

In person attendees: Aaron Jones, Nathan Pollet, Cynthia (Cie) Cochran, Kimberly Seay, Teresa Stafford, Octavio Sanchez, Chuck Pribbernow, Hadi Dudley, Anna Sharon, Jack Poling and Kristilyn Vercruysse

Zoom attendees: Betsy Batey, Megan Bolinder

Call to Order & Roll Call

Hadi Dudley, Library Director, called the meeting to order at 1:04 p.m.

Approval of August 5, 2020 and September 2, 2020 Minutes

Cie Cochran moved, Aaron Jones seconded, to approve the minutes with no corrections. The August 5, 2020 and September 2, 2020 minutes were approved as presented.

Agenda Items

1. Hadi provided brief library updates.
 1. Library Advisory Board – vacancies posted by the City of Bentonville.
 - i. Deadline to apply October 30 with terms beginning January 1st
 1. Verbal resignation by Melissa Godoy September 30, effective October 1, 2020; Melissa will continue to support the library.
 - a. Vacant seat will be filled
 2. Megan Bolinder – Completion of 1st 5-year term on December 31st
 - a. Intention to re-apply for second 5-year term.
 - b. Megan confirmed application for 2nd 5-year term.
 3. Aaron Jones – Completion of 2nd 5-year term on December 31st
 - a. Vacant seat – will be filled
 - b. Question was raised - can Aaron Jones step in for Melissa's partial remaining term?
 - ii. City Council Ordinance will be on agenda on October 27th
 - iii. Cie Cochran moved to accept the ordinance, Kimberly Seay seconded. All approved the ordinance with no questions or corrections.
 2. Board consent accepting authority for naming opportunities.
 3. Board approval of BPL's Distinguished Service Award*
 - i. Octavio Sanchez: Library Advisory Board member (2007-2014); City Council representative to LAB (2015-). Led and participated in several library offerings: Spanish Language Lessons, American Dream interview with TAB, Storytime reader about civics/public service during the 10-year celebration, loans of personal collections for public display; member of the Friends of the Library and contributor to the Library Foundation (Mary Baggett Loyalist Society). Octavio always shows up, always speaks up for BPL – and we appreciate his service and contributions to our library, and our community.
 - ii. Aaron Jones moved, Megan Bolinder seconded, to approve Octavio Sanchez for BPL's Distinguished Service Award.
2. Chuck Pribbernow provided the Friends of the Bentonville Library Report.
 1. \$650 pop-up book sale for adult fiction. Pop up sales help to compensate for lack of traffic in library / bookstore
 2. Holiday outdoor sale planned for November 7th - holiday themed materials and gift items

3. FOL passed new bylaws - new elections coming up. New rotation of two-year terms beginning January 1, 2021.
3. Teresa Stafford provided the Bentonville Library Foundation Report.
 1. YTD totals:
 - i. 227 donations
 - ii. Total amount = \$90,892.51
 1. 43% higher than this date 2019
 2. 82% to 2020 goal
 2. 2020 End-of-year appeal – mail 12/1
 - i. 300 active/past donors
 - ii. 500 prospective donors (list from predictive analytics project)
 - iii. E-appeal (Constant Contact)
 - iv. Social media - FB
 3. Space/Area namings:
 - i. McGaugh Family Literacy Area
 1. Signage installation completed
 2. Dedication of space will be planned for later this year (December)
 - ii. Patrick Carroll Memorial Patio
 1. Shade sail, security light, plaque installation to be scheduled
 2. Dedication later this year (December)
 4. Library Service Awards
 - i. Outstanding Advocate Award – Patrick Carroll
 - ii. Award recipients will be announced in December 2020
 1. Videos are being planned
 5. The next Foundation board meeting is scheduled for January 11, 2021.
 - i. The board has voted to re-structure
 1. No Executive Board – Chair only
 2. Committees will all have a chair that leads each committee’s work (Finance, Governance, Community Relations & Marketing, Fund Development & Property. Social Media to be added)
4. Additional update provided by Hadi: The City has made an offer to purchase the barbershop property, and an agreement has been made. A formal offer and acceptance will go to City Council for approval on October 27th.

Library Needs Assessment Study – Facilitation Conversation with MSR Design

Jack Poling, FAIA, LEED AP, Architect, Principal

Kristilyn Vercruysse AIA, LEED AP, Architect, Associate

1. Introduction:
 - i. Background on beginning of the project with BPL in March 2020 - overview of the process of setting a foundation of an expansion project through a Needs Assessment Study. Goal: creating a concept that clearly represents the needs of the library and appeals to community, donors and voters. Projects are traditionally funded with both public and private funds. Input from library staff, community members and influential groups help to identify problems or room for improvement within the library space and create solutions to those problems through increased library space. Setting a fundraising goal is a key element.
 - ii. Overview of schedule for Needs Assessment Project.
 - iii. Goal: to create a conceptual design. An idea of what could be to address the needs of the library. Additionally, to bring people into the library who may not be utilizing the library currently.

- iv. Visioning: review of existing conditions. The acquisition of barbershop property is a significant positive change to create a conceptual design.
2. What is successful at the library?
- i. Well-attended events
 - ii. Inviting, open, organic design
 - iii. Location of building
 - iv. Library coffee shop
 - v. Children's department is inviting, staff does a good job using current space very well.
 - vi. Connections with experts in the community for events and programs. Room to grow in this area as well.
 - vii. The fish tank
 - viii. Natural light
 - ix. Something for every age. Continue providing programming for everyone in our community.
3. What could be improved?
- i. Programming spaces are limited - multi function rooms are not always available. Participation in community programs does not always match the spaces we have available.
 - ii. Programming spaces available for community organizations like scouts, children's theatre.
 - iii. Programming space available for collaboration with community organizations
 - iv. Storage space for elements (tables, chairs, etc...) of multi-purpose spaces
 - v. More spaces for those who do not have access to information like census, unemployment, etc... space for individuals to come and connect with service providers to meet basic human services
 - vi. More room for staff space / offices
 - vii. More defined space for drop-off and pick-up (for those who may park off-site)
 - viii. Increase connection to nature to fit the theme of nature and art in Bentonville
 - ix. Improve the flow between defined spaces
 - x. Meet community need for a programmable space similar to a theatre
 - xi. Connection with outdoor spaces - a community garden
 - xii. Connecting with community organizations and individuals who have skills and services to share - and providing them adequate space to host these programs.
 - xiii. Service to "tweens" (9-13 year-olds) can be improved. BPL offers lots of programs for young children and for teens - but the demographic of "tweens" does not have a dedicated space and limited dedicated programs.
 - xiv. Addition to glass / large windows on the exterior to give those passing by a visualization of what is happening inside. Improve connection with the outdoors and visualization for those passing by.
 - xv. Expanded "Bentonville book shop" with additional offerings such as selling local Bentonville products in addition to books.
 - xvi. Increased connection to bike culture. Take advantage of the trail that comes right to the library! Safe place to lock bikes. Increasing accessibility to the library through bike culture.
4. Partnerships with the community?
- i. Partnering with bike advocacy groups - educate the community about cycling and potentially checking out bikes to community members
 - ii. Library as a "landing spot" to learn where else to go / visit in the community
 - iii. Partnering with organizations to connect local food producers / farmers with human service providers to use the library as an opportunity to reach those in the community who may be hungry.
 - iv. Partnership with the Bentonville Film Festival. The film community here is growing with Thaden's Film program, BFF, etc... How can we meet those needs and encourage growth of film community and arts culture in our library space?

5. Additional Comments

- i. Question was raised: is a second story an option? Answer: due to space of current building and budget, a second story is most likely not an option.
- ii. Jack mentioned that often, library spaces expand but library staff does not equally expand
- iii. Octavio mentioned that the building down the street from BPL may include public parking.
- iv. Jack mentioned that non-traditional library spaces (kitchens, theatres, etc...) can be valuable to the community
- v. Theme across all meetings: creating multi-purpose space that can be constantly used for a wide variety of programs and activities by the library and the community.
- vi. Feedback from past projects: libraries never respond with the feedback that there is too much meeting space. Additional meeting space opens up opportunities for organizations to come into the library and do something good in the community
- vii. Question: what is the library's purpose in the community? As we grow do our hours or services change? This structure will impact how our building grows and how our space is utilized. Often, library offers, hours, etc... do change as the library space expands.

Reminders

1. Participate in BPL's online survey, October 16-26.
2. Save the Date for Thursday, November 12 to attend BPL's Public Engagement session at the Bentonville Community Center: 11A – 1P & 430 – 630 P (virtual option 11/17).

Next Meetings

1. Tuesday, October 20, 2020 at 1 PM via Zoom for patron appeals hearing.
 - a. Patron will call in, Aaron Jones will run the meeting and members will participate over Zoom
2. Wednesday, November 4, 2020 at 1PM via Zoom.

Adjournment

Library Advisory Board adjourned at 2:26pm

***The Distinguished Service Award** – Library Service Award presented by Bentonville Public Library.

Eligibility: A current or former staff member, library volunteer or participant in one of the library's stakeholder groups, such as Library Advisory Board, Teen Advisory Board, BLF or FOL.

Criteria: Service through significant work and achievements that substantially impacts library services to our community. Individuals (or groups) demonstrating active participation and long-term contribution to the furtherance of BPL's mission are given preference.

Selection: A committee comprised of BPL Librarians identifies and selects recipient with advisory board approval.