

**AGENDA
LIBRARY BOARD
Monday, October 7, 2013
6:00 PM**

The Bastrop Public Library Board will meet in a regular meeting on Monday,
October 7, 2013 at 6:00 PM at the Bastrop Public Library
1100 Church Street, Bastrop, TX.

1. Call to order

2. Review and Approval of Minutes for September meeting

3. Announcements— *Donation by Ellen Moore + Bob Hoover / Annual stats*

4. Citizen Comments—

5. Librarian's report— *Nov 0 - 120 est. attended - 89 hot dogs given away*
discussion and possible action

6. Friends of the Library Report

- Friends met in their annual meeting at the beginning of September
- No other meeting in September

7. Old business

- Brick pavers and tiles update—received a \$2,500 donation from Ellen Moore and another \$2,500 donation from Bob Hoover—will add a tile for them—planning on adding a tile for the Lost Pines Garden Club for their \$2,200 donation from last year—discussion and possible action
- Update—BTOP grant—grant paid computer trainer funding has been extended until the end of December—discussion and possible action
- Update—Bastrop County Complex Wildfire archival project—James Alexander, Virginia Luehrsen and I have been holding archive design meetings—discussion and possible action
- Update—Replacing old light fixtures—I have started contacting contractors for quotes—discussion and possible action
- Update—Marketing plan—discussion and possible action
- Update—renting out meeting rooms to businesses—discussion and possible action

8. New Business

- Transferring Library Board funds to a designated catch all account—discussion and possible action
- Engineering display to be added to the library in October—discussion and possible action
- Leaks in the library's roof—discussion and possible action - *Drip pan - shut off*
- Study Booth Policy and Procedures—discussion and possible action *value*
- Are there any items Board members would like to include on next month's agenda?—discussion and possible action

Submitted by:

Mickey DuVal
Mickey DuVal, Library Director

CERTIFICATION

I, Elizabeth Lopez, City Secretary, certify that the above notice was posted on the bulletin board of the Bastrop City Hall, 1311 Chestnut, on _____ at _____.

Elizabeth Lopez, City Secretary

**Bastrop Public Library
Librarian's Report
October 7, 2013**

1. Library Statistics for the month of August. Circulation statistics are up 5% compared to August 2012; gate count is down 8% compared to August 2012; programming is up 73% compared to August 2012; Internet usage is up 21% as compared to August 2012, reference requests are up 1% compared to August 2012 and meeting room reservations are up 20% compared to August 2012.
2. In the month of September 230 children and adults attended Story time.
3. On Monday, September 2 the library closed for the Labor Day holiday.
4. On Tuesday, September 3 Mickey DuVall submitted an erate 472 BEAR form to receive a reimbursement check from the Department of Information Services.
5. On Tuesday, September 3 Mickey DuVall, Cookie Adkins and Bonnie Ueckert interviewed VOE student employee candidates.
6. On Wednesday, September 4 John D. Clawson was hired as our new VOE student worker.
7. On Wednesday, September 4 Mickey DuVall attended the Bastrop Chamber of Commerce luncheon.
8. On Wednesday, September 4 Mickey DuVall participated in an Impact grant webinar on Performance Measures and Reporting.
9. On Thursday, September 5 Cary Kittrell hosted a Teen Advisory Board meeting. Nine teens attended the meeting.
10. On Thursday, September 5 Bonnie Ueckert, Melissa Bullara and Cary Kittrell each taught a library class to three age groups of homeschoolers. In total, twenty-seven home schooled students attended classes.
11. On Saturday, September 7 the Friends of the Bastrop Public Library met for their annual meeting. Officers were elected and the past year's business was discussed.
12. On Monday, September 9 John (JD) Clawson started work as the library's new VOE student worker.
13. On Tuesday, September 10 Mickey DuVall attended the Lost Pines Garden Club monthly meeting. The garden club selected the library as the recipient of their fundraising efforts for the 2014 year. Thank you Lost Pines Garden Club.
14. On Tuesday, September 10 Bonnie Ueckert hosted a Lego program. Fifteen children and adults attended the program.
15. On Wednesday, September 11 Mickey DuVall participated in an Impact grant webinar on Financial Management and Reporting.
16. On Thursday, September 12 the library staff participated in a benefits fair at City Hall.
17. On Thursday, September 12 Cary Kittrell hosted an Anime Club meeting. Eighteen teens attended the meeting.
18. On Friday, September 13 Mickey DuVall, James Alexander and Virginia Luerhsen hosted an archive design meeting.
19. On Friday, September 13 Mickey DuVall had to place an emergency call to Keep Cool Texas, an air-conditioning repair company, to have them stop a leak in the air-conditioning unit on the roof. The water was leaking into the Maynard conference room. The drain on the

