Board of Trustees Special Meeting
Branch District Library – Coldwater Branch
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).


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,

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
2018: The Big Picture

- Total Item Usage
  - 83% Physical Items (153,029)
  - 17% Digital Items (31,869)

Value to the Community
- Physical: $1,888,908
- Digital: $127,476

Service Population
- BDL Patrons: 44,926
- Cardholders: 20,166
- Active Monthly Users: 2,200

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

About half of U.S. Millennials have visited a public library or bookmobile in the past year.
- % in each generation who visited a library in the past 12 months (Census):
  - Millennials: 50
  - Gen X: 48
  - Baby Boomers: 44
  - Silent: 39
  - Gen Z: 38

% of BDL Patrons Checking Out a Physical Item in 2018
- Millennials: 20
- Gen X: 14
- Baby Boomers: 13
- Silent: 10
- Gen Z: 12
2018: The Big Picture

- Patron Monthly Engagement
  - 61% In Person (15,989)
  - 13% Website (3,799)
  - 15% Email List (3,437)
  - 11% Facebook (2,925)

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

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.
- Summer reading participation and completion down. New statewide system last year / growing pains / learning curve.
- Juvenile and YA programs going strong, but fewer adult programs.
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.

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.

2018: Major Take-aways
▶ Further increases in hours not recommended. Targeted decreases may be needed.
▶ Technology and programs/events are increasingly a bigger part of why people are using their libraries.
▶ Need to do better getting people in the door, especially to checkout books. If possible...

Questions?