

**Library Board Minutes
Artesia Public Library
November 11, 2014**

1. Members present: Laura Mischke Simon, Sylvia Flores, Sandi Lanning, Danny Parker, Elizabeth Stephens, Beth Walker, and Rae Aaron.
2. Call to Order: Chair Sylvia Flores 5:15 PM
3. Minutes September 9, 2014: Elizabeth Stephens moved that minutes be approved as presented. Danny Parker seconded. Motion carried.
4. **Friends of the Library Report:** Elizabeth Stephens presented the following:
 - a. Activities Report October 9, 2014:
 - i. Autumn Book Sale, September 19 and 20:
 - 200 sale visitors
 - 17 volunteers
 - 60 hours total
 - ii. Library Docent Training, September 24:
 - 5 volunteers
 - 8 hours total
 - iii. Friends of the Library hosted tours:
 - 5 tours
 - 184 visitors
 - 90 hours total
 - iv. Committee Activities
 - Favorite Book contest September 19, 2014 judging
 - b. Activities Report November 11, 2014
 - i. Art in the Park, October 18
 - 16 volunteers
 - 64 hours total
 - ii. Hello Kitty Birthday Party, October 25
 - 65 guests
 - 11 volunteers
 - 25 hours total
 - iii. Friends of the Library hosted tours
 - 3 tours
 - 2 volunteers
 - 3 hours total
 - iv. Library staff held party for Friends of the Library in recognition of National Friends of the Library Awareness Week.
5. **Librarian's Report:**
 - a. Laura Simon provided monthly statistics and supplemental chart comparing circulation of printed materials between 2013 and 2014
 - i. Circulation has approximately doubled since 2013
 - ii. Active Accounts as of October increased from 13825 in 2013 to 15914 in 2014
 - iii. Money saved by Library Patrons (in not purchasing materials-excluding digital) since Grand Opening: \$654,828.76.

- iv. Meeting and Children's Areas use reported for March through August 2014
 - Meeting Room 1289 visitors
 - Children's Room 3171 visitors
- v. Established Library Facebook page.
 - 555 Likes as of time of meeting, without active promotion
 - Friends will promote the page from their Facebook page
- b. Staffing:
 - i. Posted position for professional librarian.
 - 5 MLS qualified candidates applied, some with children's librarian and digital assets background.
 - Interviewing December 4 at City Hall with follow up library tour to meet staff.
- c. Laura Simons attended NMLA Conference in Ruidoso. Met lots of people and learned about State of NM processes. Conference focus was not on public libraries, although public libraries represented largest percentage of attendees.
- d. Laura spoke to the Artesia Honor Society
- e. Laura scheduled to speak to meeting of all Artesia Public School librarians November 12.
 - i. Promote use of materials that are being underutilized
 - ii. Promote curriculum resource center to benefit teachers
 - iii. Working in coordination with schools to avoid wasting resources duplicating materials.
- f. Laura scheduled also to speak to Artesia Downtown Lions Club November 12.
- g. Plan of Service:
 - i. Laura Simon presented a list of goals for the library covering the following topics:
 - Staffing
 - Programming
 - Marketing
 - Technology
 - Management
 - Enhancements
 - Collection
 - ii. Plan included patron service enhancements, staff development, and creative ideas to increase utilization of the library and to draw more people to the library.
 - iii. After presentation, discussion and by general consensus, the board agreed to adopt the 2014-2017 Plan of Service and Library goals presented by Laura Simon. This Library Plan of Service for 2014-17 reflects the Library's Mission statement and all items listed are attainable goals. The board requested Laura send a copy of the new Plan of Service to Mayor Burch and Aubrey Hobson.

6. Old Business:

- a. Discussion of extending evening hours. Laura reported that at NMLA Conference it was reported that patron surveys always ask for evening hours, but that patrons do not utilize the library during those hours. Sandi Lanning reported requests from students and parents for longer hours. Rae Aaron added the 6:00 PM closing time doesn't provide adequate evening access for many working people.

7. **New Business:** No new business at this time
8. **Next Meeting:** December 9, 2014
9. **Meeting Adjourned:** 6:30 PM