air-conditioning unit had become clogged. The drain was cleared and the leak stopped. A ceiling tile had to be replaced.

20. On Saturday, September 14 Bow Wow book buddies were in the library. Five children read to the Bow Wow dog buddies.
21. On Monday, September 16 Bonnie Ueckert performed a storytime for the Calvary Episcopal School after school program. Twelve students were in attendance.
22. On Tuesday, September 17 Mickey DuVall called Bob Gaeke because of a leak in the roof and asked him to send someone to the library to inspect the roof.
23. On Tuesday, September 17 Mickey DuVall performed Bonnie Ueckert's annual evaluation.
24. On Thursday, September 19 Mickey DuVall performed Alma Rodriguez's annual evaluation.
25. On Thursday, September 19 Mickey DuVall attended the Bastrop Convention Center Open House.
26. On Thursday, September 19 Cary Kittrell hosted a teen video game night. Twelve teens played video games.
27. On Friday, September 20 Mickey DuVall, James Alexander and Virginia Luerhsen hosted an archive design meeting.
28. On Saturday, September 21 Mickey DuVall, James Alexander and Virginia Luerhsen hosted an archive design meeting.
29. On Saturday, September 21 Melissa Bullara hosted a Super Saturday "Zoofari" program. Seventy-seven children and adults attended the program.
30. On Saturday, September 21 Bonnie Ueckert married Jaeson Pierson.
31. On Monday, September 23 Melissa Bullara performed a storytime for the Calvary Episcopal School after school program. Twelve students attended the program.
32. On Tuesday, September 24 Mickey DuVall participated in a webinar "Hacking, Making and Creating at the Library."
33. On Tuesday, September 24 Mickey DuVall met with Bonnie Pierson to discuss the library's marketing plan.
34. On Wednesday, September 25 Mickey DuVall and Alma Rodriguez attended a mandatory employee meeting at City Hall.
35. On Thursday, September 26 library staff attended the City's employee appreciation luncheon.
36. From Thursday, September 26 through Saturday, September 28 the Friends of the Bastrop Public Library held one of its semi-annual book sales.

