



## Library Board Agenda

Tuesday, February 25, 2025  
6:00 PM

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

1. **CALL TO ORDER**

2. **CITIZEN APPEARANCES**

3. **GENERAL**

- A. Receive a presentation on the City of Burleson's 311 Service. *(Staff Contact: Richard Abernethy, Administrative Services Director)*
- B. Elect a Chair and Vice Chair to serve for the year 2025. *(Staff Contact: Sara Miller, Deputy Director-Library)*
- C. Consider approval of Library Advisory Board meeting dates for 2025. *(Staff Contact: Sara Miller, Deputy Director-Library)*
- D. Consider approval of the minutes from the July 30, 2024 Library Board meeting. *(Staff Contact: Sara Miller, Deputy Director-Library)*
- E. Receive a report, hold a discussion and provide feedback regarding Burleson Public Library services and programs. *(Staff Contact: Sara Miller, Deputy Director-Library)*
- 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)*
- 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)*

4. **COMMUNITY ANNOUNCEMENTS**

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 19th of February 2025, by 5:00 p.m., on the official bulletin board at the Burleson City Hall, 141 W. Renfro, Burleson, Texas.



Amanda Campos

City Secretary

**ACCESSIBILITY STATEMENT**

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

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## Library Board Meeting

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** February 25, 2025

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**SUBJECT:**

Receive a presentation on the City of Burleson's 311 Service. (*Staff Contact: 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](mailto:smiller@burlesontx.com)  
817-426-9203

# City of Burleson (BTX) 311

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LIBRARY BOARD

FEBRUARY 25, 2025

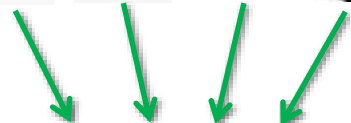
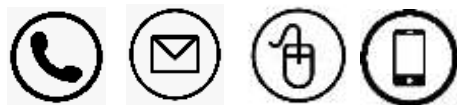
# History of BTX 311

- 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.



# 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](mailto:311@burlesontx.com)

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

# Services You Can Access Through BTX 311

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## 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

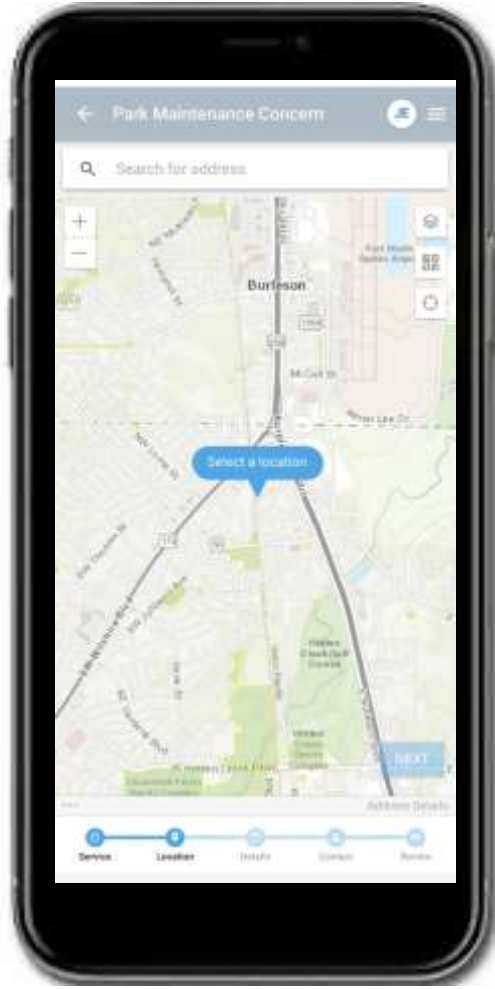
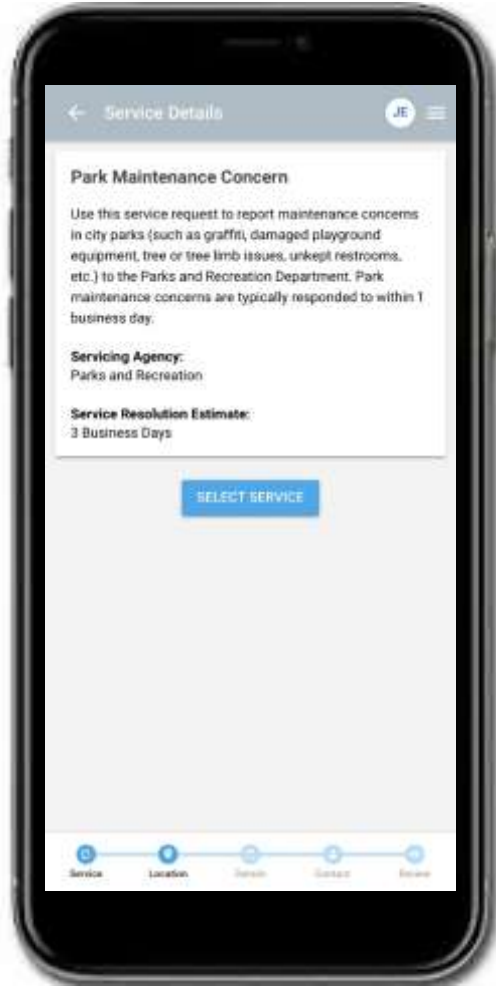
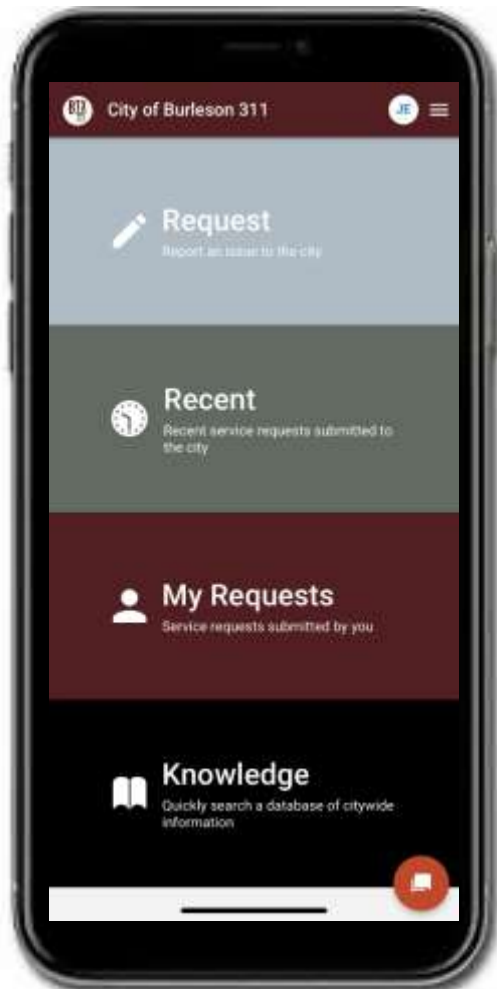
\*311 also assists customers by directing them to the appropriate department for service.



