

Beaverton City Library Advisory Board
Meeting Minutes
July 13, 2011

Present:

Bob Becker, Chair
Howard Reeher
Ellen Brash Russell
Carl Teitelbaum
Thomas Cutts
Ed House, Library Director
Bernadette Donald, Support Specialist II

Absent:

Catherine Arnold, City Council Liaison
Julie Kares

1. Read and approved minutes of June 8, 2011

- a. Minutes were approved as written.

2. Public Forum:

- a. There was none.

3. Council Liaison's Report:

- a. There was none.

4. Librarian's Report: by Ed House

The end of June is the end of the Library's fiscal and statistical year when all of the statistics are calculated and reported. It has been an outstanding year for the Beaverton City library (Main Library) and our new branch: Beaverton City Library at Murray Scholls. Looking at the end of the year statistics, total circulation has increased year-to-date by 24.89% mainly due to the new Beaverton City Library at Murray Scholls (MS). The Beaverton City Library Main is still growing, but the MS branch has served its purpose and mitigated the rapid growth that the Main Library was experiencing and could not maintain well with our staff and space. Some of the statistics for the Main Library show a decrease or marginal in growth in some areas, but that is due to the opening of MS Branch. However, the Main Library's programs show an increase. The adult programs have increased by 57% which is a result of the Adult Services division's efforts to providing more programs that people are interested in attending and benefiting by.

The MS branch shows huge year-end increases, however, they were only open for (5) days last year. Therefore, we really cannot compare the percent of change numbers for the new branch. The July 2011 numbers will be the first month that we will have data to use to compare. As people were still learning about the new branch in July 2010, there is an expectation for significant growth in the statistics over the next few months for MS. When building the MS Branch, and determining our expectations for its performance, target goals were based on other libraries in Washington County (specifically the Bethany Branch in Cedar Mill). We considered the Bethany Branch in Cedar Mill to be similar in demographics to our proposed MS branch. Below is a list of the projected target goals compared to the actual activity.

	Projected	Actual	% Change
Story Time Attendance	1,000	2,740	↑ 185%
Holds Picked up	46,000	114,500	↑149%
Circulation	360,000	594,147	↑ 65%
Door Count	100,000	180,438	↑ 80%

As a result, an additional part-time position has been added and the number of volunteers for this location has been increased. Over the past year, Beaverton City Library, comprised of both locations has used 21,090 volunteer hours.

The following are some of the year-end statistics:

- The number of holds has increased by 20% (both locations)
- Young Adult circulation increased 34%. Young adults are hard to predict sometimes. This increase reflects that efforts to attract young adults are being successful.
- Circulation of Children's material increased by 30%. In addition, for the first time we have exceeded over one million children's items circulated at the Main Library.
- Circulation of Adult material increased by 20%
- Card registration increased by 25% (probably due to the opening of the Murray Scholls branch).
- Total holdings as of June 2011 are over 400,000 items for the first time ever. This is an indication that the Beaverton City Library is providing the items that the public wants and contributes to the increase of our circulation.

- Both locations combined have exceeded 21,000 volunteer hours. (Advisory Board member, Howard Reeher, was thanked for his personal for your volunteer time at the Main Library).
- The gate count for the year has increased by 17.68%. The average number of people coming into both locations on any given day is 2,752. This is a daily average some days and seasons are busier than others. Regardless, this is a huge number of people being served. The two busiest seasons each year is the summer and then immediately after the Christmas/ New Year holidays.
- The Beaverton City Library market share among the Washington County Cooperative Library Service (WCCLS) is 26.99% (Jan 2011 to June 2011).
- The statistics for the Adult Summer Reading Program to-date are: 305 people signed up at the Main Library and 119 signed up at MS branch.

These statistics show that the year has been very successful, and we should be very proud of what we accomplished. In late September or October, statistics related to performance by other libraries in the state will be available. The only libraries that are busier than The Beaverton City Library, as of last year's statistics, are the Eugene Public Library and the whole of Multnomah County. Hopefully, the Beaverton City Library's numbers exceed Eugene's numbers this year which will make us number two in the state of Oregon. The Beaverton City Library's combined circulation increase for June 2011 was 20.44% significantly over the WCCL average of 11.21%.