Respectfully submitted: Mickey DuVall, Library Director

BASTROP PUBLIC LIBRARY ANNUAL STATISTICS FOR FISCAL YEAR 2012-2013

	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Total
CIRCULATION SERVICES:													
Adult:													
000-099	36	25	40	34	36	34	28	25	30	30	31		349
100-199	65	51	36	52	60	32	73	48	53	63	43		576
200-299	69	51	44	72	54	59	56	64	55	70	65		659
300-399	148	138	115	137	124	90	140	160	155	161	142		1,510
400-499	21	17	3	8	5	13	12	26	12	28	32		177
500-599	55	62	50	54	52	53	92	73	85	99	66		741
600-699	358	355	289	440	313	278	398	380	395	438	376		4,020
700-799	163	157	156	198	152	137	113	137	175	208	196		1,792
800-899	43	35	38	67	38	37	36	45	69	79	75		562
900-999	151	152	134	124	112	114	127	120	150	133	128		1,445
92-920	94	84	77	96	73	116	91	80	93	102	74		980
Adult Audiocassettes	13	4	2	2	10	8	7	7	1	4	3		61
Adult Book Club Bag	0	0	0	0	1	1	1	0	0	1	1		5
Adult DVD's	1,744	1,345	1,431	1,919	1,491	1,464	1,612	1,273	1,874	1,828	2,009		17,990
Adult Fiction	2,667	2,410	2,104	2,522	2,325	2,226	2,331	2,548	2,745	3,089	2,995		27,962
Adult Fiction CD's	567	596	580	619	642	637	727	756	597	703	734		7,158
Adult Genealogy	0	0	0	0	0	0	0	0	0	0	0		0
Adult Historical Vertical File	0	0	0	0	0	0	0	0	0	0	0		0
Adult Large Print	799	660	644	841	745	769	759	794	710	832	794		8,347
Adult Microfilm	0	0	0	0	0	0	0	0	0	0	0		0
Adult MP3 Book	42	41	34	35	23	31	29	27	21	24	43		350
Adult Music on CD	189	101	89	127	111	130	122	113	112	140	180		1,414
Adult Nonfiction CD's	59	61	36	51	52	48	76	66	70	59	50		628
Adult One-Click e-audio	99	155	95	186	110	110	96	69	77	62	66		1,125
Adult Overdrive e-book	0	0	100	157	147	155	181	166	185	209	300		1,600
Adult Pro Col	0	0	0	0	0	0	0	0	0	0	0		0
Adult Reference	0	0	0	5	1	0	0	0	2	0	0		8
Adult Reference Desk	0	0	0	0	0	0	0	0	0	0	0		0
Adult Spanish DVD's	12	6	4	0	3	9	10	5	13	9	9		80
Adult Spanish Fiction	11	12	10	13	19	16	11	15	28	36	26		197

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Adult Spanish Nonfiction	21	12	6	8	19	29	22	15	19	31	27		209
Adult Texana	71	60	48	75	63	69	61	33	35	49	30		594
Adult Vertical Files	0	0	0	0	0	0	0	0	0	0	0		0
Adult Videocassettes	444	363	368	370	240	228	194	234	297	327	285		3,350
Subtotal Adult:	7,941	6,953	6,533	8,212	7,021	6,893	7,405	7,279	8,058	8,814	8,780	0	83,889
Juvenile and children's:													
Child Spanish 1st R	28	14	20	15	30	12	12	10	11	26	24		202
Child Spanish Easy	106	75	35	61	58	60	30	30	43	72	53		623
Child Spanish Easy Nonfic	20	7	5	17	11	7	7	7	22	17	14		134
Child Storytime box	7	1	1	1	2	2	1	1	0	0	1		17
Easy Nonfiction	150	75	92	80	145	101	90	107	227	346	186		1,599
Easy Picture Books	1,733	1,573	1,081	1,377	1,251	1,338	1,208	1,440	2,127	2,210	1,736		17,074
First Readers	487	411	272	280	289	354	348	335	561	473	316		4,126
J 000 - J 099	19	16	15	11	12	9	7	10	22	22	19		162
J 100 - J199	14	9	1	3	2	4	5	2	7	18	10		75
J 200 - J 299	18	10	13	8	6	9	15	15	25	29	14		162
J 300 - J 399	74	59	18	33	23	22	14	46	76	71	37		473
J 400 - J 499	3	2	1	1	1	2	2	12	6	2	4		36
J 500 - J 599	202	162	126	207	143	75	172	229	310	279	202		2,107
J 600 - J 699	43	45	33	63	34	43	63	89	120	105	68		706
J 700 - J 799	176	154	144	145	103	118	110	119	219	325	212		1,825
J 800 - J 899	23	17	9	12	25	16	15	18	44	32	30		241
J 900 - J 999	102	76	55	81	64	70	73	88	73	120	107		909
J 92 - J 920	22	29	25	24	41	26	37	52	30	17	23		326
Juvy Audiocassettes	2	1	2	4	3	6	5	7	6	8	3		47
Juvy CD'S	59	29	35	56	36	23	27	58	70	87	60		540
Juvy DVD	322	415	449	476	466	368	425	426	525	646	541		5,059
Juvy Fiction	877	822	667	828	714	814	919	953	1,620	1,778	1,237		11,229
Juvy Graphic Novels	194	189	206	228	207	160	237	227	390	304	326		2,668
Juvy Oversize	7	3	3	7	4	12	7	7	10	12	7		79
Juvy Reference	0	0	0	0	0	0	0	0	0	0	1		1
Juvy Spanish Fiction	5	7	0	5	0	1	0	1	1	10	3		33