# City of Burleson - BTX 311 App.

Download Our App

Item A.



# City of Burleson Website

The screenshot shows the City of Burleson website homepage. At the top, there is a dark red navigation bar with the following items: "BUDGET INFORMATION" (with a sub-link for "FY 24-25 Budget and Tax Rate Info Read On..."), "Create a Website Account - Manage notification subscriptions, save form progress and more.", and "Website Sign In". Below this is the "THE CITY OF BURLESON TEXAS" logo and a horizontal menu with links for "Government", "Departments", "Community", "Online Services", "Business", and "I Want To...".

The main content area features a large banner for "SEVERE WEATHER & MORE EMERGENCY NOTIFICATIONS" with the text "SIGN UP TODAY" and the URL "www.burlesontx.com/alerts". To the right of the banner is an image of a smartphone displaying a "BTX ALERT" notification. Below the banner, it states "Emergency Alerts sent straight to you" and lists "Weather alerts, mosquito spraying, public safety issues, and more".

At the bottom, there is a row of service icons: "Online Bill Pay", "Report it with 311" (highlighted with a blue arrow), "Agendas/Notices", "Jobs", "Watch Meetings", and "City News & Updates". On the far left, there is a "Select Language" dropdown and a "Google Translate" icon. On the far right, there is a search bar with the text "Hi 👋, how can I help?".

# City of Burlleson Website - Continued

**City of Burlleson**

## City of Burlleson 311

Call. Click. Connect.

[Burlleson 311](#) [Call Center Metrics](#) [Frequently Asked Questions](#)

**SIGN DOWN**  
**WHO YOU GONNA CALL?**  
A new way to call 311, connect with BTX.

The BTX311 online portal allows you to view, submit, and track requests 24 hours a day, 7 days a week.

**311**  
**CALL-CLICK-CONNECT**

Check out the city's BTX311 Call-Click-Connect promotional videos.

**MISSED TRASH PICK UP**  
**WHO YOU GONNA CALL?**  
A new way to call 311, connect with BTX.

You can utilize the BTX311 online knowledge base to see trash zones and bulk pickup schedules.