Current Statistics as of July 11, 2011

Children's Reading Sign-ups are 4,245 an increase from last summer of 11% (3,827)

Children completing the program are 428 slightly lower than last year (455) to date.

Young adults have an 11% increase in their reading program.

- The new fiscal year budget was passed by the City Council with no changes.
- The Beaverton City Library spent \$622.00 from the Library Trust Fund on books and materials in the month of June 2011.

5. WCCLS Report: By Ed House

The Mix Agreement: This is the agreement between Washington, Clackamas, Multnomah counties and Vancouver, Washington area libraries by which patrons of these libraries can checkout books between these libraries for free. During the past fiscal year, Washington County lent more books and other materials to the other counties than Washington County borrowed from these libraries.

Multi-Jurisdictional Payments: This payment is now once a year for lost items between the libraries in WCCLS. Beaverton received \$681.06 for these items. In this agreement, if there is a payment less than \$50.00, there is no check cut due to the cost of writing checks.

Questions:

Howard- why are we seeing the increase in our summer reading programs?

- A. Successful advertising, but mainly by word of mouth.

Carl- Do the branch programs piggyback the programs at the main branch?

- A. The programs that include paid performers do piggyback.

Carl- Does the money for the performers come out of the library budget?

- A. Some of the money comes from the WCCLS budget because resources are pooled.

Carl suggested the Audubon Society to present a program to Library patrons.

Bob- After programs at the Library, are program relative books being promoted to the participants?

A. We try to promote the use of our library and checking out books without being heavy handed. We do have flyers of various library materials or a list of hot summer books.

Ellen- Who determines the philosophy of the collection we have?

A. The Library Director along with the Advisory Board and professional librarians. The Beaverton City Library librarians read the reviews and know the parts of collection that needs to be enhanced. Previously, research has been done to determine what other libraries have in their collection and lending trends as useful information to enhance our collection and better serve our patrons.

Carl- Do you consider the size of our staff and professional librarians?

A. Yes. We use the State Library report to compare our staff to other libraries our size. For example, we are doing better than Salem, but probably not as well as Corvallis Benton County due to their clientele and expectations of their university community.

Howard- Has there been a recent analysis as to the diversity of our users?

A. Washington County will renew their contract with Civic Technologies. Later this year we will receive data based on the new census. We have seen a significant increase in the use of our foreign language collections in the adult and children's area. We are increasing the shelving capacity of our world languages collection.

Carl- Beaverton seems slower than other libraries to get their books into our online catalog.

- A. Some of the libraries are paying to have the service that vendors update their online catalog to show “on-order” and therefore their books show up sooner in their online catalog. There is a cost to using that service, and Beaverton has determined that is a cost we can avoid paying, and use the money elsewhere. We usually have items to circulate as early as any of the other libraries.

Ellen- Why don’t we give the books that are for sale at our library to the Book Corner?

- A. The Book Corner does not like to sell used library books because of the labels and stamps on them. We sell them for \$0.50 and if they don’t sell then we recycle them.

6. Committee Reports: by Ed House

There is an investigation by the State of Oregon into The Reading Tree book donation bins that have been located around the state and of their charitable activity. The concern is that the organization is keeping most of the money from the sale of the donations they receive.

There is a Foundation Board meeting this month. They had a special meeting last month and talked about their goals and objectives. They have decided not to participate in the Mayor’s Ball this year. They do not want to loose their momentum in fundraising from the very successful dinner they held this past spring, and they don’t have the staff to work on two fundraisers.

Friends of the Library are doing ok. They have started selling things online at Amazon.com and other sites.

7. Old Business:

The Main Library is continuing with the space planning project in the Young Adult room. In addition, there is on-going research into lighting for the frieze artwork in children’s section, carpet replacement and the computer stations.

The joint meeting for the Community Vision two (2) months ago indicated goals are being exceeded.

Election of Officers

Ellen Brash Russell was voted Chair of the Board and Carl Teitelbaum the Vice-Chair

8. New Business:

None.

9. Date for next Advisory Board Meeting:

The Board decided that there will be no August 2011 meeting and they will reconvene on September 14, 2011.