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	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Total
Juvy Spanish Nonfiction	32	14	11	7	3	19	16	14	9	45	20		190
Subtotal Juv. & children's	4,725	4,215	3,319	4,030	3,673	3,671	3,845	4,303	6,554	7,054	5,254	0	50,643
Young Adult:													
Young Adult CD's	15	14	8	7	19	21	12	7	13	7	13		136
Young Adult Fiction	428	394	484	463	443	405	478	456	691	752	543		5,537
Young Adult Graphic Novels	299	234	217	279	343	289	310	370	366	441	430		3,578
Subtotal Young Adult	742	642	709	749	805	715	800	833	1,070	1,200	986	0	9,251
Other:													
Paperbacks	681	639	580	855	681	532	620	777	862	1,024	917		8,168
Magazines	27	25	16	29	22	16	20	18	30	27	17		247
Subtotal Other	708	664	596	884	703	548	640	795	892	1,051	934	0	8,415
Grand Total All	14,116	12,474	11,157	13,875	12,202	11,827	12,690	13,210	16,574	18,119	15,954	0	152,198
OTHER SERVICES:													
Total Online Bastrop													
Advertiser Searches	5,130	5,965	5,054	7,002	6,800	7,442	7,372	5,847	5,769	6,609	6,776		69,766
Computer Usage:													
Adult	1,965	1,368	1,316	1,715	1,603	1,522	1,523	1,527	1,579	1,697	1,988		17,803
Children	601	407	378	400	466	519	339	384	978	826	682		5,980
Computer Class	32	67	26	32	52	37	43	37	49	0	59		434
Teen	438	325	318	268	260	285	263	354	469	381	442		3,803
Wireless				500	648	697	728	727	926	1,476	858		
Total Computer Usage	3,036	2,167	2,038	2,915	3,029	3,060	2,896	3,029	4,001	4,380	4,029		34,580
Gifts and Memorials:	\$137.26	\$12.58	\$900.00	\$0.00	\$135.00	\$437.19	\$450.00	\$120.61	\$122.15	\$192.00	\$0.00		\$2,506.79

BASTROP PUBLIC LIBRARY ANNUAL STATISTICS FOR FISCAL YEAR 2012-2013

	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Total
Items Processed:													
Items Cataloged:													
Apollo	174	64	148	136	88	192	162	120	68	102	71		1,325
Baker & Taylor	39	12	20	19	36	29	33	28	19	36	18		289
Brodart	0	0	0	0	0	0	0	0	0	0	0		0
Cat Express--OCLC	7	0	18	8	17	13	8	31	3	19	47		171
Ingram	163	58	90	72	54	58	75	62	112	73	14		831
Original	109	46	73	34	90	105	54	36	33	70	26		676
Recorded Books	9	14	1	0	9	12	2	5	6	4	8		70
Total items cataloged	501	194	350	269	294	409	334	282	241	304	184		3,362
Total items withdrawn	448	294	841	1,221	632	63	1,145	749	517	509	781		7,200
Total items lost	8	8	10	0	0	0	312	74	43	20	0		475
Interlibrary Loan:													
Borrowed	64	62	45	27	29	30	53	46	82	69	40		547
Loaned	8	0	2	2	1	3	2	0	2	3	2		25
Total Transactions	72	62	47	29	30	33	55	46	84	72	42		572
New Library Patrons:													
City	25	27	19	38	38	36	29	38	73	93	43		459
County	139	147	87	154	127	101	124	142	267	242	222		1,752
Total Patrons added	164	174	106	192	165	137	153	180	340	335	265		2,211
Patron Usage:													
County	73%	72%	73%	72%	72%	71%	70%	70%	73%	73%	74%		
City	20%	20%	19%	20%	20%	20%	21%	21%	21%	21%	20%		
Faculty	2%	2%	2%	3%	3%	3%	4%	4%	3%	3%	2%		
Other	5%	6%	6%	5%	5%	6%	5%	5%	3%	3%	4%		
Proctored Tests Given:	12	6	4	3	5	5	2	2	6	2	3		50

