



OFFICIAL MINUTES OF THE ROWLETT PUBLIC LIBRARY ADVISORY BOARD

Date: Thursday, September 6, 2012
Location: Library Conference Room, 3900 Main Street

1. Meeting called to order at 7:00 p.m. and determined a quorum was present.
 - *Members present: Pat Harris, Veda Kull, Ginny Thomas, Bill Schwab and Deborah Smith*
 - *Members absent: Julie Plummer, Tana Daniels and John Pritchard.*
 - *Staff present: Lynda Humble, City Manager; Kathy Freiheit, Director of Library Services; Tonya Hartline, Public Services Manager.*
2. Consider approving the minutes from August 9, 2012 meeting.
 - *Motion made by Bill Schwab to accept the August 9, 2012 meeting minutes as written; Veda Kull seconded the motion. Motion passed unanimously.*
3. Acknowledge communications.
 - *None*
4. Receive State of Library reports for August 2012.
 - *Reports not available for meeting; members will receive both August and September reports at the October meeting.*
 - *Received an ongoing report on programs.*
 - *More Media Education classes are planned for Fall*
 - *GED and ESL classes resumed in September*
 - *September is Library Card Sign-up month*
 - *During the month of September, patrons will be asked to participate in a two-question customer service survey*
 - *Knitters continue to meet on the third Tuesday each month*
 - *Senior Computer Classes will resume in September*
 - *Ballet Folklorico program is scheduled September 15th*
 - *Taxpayer seminar scheduled Thursday, September 20th*
 - *Talk Like a Pirate Day program scheduled September 22nd*
5. Discuss enhancement of public's awareness of the library.
 - a) *Discussion on Mystery Theater – Led by City Manager Lynda Humble*
 - *Entire organization is taking a journey; popular views of government are not good, felt to be too big; upcoming votes asking for more tax dollars will require us to prove that services provided are worth it.*

- Comes to a question of: Keep the same services and pay more? Or pay less and have fewer services? What's best about what the Library is offering, what is of value? There's a danger in doing things just because it's fun or traditional.
- What's the purpose of the Mystery Theater? The project requires staff resources, why use them in this way?
- Discussion: Library Board used to do a fundraiser, now sells book bags. Veda Kull checked with other libraries; they suggested doing a play, something which would draw attention by adults; not intended to be done as a fundraiser.
- Is this is the best way and best use of time? Chamber of Commerce was chosen as the target audience. Would going to their luncheons or having the Board go and network there be time better spent?
- Discussion: Board is seeking support by business people so they will have more knowledge about what we do as a library and why we're here.
- The City Manager is a huge supporter of the library, but there are some programs, for example, the parent-child tea party, which is fun and very touching, but what value comes from it? We need to tout the library in a way that citizens see the value. Library staff and resources are needed for the Mystery Theater; program may not be seen as a City, rather than a Board event.
- Discussion: Differing perceptions on how the library is seen (independent as opposed to City-funded).
- What kinds of resources are needed and how much do they cost? What is needed for a successful program?
- Discussion: Eight character actors, program Master of Ceremonies, door greeters and other support people, donated props, \$300 budgeted for food, "save the date" e-invitations and RSVPs (coordinated by Chamber of Commerce).
- How large an audience can be accommodated? Where in the library would the play be presented; doing it at Rowlett Community Center defeats the purpose.
- Discussion: Target audience is the Chamber first; after that could reach out to the public (with RSVPs). To generate the level of interest wanted, would need to have everything ready by November. Kathy Freiheit noted limitations on what staff can do, especially since the time frame is so short.
- What about other fun programs to bring adults in?
- Discussion: Adult programs are needed, but we don't have a high success rate with them. Need their support of the library in bond elections. Desire for cultural programs of interest for adults; past technology program was only a small draw. There's too much competition for their time; people who would come would already support the library.
- Would people come for an author talk? Expense? Can we compete with Barnes & Noble? City has many Main Street programs; how do we get these people into the library?
- Discussion: Something like a community-wide read or bring in an author? Ask businesses for donations if they want their corporate logo advertised to raise awareness.
- Instead of targeting 50 people, go out there and network with 100. They'll support you if you come to their meetings. Grow a group of people willing to open their pocketbooks, once a relationship is formed with them.
- Bill and Pat in support of going forward with Mystery Theater. Deborah willing to help. Tana and Deborah have volunteered to provide cookies.

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- *Friends of the Library previously expressed interest providing support; tabled further discussion until a plan was in place. No quorum at August meeting; Pat has asked that scripts be sent to Friends' members and Brenda Kennedy will mail. Pat will ask for commitments at the Friends' September 25th meeting.*
- *Pat will line up props and line up actors.*
- *Library staff designed a "save the date" graphic for e-invites; someone needs to coordinate sending them with Diane Lemmons at the Chamber of Commerce; Brian Funderburk had arranged this.*
- *Monica Philips is available as a "stage manager" for the January 12 date unless she has a conflict.*
- *Pat talked with Stanley Pollard of the Friends; he was going to contact a teacher at the high school about this.*
- *Probably don't need a dress rehearsal. Bill can be the stage manager.*
- *Will want to involve new board members.*
- *Presentation can be done in the Meeting Room. Clues could be placed around the library so that during the break, patrons can enjoy refreshments and walk around the library.*
- *Snack stations can be set showcasing library services; Lynda is willing to help with desserts.*
- *Turn this into a networking event; while here, sell the library.*
- *Meeting room capacity is 50 people; seats not taken by the Chamber can be offered to the general public.*
- *Need Chamber RSVPs by December 15th; beyond that date, the City can't fill the gaps by advertising remaining seats in the library or RTN Channel 16.*
- *Kathy Freiheit and Brian Funderburk have already offered to be actors; Bill will be an actor and stage director as well.*

6. Public announcements: Members of the Commission and or staff may make announcements of local civic events. No member of the board or commission may discuss or take any action with regard to the announcements.

- *No report.*

7. Future Topics.

- *Call to order*
- *Consider approving the minutes from the previous meeting*
- *Acknowledge communications and announcements*
- *Receive the State of Library reports for August and September*
 - *receive an update on Library Equipment Acquisition Fund (L.E.A.F.) fund*
 - a) *update on the "ongoing" book sale*
 - b) *update on tote bag donations*
 - *receive ongoing report on volunteer hours in library*
 - *receive an ongoing report on programs*
 - *announce upcoming events*
- *Discuss enhancement of public's awareness of the library*
 - *Update on Mystery Theater*
- *Public announcements*
- *Future agenda items*
- *Adjourn*

8. Adjournment.

Motion made to adjourn by Deborah Smith and seconded by Ginny Thomas; motion passed unanimously. Meeting adjourned at 8:27 p.m.

Pat Harris

Pat Harris, Chairperson

10/11/12

Date