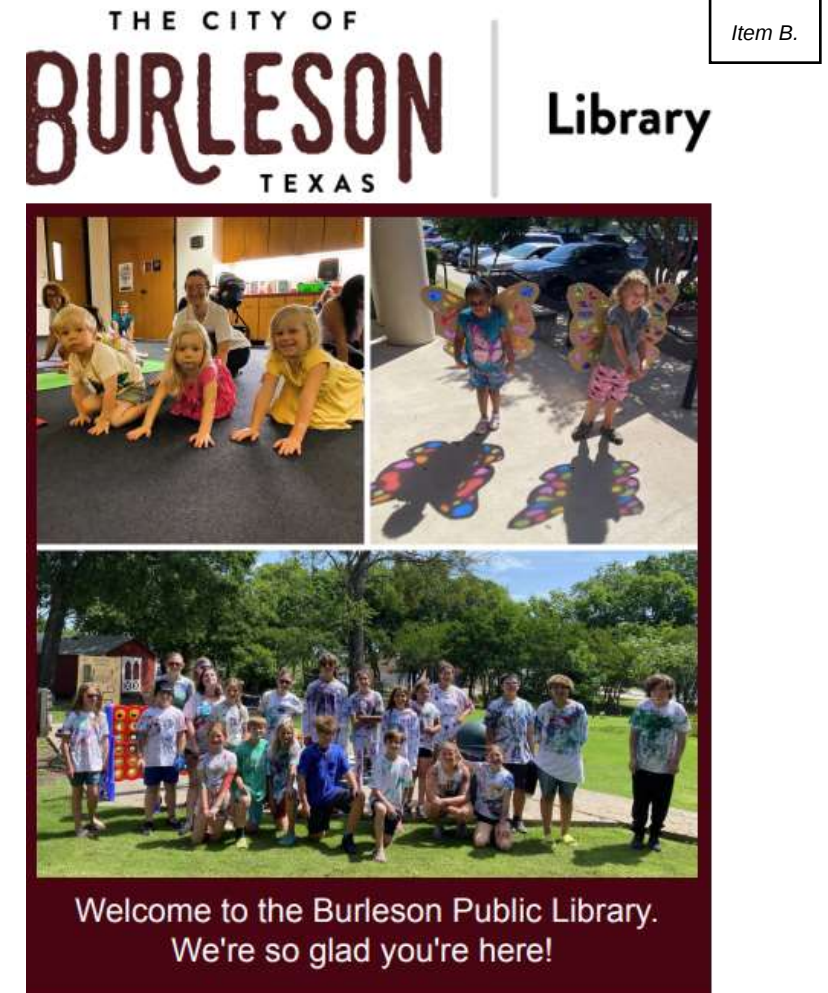
This program is being held offsite at the Senior Activities Center because our library meeting room is not large enough to accommodate this program.

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. Join the Friends of the Library
6. Useful tips, how to get the most out of your library card

49% of new cardholders are still using their library card after one year.



What would you like to do first?

- 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](#)
- Join the [Friends of the Library](#)

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, recipients have re-engaged with the library by visiting:

- CloudLibrary (164)
- Libby (72)
- Library website (13)
- Library social media (8)



cloudLibrary makes it easy to discover the content you want to read. Whether on the web, a tablet, or your mobile device you can browse digital shelves curated by our library or filter by genres that interest you.

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, 2,000 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.

1,167 postcards were mailed out from November to July.

Active cardholders have increased by 0.2% from last year.



New Cardholder Quick Start Guide

Redesigned:
more modern and includes
QR codes for the library
events calendar, catalog,
Friends of the Library, and
newsletter signups.

THE CITY OF
BURLESON
TEXAS Library

New Cardholder Quick Start Guide

Welcome to the Burleson Public Library!

Monday – Wednesday: 9 AM – 8 PM
Thursday – Saturday: 9 AM – 6 PM
Sunday: Closed

248 SW Johnson Avenue, Burleson, TX
817-426-9210
burlesontx.com/library

3 THINGS TO TRY FIRST



Borrow Something
Check out books, audiobooks, DVDs, puzzles, board games and more. Most items check out for 3 weeks.



Explore Digital Resources
Use your library card to access free eBooks, audiobooks, online tutoring, and research tools from home.



Attend a Program
The library offers storytimes, craft programs, teen activities and events for all ages throughout the year.



PROGRAMS AND EVENTS

View all programs and events at catalog.burlesontx.com/events

Events

BROWSE THE CATALOG

Visit catalog.burlesontx.com to see what's available, place holds, get reading recommendations and manage your account.



Catalog



FRIENDS

LOVE THE LIBRARY?

Support library programs and services by joining the Friends of the Burleson Public Library. You can volunteer, attend events, or simply make a donation to help the library.

STAY CONNECTED

Follow the Burleson Public Library on Facebook and Instagram for reading recommendations and library news.

Sign up for one of the library's Newsletters and be the first to know about upcoming programs.



NEWSLETTERS

Community Engagement

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

- 16 ribbon cuttings for new businesses joining the Chamber
- Monthly Chamber Ambassador meetings
- Met with North Central Texas Council of Governments (NCTCOG) Disaster Resilience group
- Chamber of Commerce Winter Luncheon
- Organized The Great Giveback with 20 volunteer recruiting agencies
- Helped organize the Burleson Business Showcase
- Old Town Business Association quarterly meeting
- Guest at Rotary Club meeting
- Unite JoCo (formerly Johnson County Resource Network)



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 25, 2026

SUBJECT:

Receive a report, hold a discussion, and provide feedback 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:

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