BASTROP PUBLIC LIBRARY ANNUAL STATISTICS FOR FISCAL YEAR 2012-2013

	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Total
Programming:													
Children's programs	396	373	469	267	274	349	358	717	1,608	1,333	610		6,754
Outreach programs	157	121	120	0	0	3,189	161	500	0	0	200		4,448
Teen programs	62	52	56	27	35	32	44	73	60	129	0		570
Adult programs	119	99	58	86	71	63	0	0	0	182	0		678
Total Programming	734	645	703	380	380	3,633	563	1,290	1,668	1,644	810		12,450
Reference Assistance:													
Directional Questions	300	204	162	225	167	167	282	240	309	278	340		2,674
Microfilm assistance	2	1	2	6	0	3	0	0	1	1	1		17
Reference Questions	937	687	556	865	701	640	834	843	873	917	931		8,784
Telephone Reference	363	261	199	300	319	228	317	280	237	357	401		3,262
Total Reference	1,602	1,153	919	1,396	1,187	1,038	1,433	1,363	1,420	1,553	1,673		14,737
Reservations:													
Pressley Meeting Room	43	37	39	41	42	45	50	49	51	54	47		498
Maynard Board Room	36	32	27	35	29	35	36	39	29	20	29		347
Study Booths	215	139	133	193	211	199	271	216	253	268	277		2,375
Total Reservations	294	208	199	269	282	279	357	304	333	342	353		3,220
Visitor Count:	9,657	7,998	8,157	9,015	8,560	8,158	8,801	8,712	11,361	10,554	10,251		101,224
Volunteer Hours:													
Regular volunteers	154.00	89.00	153.25	116.00	118.00	115.75	100.50	193.75	254.00	466.00	241.25		2,001.50
Friends volunteers	75.25	144.25	93.25	23.00	17.00	172.25	19.50	13.00	91.25	41.25	48.25		738.25
Total Volunteer Hours	229.25	233.25	246.50	139.00	135.00	288.00	120.00	206.75	345.25	507.25	289.50		2,739.75
Website Hits:	1,936	1,913	1,247	2,006	2,022	2,297	2,299	2,123	2,593	2,820	2,422		23,678

**BASTROP PUBLIC LIBRARY
MARKETING PLAN
2013/2014**

- I. Geek—Concept and approach
“Geek the Library was developed as a library support brand that provides the tools to help public libraries position themselves as personally relevant to individuals and vital to the community. The aim was to measure the campaign’s potential to help and reverse the downward funding trend in the US.”
- II. Geek/verb—definition
 - a. To love, to enjoy, to celebrate, to have an intense passion for
 - b. To express interest in
 - c. To possess a large amount of knowledge
 - d. To promote
- III. Branding—library staff, with input from the public, have created a brand for the Bastrop Public Library.
 - a. Bastrop Public Library brand—*Bastrop Public Library enriches lives with shared resources and opportunities for learning in a welcoming and supportive environment.*
 - b. Tagline—Connect. Learn. Enjoy!
 - c. Logo—Sent to Main Street for help.
- IV. Marketing events
 - a. Schedule of marketing events
 - i. Tuesday, October 1—National Night Out
 - ii. Thursday, October 31—Halloween Fest—this is when we will introduce the Geek marketing plan
 - iii. Saturday, November 9—Veteran’s Day—
 - iv. Saturday, December 14—Open House—
 - v. January—Kickoff TBA
 - vi. February—TBA
 - vii. March—TBA
 - viii. April—TBA
 - ix. May—TBA
 - x. June—TBA
 - xi. July—TBA
 - xii. August—TBA
 - xiii. September—TBA
- V. Campaign goals for 2013-2014
 - a. Increase number of visitors to the library by 10 percent
 - b. Increase number of circulations by patrons by 15 percent
 - c. Increase number of program attendees by 10 percent
 - d. Increase number of Summer Reading Program registrants by 10 percent
 - e. Increase number of reference requests by 10 percent