**BTX 311**  
**CALL. CLICK. CONNECT.**

### About Burlleson 311

Burlleson 311 is a one-stop-shop that allows citizens to report non-emergency issues and request services. Whether by phone call, online or through our app, it serves as a central hub for citizens to get information, request services, and report problems in the community.

*"Person I spoke with was very polite and handled the situation quickly and professionally."*


**Submit A Request**  
Submit various service requests using our 311 website.

**SUBMIT REQUEST**

# 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	<input checked="" type="radio"/>
No	<input type="radio"/>

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.

<b>First Name</b>	<b>Last Name</b>
<input type="text" value="John"/>	<input type="text" value="Doe"/>
<b>Email</b>	<b>Phone Number</b>
<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

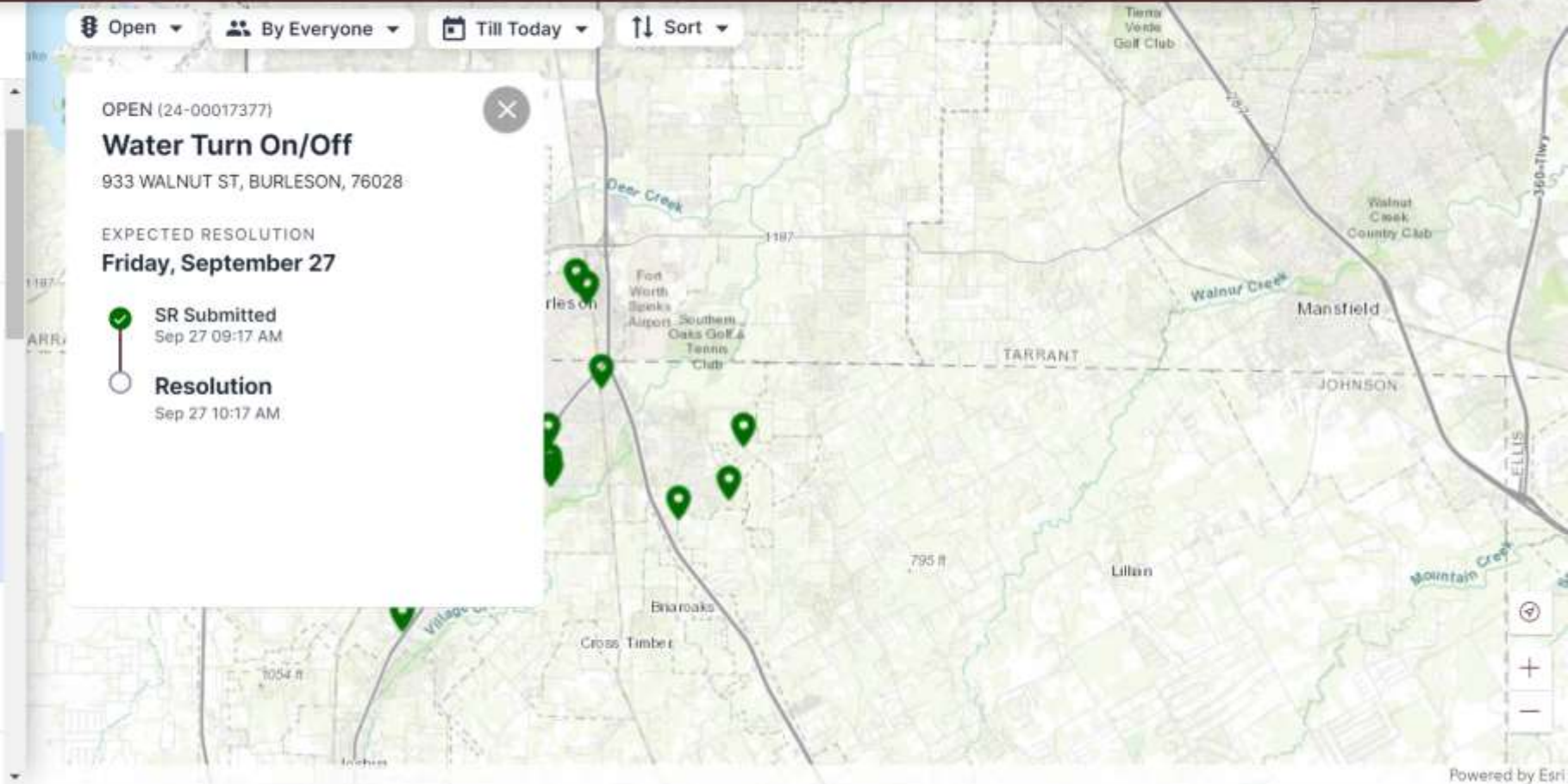
OPEN (24-00017365)  
**Park Maintenance Concern**  
KERR M.S.  
Submitted 3 hours ago [Back to top](#)

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

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- Top 5 requests:
  - High Grass/Weeds
  - Street Repair Concern
  - Missed Solid Waste Pick-Up
  - Park Maintenance Concern
  - Water Leak
- Total service requests: 3,968
- Total inbound calls: 27,505
- Average Hold Time: 15.56 seconds



# Benefits of BTX 311

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- 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?



