

Call to Order

Hadi Dudley, Library Director, called the meeting to order at 1:02 p.m.

Library Advisory Board Members

Michelle Evans, Michele Stamps Pritchett, Cynthia Cochran, Megan Bolinder, Teresa Stafford, Judy Marquess, Octavio Sanchez, Hadi Dudley, Vira Kousol, Christina Clark, and Samantha Sacry

Guest (member of public): Rita Shaojing Wu

Minutes for June 7, 2023 were not approved due to lack of quorum at the beginning of meeting.

Agenda Items

1. Christina Clark, Children's Librarian, provided a children's services report.
 - a. Summer Reading Club was a big success!
 - i. Theme: All Together Now
 - ii. 4,263 people registered to participate in the reading club.
 1. Adults – 1,427
 2. Teens – 333
 3. School-age children – 1,819
 4. Preschool-age children – 671
 5. BPL Staff – 13
 - iii. Participants logged their reading minutes throughout June and July for a chance to win prizes.
 1. A total of 41,140 reading hours were logged.
 - iv. Summer programming included:
 1. Performances of opera, theatre, magic, music, dance, and juggling
 2. Workshops, crafts, storytimes, movies, bookclubs, and more
 3. Programs were very well attended and received great feedback.
 - v. The library also partnered with Aramark and Bentonville Schools again to provide free lunches for kids 18 and under
 1. We had a great turnout (7,363 served) and the patrons were very appreciative.
 - b. 1000 Books Before Kindergarten
 - i. 1000 Books Before Kindergarten is an early literacy initiative that encourages caregivers to read 1000 books to their children before they enter kindergarten.
 - ii. The program will launch at our kickoff celebration on September 30 at 10 AM
 1. Kids can register for the program, explore early literacy activity stations, meet Llala Llama Red Pajama and Pete the Cat, then stay for storytime at 11:15 AM
 2. After September 30, registration will be ongoing at our children's desk.
 - iii. At registration, the child will receive a folder with a reading log for their first 100 books. Once the reading log is complete, the child can return it to the library for a milestone prize and a reading log for the following 100 books.
 - iv. Once a child has read 1000 books, he/she will receive a free book and an invitation to an annual celebration for that year's finishers. The library will also put their name on a nameplate inside a new library book.

2. Hadi Dudley gave the BPL report.
 - a. 150 Years Celebrations – Summer participation
 - i. City guest readers at Storytimes were a lot of fun
 - ii. Bentonville Reading Bingo was very positive
 - iii. OZ Kids™ Bike & Book Fest was successful too
 1. 150 bikes with helmets were given away by Pedal It Forward and Bentonville, with 150 coloring books distributed.
 - iv. August / September: *Cozy Apple* artwork installation and City Time Capsule dedication
 - b. Expansion update
 - i. Underground utility relocation is nearly complete; moving a 16" city water line has taken much time, effort, and coordination.
 - ii. Flintco shifted the schedule to make good progress on building the pad, drilling piers, and preparing for the foundation to be poured.
 - iii. Installation of steel will begin in early October. Topping out ceremony will happen later in the fall.
 - iv. Still on target for opening in the summer of 2024, with remodel work continuing a couple of months after the addition opens.
 - v. Parking lot modifications are planned to begin the week of October 9
 1. Portions of the lot will be temporarily closed during demolition, asphalt, and restripe.
 2. Addition of 12 new parking spots
 3. Addition of a convenient 15-minute spot for hold pickup
 4. Improvements to the Downtown Trail are planned
 5. Relocation of the Main Street rainwater garden
 - c. Samantha Sacry gave a brief overview of the marketing report.
 - i. July/August Seed Library debuted to the public with a KUAF interview. Multiple media outlets reported on the seed library, tons of engagement on social media and via newsletter, and a considerable amount of the community utilizing the Seed Library.
 - ii. Brief statistics on marketing performance for August:
 1. Adult Newsletter: 52% Open Rate, 2% click rate.
 2. Teen Newsletter: 52% Open Rate, 1% click rate.
 3. Children's Newsletter: 49% Open Rate, 1% click rate.
 4. Whole Library Newsletter: 53% Open Rate, 2% click rate.
 5. Facebook: 6173 Followers with a reach of 10,391 in our posts
 6. Instagram: There was a 63.4% increase in Reel interactions and 380% in story interactions. We have had an over 6% growth in followers, putting us at 126 new followers and 1739 total followers.
 - d. Upcoming Library Events were reported on by Samantha and Hadi
 - i. Suzanne Woods Fisher and Shelley Shepard Gray: September 9 at 10 AM
 - ii. Roland Smith: September 16 at 2 PM with Book club visits 9/11 and 9/13
 - iii. Welcoming Week NWA: September 8 – 17
 - iv. *Cozy Apple* Meet & Greet: September 14 at 4 PM
 - v. BPL at Tinkerfest: September 23
 - vi. Bentonville Connections: September 28 at 11:30 AM
 1. Location: Bentonville Community Center
 2. What's happening at BPL 11:30 AM – 1:30 PM