- f. Increase number of meeting room reservation by 10 percent
- VI. Launch plans including advertising and publicity
 - a. February fundraising event at the library
 - b. Hire the Peterson Brothers or another local group
 - c. Notify Bastrop Advertiser
 - d. Place in water utility bills
 - e. Place in Bluebonnet bills?
 - f. Place in Aqua bills?
 - g. Hang posters up around town in different businesses
 - h. Place announcement on our website
 - i. Have event announced on the radio
- VII. Contact, visit with and/or speak at Clubs and other Organizations
 - a. Rotary, Bastrop and Cedar Creek
 - b. Kiwanis
 - c. Lyons Club
 - d. Chamber of Commerce
- VIII. Visit with education professionals
 - a. School Board
 - b. Administration
 - c. PTA
 - d. ACC
- IX. Visit with local officials
 - a. City Council
 - b. County Judge
 - c. County Commissioners
 - d. District Judges
- X. Visit Local Business Owners

ADDENDUM 1

I. National Night Out—October 1

1. Making a large banner
2. Making small Geek signs—explain why we are doing a Geek campaign
3. Making Geek publicity pamphlets
4. Wear Geek tee shirts
5. Add an article about Geek Campaign in the library's newsletter
6. Create a Geek definition and publish it

II. Halloween Fest—October 31

1. No Geeking at the festival

III. Month of October

1. Step up Geeking—especially with the staff
2. Take Geek photographs of public officials, business people, City staff, County staff and others

IV. Month of November

1. Make November Geek central
2. Everything Geek in the Library
3. Create a huge banner to go on the wall in the children's area
4. Place Geek posters throughout the library
5. Write a newspaper article
6. Create Geeking displays
7. Create Geeking brochure
8. Place Geeking photos on the divider wall

V. Veteran's Day—November 9

1. Work the information booth
2. Hand out library brochures and Geeking information
3. Wear Geek tee shirts

VI. Open House—December 14

1. No additional Geeking
2. We will concentrate on Christmas decorations and normal open house operations

MEETING ROOM RENTAL COMPARISON						
LIBRARY	LARGE	SMALL	DEPOSIT	AFTER	SOCIAL	FOR PROFIT
	ROOM	ROOM		HOURS	MEETINGS	NONPROFIT
Harker Heights Civic Center	50 hr	30 hr	200		Yes	Profit
Westbank	100 hr	50 hr	250		Yes	Both
Leander	125 hr	40 hr	150		Yes	Both
Ft. Worth	35 hr			80hr		Both
Llano	250 hr	100 hr	25		No	Profit
Georgetown	50 hr	20 hr				
Round Rock	90 hr		100			
Bastrop	100 hr avg	48 hr avg	145 avg			

Bastrop Public Library
Study Booth Policy and Procedures

I. Purpose of the Study Room

- A. The study rooms are generally intended for use by up to 3 individuals at a time, for the purpose of quiet study, test and discussion.

II. Reservations for rooms and Hours Available

- A. Reservations can only be made for test proctoring, online test and tutoring. Only one reservation per week is allowed. Study rooms can be reserved only one week in advance.
- B. Study rooms are used free of charge and are assigned on a first come, first served basis. A waiting list will be kept at the reference desk if all rooms are occupied. Once a room is available for use, it will be held for the next individual for 10 minutes after this time the room will be given to the next person on the waiting list.
- C. Study rooms can be used in one-hour increments. However, if after that hour no one is waiting an additional hour can be added. There is a two-hour time limit per day. Limits are set in order to accommodate fair and equitable access to these spaces.

III. Rules of Conduct

- A. Food is prohibited in the study rooms. Drinks with screw top lids are allowed. General library rules apply in the study rooms.
- B. Patrons who use the study rooms are expected to leave the rooms in their original order, free of trash and restored to its original order.
- C. Study rooms are not soundproof. Noise should be kept to a minimum. Complaints reported by other patrons about excessive noise may result in the patron being asked to leave the room. Multiple noise complaints may result in the suspension of study room privileges.
- D. Library materials or personal belongings should not be left unattended in the study rooms (except for very short trips to the book stacks or restrooms). Library personnel are not responsible for items left in the study rooms.
- E. Rearranging study room furnishings is allowed only with the permission of the Library Director. Additional chairs may be brought into the room.
- F. If any Library Policies are violated, library staff has the right to refuse the use of a study room.

09/27/13

Approved by the Library Board:

Approved by the Bastrop City Council: