



**Branch District
Library**

www.BranchDistrictLibrary.org

BENJAMIN JEWELL, President, City of Coldwater
THOMAS LOWANDE, Vice President, Union Township
MARTHA WATSON, Secretary, City of Coldwater
MARGARET CLEMENS, Trustee, Bronson Township
CYNTHIA BLAND, Trustee, Quincy Township
KIMBERLY LANGWORTHY, Trustee, County-at-Large
SUSAN BROOKS, Trustee, County-at-Large

Approved on
4/15/2019

Board of Trustees Special Meeting
Branch District Library –ColdwaterBranch
10 E Chicago Street, Coldwater, MI 49036
Monday, 3/25/2019
5:30 pm

MINUTES

1. Call to Order

BDL President Ben Jewell, called the meeting to order at 5:30 pm.

2. Pledge of Allegiance

3. Roll Call / Attendance

Board Members Present: Ben Jewell, Tom Lowande, Martha Watson, Susan Brooks, Margaret Clemens, and Kim Langworthy.

Board Members Absent/Excused: Cindy Bland (excused).

Others Present: John Rucker, Kimberly Feltner, Jessica Tefft, Toni Dauster, Lynnell Eash, Lisa Wood.

4. Public Comments. None.

5. Approval of the Agenda

Motion by Watson, supported by Langworthy, to approve the Agenda with the addition of an announcement. Motion carried.

6. Statistics Review presented by Acting Director John Rucker

The purpose of the special meeting was to review the statistical report that is updated monthly. It appears on the Consent Agenda for each regular board meeting and is easily available for anyone to review at any time on the BDL website. Click "About" and scroll down to "Statistics" in the dropdown list. See attached handout.

7. Announcements

Trustee Tom Lowande announced that the annual meeting of all of the BDL Friends' groups will be on Tuesday, April 16th, from 6:30-7:30 pm at the Union Township Branch Library in Union City. The meeting is open to the public. The next scheduled meeting of the Branch District Library Board of Trustees will be on April 15, 2019, at 5:30 pm, in the same place.

8. Additional Public Comments – None.

9. Adjournment

Motion by Lowande, supported by Brooks, to adjourn the meeting. Motion carried. The meeting was adjourned at 7:15 pm.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Martha J. Watson". The signature is fluid and cursive, with a long horizontal stroke at the end.

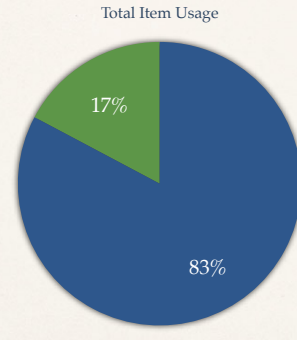
Martha J. Watson
BDL Board Secretary

The Branch District Library will provide necessary and reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting to individuals with disabilities at the meeting/hearing upon one week's notice to the Branch District Library by writing or calling the following:

Branch District Library, 10 E. Chicago St., Coldwater, MI 49036
(517) 278-2341
secretary@BranchDistrictLibrary.org

Statistical Report Review

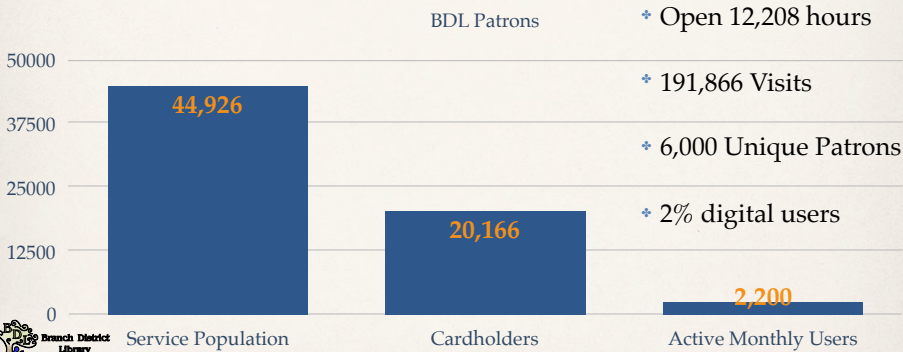
2018: The Big Picture



Value to the Community

- * Physical: \$1,888,908
- * Digital: \$127,476

2018: The Big Picture

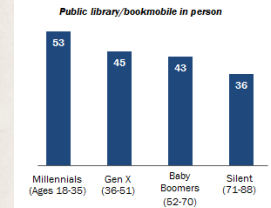


- * Open 12,208 hours
- * 191,866 Visits
- * 6,000 Unique Patrons
- * 2% digital users