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## Library Board Meeting

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** February 25, 2025

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**SUBJECT:**

Elect a Chair and Vice Chair to serve for the year 2025. (*Staff Contact: 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](mailto:smiller@burlesontx.com)  
817-426-9203



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## Library Board Meeting

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** February 25, 2025

---

**SUBJECT:**

Consider approval of Library Advisory Board meeting dates for 2025. (Staff Contact: 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:**

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](mailto:smiller@burlesontx.com)  
817-426-9203

# 2025 Meeting Dates

Library Advisory Board

Feb 25, 2025



# Proposed Meeting Dates

## **Bi-monthly schedule:**

- **Tuesday, April 22**
- **Tuesday, June 24**
- **Tuesday, August 26**
- **Tuesday, October 28**
- **Tuesday, December 16**

## **Quarterly schedule:**

- **Tuesday, May 27**
- **Tuesday, August 26**
- **Tuesday, November 25**

# Questions/Comments

Sara Miller

Deputy Director-Library

[smiller@burlesontx.com](mailto: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 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 WingJenkins 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 of 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 2024-2025. 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 WingJenkins 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.

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Paula Skundberg, Recording Secretary

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## Library Board Meeting

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** February 25, 2025

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**SUBJECT:**

Consider approval of the minutes from the July 30, 2024 Library Board meeting.

**SUMMARY:**

**RECOMMENDATION:**

Approve 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](mailto:smiller@burlesontx.com)  
817-426-9203

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## Library Board Meeting

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** February 25, 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
- Texas Book Festival grant
- Library accredited for FY2025
- Achievement of Library Excellence Award
- 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](mailto:smiller@burlesontx.com)  
817-426-9203

# Library Services Update

Sept 2024 to Jan 2025

Library Advisory Board

Feb 25, 2025



# 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:  
46 Stuffedies

Stuffed Animal Sleepover  
Storytime: 78



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

Friday Movie Matinees: 26

# Program Highlights



Play and Learn Workshop:  
114



Young Builders Club  
Cardboard Edition: 28



Apple Storytime & Tasting:  
36

# Program Highlights



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



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



Teen Haunted Graham  
Cracker Houses: 23

# Program Highlights



Saturday Fire Safety  
Storytime: 57



Día de los Muertos Stories &  
Sweets: 28



Teen Spooky Movie Nights:  
94

# Program Highlights



Teen Lounge: 23



Baby Fall Sensory Storytime:  
30



Saturday Play & Learn  
Workshops: 196

# Program Highlights



Saturday Turkey Storytime:  
23



Kids Fall Crafts: 22



Sourdough Starter Class &  
Bread Tasting: 24



# Program Highlights

**GOVERNMENT ASSISTANCE ENROLLMENT HELP**

3rd Wednesday in November  
and  
1st and 3rd Wednesdays in December

\*\*\*ID required to sign up for benefits\*\*\*

If you or someone you know is in need of assistance applying for **SNAP, MEDICAID, CHIP, HEALTHY TEXAS WOMAN, or TANF** benefits, someone will be available to help:

Wednesdays, November 20  
and

Wednesdays, December 4 and 18

@ 12:00 p.m. - 5:00 p.m.

at the Burleson Library



Connie L. Cooley  
Such a great thing! I love the Burleson Library!