3. Volunteer Fair: 1 – 3 PM
4. Time Capsule Dedication: 2 PM
- e. Other Library Business
 - i. 10 Years of BPL Tech Cards – the project continues to reach local school students.
 - ii. Since we last met, BPL's Emergency Procedure Manual updated and safety training for staff was accomplished.
 - iii. As Samantha reported, the BPL Seed Library debuted this summer – in partnership with NWA Foodbank; Friends of the Library funded display materials; wall designed and built by City Public Works Maintenance staff, Chris Hobbs.
3. Judy Marquess provided the Friends of the Library Report
 - a. Financials for June and July include:
 - i. Book Store Sales
 - ii. Amazon Sales
 - iii. Memberships
 - iv. Miscellaneous
 - b. Total Revenue for June - \$3,061
 - c. Expenses for June - \$1,984
 - i. Including books for Book Clubs, Periodicals for the Community Center, and Juneteenth speaker for Story Time.
 - d. Total Revenue for July - \$9,085 (including Children's Book Sale)
 - e. Expenses for July - \$1,372
 - i. BPL staff shirts, BPL staff scholarships, expenses for the Children's Book Sale
 - f. Membership involvement – National Friends of the Library Week, October 15 - 21
 - g. The next book sale – Semiannual Fall Book Sale, October 5 - 7
4. Teresa Stafford provided the Library Foundation Report
 - a. 2023 totals
 - i. Total donations this year-to-date = 193
 - ii. Total dollar this year-to-date = \$2,006,175.73
 - b. Building Fund to date:
 - i. Total amount committed = \$11,103,014
 - ii. Including the \$4.5 million bond money, we are at \$15,603,015.
 - iii. Funding gap = \$1,146,985
 - c. Campaign Phase II
 - i. BPL to launch via *Democrat Gazette* article September 17 or September 24
 1. Introduce new campaign champion (Sam's Club leadership)
 2. Fundraising accomplishments to date
 3. Remaining needed to close the gap.
 4. Public/Private Partnership
 - ii. Additional article – October 1
 1. Focus on how expansion benefits the community.
 2. Three areas – youth services, adult & teens, businesses & community-based organizations
 3. Meetings ongoing with multiple prospective individual and corporate donors
 - d. Blake Street event – for members who can invite their own guests.
 - i. If you are a member, please attend and invite your friends.
 - ii. Thursday, October 5 at 5:30 PM
 1. Panel w/conversational Q & A

- a. Four individuals representing corporate donors to the campaign, Walmart Foundation, and Ozark Outdoor Foundation
 - b. To discuss why they invested in the expansion – value added to the community and their respective organizations.
- e. The next BLF board meeting is scheduled for November 13, 2023.

Next Meeting

Wednesday, October 4, 2023 at 1 p.m.

Adjournment

The Library Advisory Board adjourned at 2:06 p.m.

Post-meeting note: Rita Shaojing Wu, a member of the public who attended, provided comments on several library agenda items throughout the meeting.