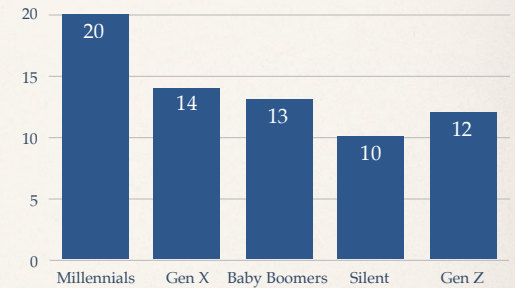
2018: The Big Picture

About half of U.S. Millennials have visited a public library or bookmobile in the past year

% in each generation who visited a _____ in the past 12 months (2016)

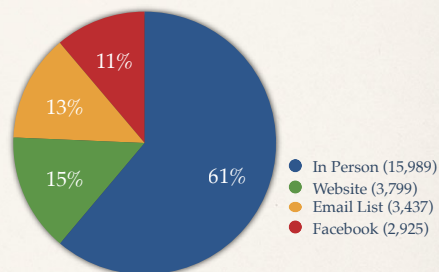


% of BDL Patrons Checking Out a Physical Item in 2018



2018: The Big Picture

+ Patron Monthly Engagement



Stats Page Overview

- + www.BranchDistrictLibrary.org/stats
- + BDL WWW -> About -> Stats
- + Mix of automatic and manual data collection from branch managers and other staff
- + Web display is the most up to date

+ Brief tour

Note: this statistical report is typically finished by the 3rd Monday of the month. If you are loading this page before the 3rd Monday, the most recent report is still being processed and numbers are subject to change.

Data available from 2012 onward in most categories.

Patrons | Show | December | 2018 | plus | 5 | year(s)

Monthly Stats Brief Narrative

Through December 2018, the number of patrons entering our buildings stayed about the same system-wide compared to this same time year-to-date the previous year. Overall digital use of library materials decreased year-to-date compared to 2017. About 82% of registered cardholders checked out a physical item this past month, while about 18% checked out a digital item.

Digital vs. Physical Circulation YTD



Digital
Physical

2018: Materials and Circulation

- + Physical Collection about the same as 2017 (big weeding in 2017).
- + Digital collection grew by nearly 10% and on track to do the same again this year.
- + Attendance and active patrons slightly down, physical checkouts slightly down.
- + Digital services down a lot, due to Ancestry. Hoopla and OverDrive continue to increase.

2018: Programming

- + 6th straight year of increasing number of programs. 7th straight year of increasing program attendance.
- + Juvenile and YA programs going strong, but fewer adult programs.
- + Summer reading participation and completion down. New statewide system last year/growing pains/learning curve.

2018: Services

- * Hours of operation: up 12% due to branches being open on Mondays.
- * Reference questions: down 11%.
- * Outreach services: majorly up, just getting started.
- * Helping job seekers: 3,600 free prints, up 16%.
- * Notary services: healthy growth from our first year. Expecting further growth.
- * Computer / wifi: up, even with lower attendance.



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2018: Money

- * Physical item value to our service area: down 12%
- * Total value up, but only since adding new categories for 2018.
- * Outstanding fines continue to decline as fines age out and aren't replaced due to our no-fine policy.
- * Expenditures: newly tracking for 2018. Percentages a bit high.



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2018: Major Take-aways

- * Further increases in hours not recommended. Targeted decreases may be needed.
- * Need to do better getting people in the door, especially to checkout books. If possible...
- * Technology and programs / events are increasingly a bigger part of why people are using their libraries.



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Questions?



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