Government Assistance Enrollment Help: 23



Teen Pie Eating Contest: 30



Outdoor Movie Night: 30

# Program Highlights



Elf Academy: 58



Christmas at the Library: 832



Mocktails & Masterpieces:  
18

# Program Highlights



Baby Holiday Sensory  
Storytime: 90



Gingerbread Storywalk &  
Crafts: 56



Saturday Hygge Storytime:  
20

# Program Highlights



Saturday Sandra Boynton Storytime: 32



Play-doh Playdate: 227



Human Trafficking Awareness: 27

# Storytimes



Average weekly attendance

Baby: 40  
Toddler: 61  
Preschool: 28  
Evening: 8

# 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)



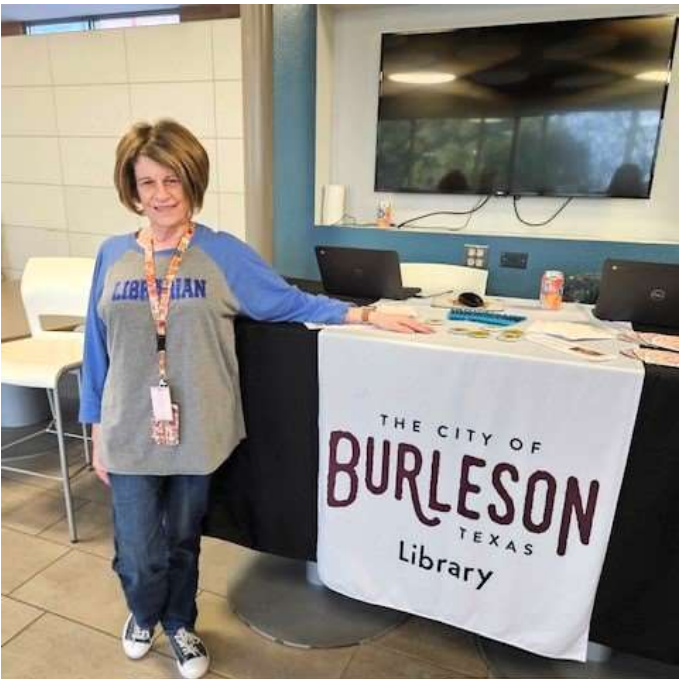
Employee Health & Lifestyle  
Expo  
(with Human Resources  
Dept.)



# Community Events & Outreach



Great Giveback



STEAM Middle School: Taste of STEAM



Hughes Middle School: Family Game Night

# 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.



# Achievement of Library Excellence Award

Burleson Public Library has received the 2024 Achievement of Library Excellence Award from the Texas Municipal Library Directors Association, an affiliate of the Texas Municipal League. To successfully receive the award, the library must exhibit excellence by:

- Providing service to underserved and special populations
- Marketing in innovative ways
- Pursuing collaborative efforts
- Offering enhanced services through unique or expanded programming
- Providing literacy support
- Providing for digital inclusion
- Supporting workforce development
- Promoting cultural, topical, and educational programming
- Comprehensively training staff
- Offering other unique services to their community.



Of the 542 public libraries in Texas, only 102 received this award in 2024.

YTD  
Totals  
thru Jan



86,285

digital downloads +21%



2,953

cards issued +19%

Item E.

11,127

Wi-Fi sessions +20%



238,013

physical items checked out +4%

210,555

visitors +10%



28,170

attended programs +27%

# Questions/Comments

Sara Miller

Deputy Director-Library

[smiller@burlesontx.com](mailto:smiller@burlesontx.com)

817-426-9203

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## Library Board Meeting

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** February 25, 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
- Social media feedback
- Email marketing campaigns
- Postcard marketing campaigns
- Burleson Area Midday Rotary
- Burleson Business Connections
- Burleson Chamber of Commerce
- Johnson County Hunger Coalition

**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

Feb 25, 2025





## Social Media Highlight: September

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

# 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!!





# Social Media Highlight: November

The community loved our pics from the Sourdough Starter class.

This post reached 8K Facebook users and received 57 reactions.

**Burleson Public Library**  
Published by MG Gorman  
November 20 at 5:04 PM

Thank you to everyone who came to our sourdough starter class! We learned about the basics of sourdough starter and then had a bread tasting. Happy baking!

57 reactions (5 likes, 52 reactions)  
5 comments 1 share

Like Comment Share

# Social Media Feedback: November



I hate to see the ghosts leave. I enjoyed their shenanigans.



One excited kiddo

Can ya'll do the turkey adventures next?  
AND come visit us at Nola Dunn!

Can you do an elf on the shelf version next?!

Get ready for a dino-mite time at  
the library! – Local Life Magazine





# Social Media Highlight: December


December's top performing post promoted the library's free gift wrapping station.

This post reached 110.6K Facebook users and received 1.5K reactions.

**Burleson Public Library**  
Published by MG Gorman  
- December 9, 2024 at 12:16 PM · 🌐

Hey BTX, the library's free gift-wrapping station is open! To wrap your presents, just head to the back of the library where we've got wrapping paper, bows, bags, boxes, and even some holiday cards 🎁

The wrapping station will be available during open library hours through December 23.




**Burleson Public Library**  
Library

Send message

👍👍 Burleson Area Chamber of Commerce and 1.5K others 81 comments 244 shares

 **Jill Gustafson Jaeger**  
This melts my heart! Thank you for doing this! ❤️

 **Audrey Taylor**  
This is such a remarkable act of kindness!

 **Connie L. Cooley**  
Wow. That's awesome. Thanks for being a great community center! ❤️







# Social Media Feedback: December



Thank ya'll for everything you do for the kids!  
Bailea enjoyed herself



What a wonderful community resource!

Such a great thing! I love the  
Burleson library!

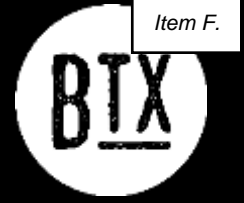



This is amazing!! Thank you so much for  
providing this!

# Social Media Highlight: January

People on Facebook loved this photo promoting the Friends of the Library book sale.

This post reached 8.2K Facebook users and received 59 reactions.



 Top fan  
**Rene Treviño**  
Love looking at all the options every time we go in. I find something to add to my collection most times and they add books all the time.

**Burleson Public Library**  
Published by Kennedy Horton  
January 13 at 3:00 PM · 🌐

Happy Monday! Our Friends of the Library book sale is on-going! Stop by to purchase books and DVDs of all genres for as little as \$0.50!



BOOKS	
• ADULT PAPERBACK	\$1.00
• ADULT HARDCOVER	\$2.00
• CHILDREN'S PAPERBACK	\$ .50
• CHILDREN'S HARDCOVER	\$1.00

DVD	
DVD	\$1.00
BOOK ON CD	\$1.00

MAKE PAYMENT AT THE LIBRARY DESK

See insights and ads [Boost post](#)

👍❤️ 59 6 comments 12 shares

👍 Like    💬 Comment    📧 Send    ➦ Share

## Social Media Feedback: January



Thank you so much for all of your hard work putting this together!

Crafting and marmalade sandwiches-what a perfect Paddington-themed Wednesday!  
-Local Life Magazine

Toni was awesome

Thank you for doing this! I hope lots of women donate!





# 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, Sept. 10-Oct. 8  
10-11:30 a.m.  
12-36 months of age

**Play and Learn Workshop**  
Tuesdays, September 10 to October 8, 10-11:30 a.m.

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  
2-4PM

**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: City E-Newsletter

- Nov 1: Kindness Club
- Nov 8: Dino Family Movie, Dinovember Scavenger Hunt
- Nov 15: Government Assistance Enrollment Help
- Nov 22: Outdoor Movie Night, Teen Pie Eating Contest
- Nov 29: Animal Shelter Donation Drive
- Dec 6: Mocktails & Masterpieces
- Dec 13: Winter Luminaries for Kids
- Dec 20: Teen DIY Christmas Crackers, Gift Wrapping Party
- Dec 27: Teen FNAF Party, Hygge Storytime
- Jan 3: Government Assistance Enrollment Help
- Jan 10: Magic Tree House Book Club, Great Giveback
- Jan 17: Play-doh Playdate, What's for Dinner?
- Jan 24: Great Giveback, Teen DIY Animal Masks
- Jan 31: Project Prom

**Burleson Public Library Programming**

**Magic Tree House Book Club**  
Saturday, January 11, 2-3 p.m.

Each month, participants can explore a book from the beloved Magic Tree House series and take part in activities inspired by the story. The program is ideal for ages 6-8 but welcomes all ages and is a great read-aloud opportunity for families. Reading the book beforehand is encouraged but not required. This month's focus is *Dinosaurs Before Dark*. Whether discovering the series for the first time or revisiting old favorites, families are invited to join this engaging and exciting program.

**The Great Giveback**  
Saturday, January 25, 9-11 a.m.

Learn about ways you can get involved and give back to the community at the Burleson Public Library's The Great Giveback on January 25.

The community is invited to learn about charitable organizations in Burleson and Johnson County, how they help our residents, and the different avenues available to give back to our community.

Agencies interested in participating can contact 817-426-9212 or [email](mailto:email@burlesonlibrary.com).



**Magic Tree House Book Club**

Saturday, January 11, 2-3 p.m.  
All ages are welcome to attend.



**THE Great Giveback**

January 25 | 9 - 11 AM

Learn about volunteer opportunities and find out ways to give back to the Burleson community.

For more info, contact Amanda Coderhead, [acoderhead@burlesonlibrary.com](mailto:acoderhead@burlesonlibrary.com) or (817) 426-9212  
248 SW Johnson Ave

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.

- 45.51% 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.
- November featured the library’s accreditation from the Texas State Library and Archives Commission and Reference Solutions business database.
- December featured the Animal Shelter Donation Drive and Christmas at the Library.
- January featured our new VOX books and our board games collection.
- Each issue also features the 10 to Try challenge for that month, along with program highlights.

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TEXAS

Library

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**Now available at the**

THE CITY OF  
**BURLESON**  
TEXAS

Library

with funding from a 2025 Texas Book Festival Collections Enhancement grant

**VoxBooks**  
Books that Talk!

**Print book, meet audio book**

VOX™ Books are the world's first audio books that live in print books. The permanently attached VOX Reader transforms an ordinary print book into an all-in-one read-along. No need for computers, tablets, or CDs—children simply push a button to listen and read.

**Exciting News: VOX™ Books Are Here!**

Thanks to a generous Collections Enhancement Grant from the Texas Book Festival, the library now offers a new collection of VOX™ Books! These innovative books combine print and audio in one, with a permanently attached VOX Reader that transforms an ordinary book into an all-in-one read-along. There's no need for additional devices—just push a button, listen, and read.

VOX Books make learning and literacy development fun for children of all ages. Check out our new VOX Books collection today and enjoy a whole new way to read.

[View the collection](#)



# Email Marketing Campaigns: Monthly Programs

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

Adult Programs: 193 subscribers

- 62.3% open rate

Teen Programs: 236 subscribers

- 57.5% open rate

Children's Programs: 728 subscribers

- 61.7% open rate

Library program attendance is up 27% from last year.

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**BIRD STORYTIME**

Bird Storytime

Toddler-Thursday, January 2, 9:30 a.m.  
Preschool-Friday, January 3, 9:30 a.m.

Join us for a fun Bird Storytime! We will read some books, sing some songs, and make a craft together.

Toddler storytime is geared for 2-4 years olds and preschool storytime is geared for 4-6 year olds, however families are welcome to attend whichever one works best with their schedule.



# 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 active after one year (average is 50%).

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

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CloudLibrary

Trending eBooks SEE ALL (100)

Trending Audiobooks SEE ALL (100)

Movies Comics

Magazines Kids Mode

EBOOKS  
AUDIOBOOKS  
MAGAZINES

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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.

Download bestselling eBooks and audiobooks for all ages  
Read digital issues of popular magazines

Get the cloudLibrary app

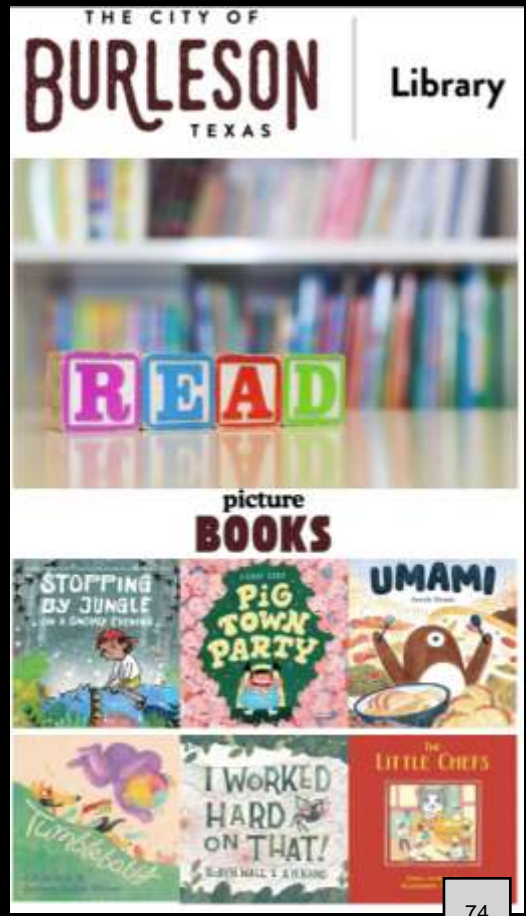
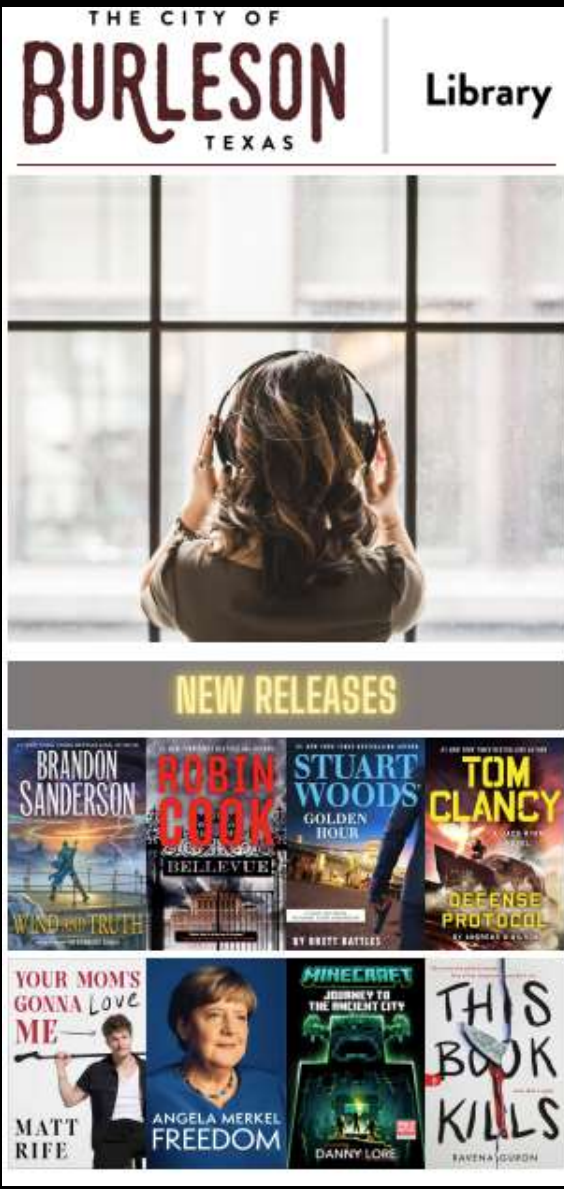


# Email Marketing Campaigns: Library Patron Clusters

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, 1,576 users have used their library card within 7 days after opening one of these messages.





# Postcard Marketing Campaigns: New Residents

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

475 postcards were mailed out in the past 3 months.

Library card sign ups are up 19%.

**Get your Library Card or eCARD online!**



Scan the QR Code to get started



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(817) 426-9209

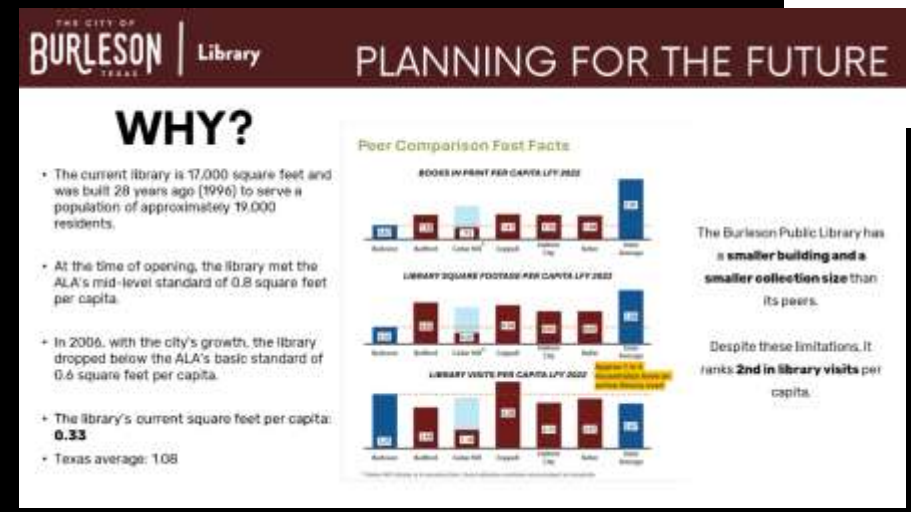
The postcard features a dark red background. On the left, there is a large QR code. To the right of the QR code is an illustration of a laptop with a stack of colorful books on its screen, a small orange lamp, and a white coffee cup on a saucer. Below the illustration is the text 'THE CITY OF BURLESON 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 currently serves as a Chamber of Commerce Ambassador.

During the months of September to January, she represented the library at 10 ribbon cuttings for new businesses. She also attended to the Fall Chamber Luncheon, Business over Breakfast, Networking at Night and the monthly meetings.

She was recently re-elected as Sergeant-at-Arms for 2025.





# Community Engagement: Johnson County Hunger Coalition


The Community Engagement Librarian attended a meeting of the Johnson County Hunger Coalition in January.

This coalition was formed to help address poverty and food insecurity within Johnson County.

You're invited to our next

JOHNSON COUNTY HUNGER

**COALITION MEETING**




**Date: Monday, January 27th**  
**Time: 5:30 p.m.**

Westhill Church of Christ  
1100 W Westhill Dr, Cleburne, TX 76033  
(Gym building)

**No dress code, come as you are.**

We're looking forward to seeing you there!





# Questions/Comments

Sara Miller

Deputy Director-Library

[smiller@burlesontx.com](mailto:smiller@burlesontx.com)

817-426-9203



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## Library Board Meeting

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** February 25, 2025

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**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:**

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817-426-9203