

The Alexandria Library Board was called to order by Chairperson Kathleen Schloeder, on Monday, June 17, 2013 at 4:08 pm in the Ilka K. Dickman Board Room at Charles E. Beatley, Jr. Central Library. Members present were K. Schloeder, O. Fitzgerald, R. Hobson, A. Paul, G. Day-Fuller, A. Silberberg, and H. Desfosses.

Staff present were Director Dawson, Deputy Director Renner, Administrative Officer Wesson, and Communications Officer Kimberly Nathaniel.

Guests present were Mark McHugh, Vice Mayor Silberberg's legislative aide and David Rothman, representing a website called librarycity.org. Mr. Rothman stated that he is interested in getting local governments to pass a very short resolution which would endorse the basic concept of a national digital library endowment to package and promote more efficient use of ebooks and he requested the Library's assistance. Mrs. Paul suggested that Mr. Rothman put his formal request in writing for further Library consideration.

Mr. Hobson moved to approve the April 2013 minutes as amended. Ms. Desfosses seconded the motion which was approved unanimously.

The Year-To-Date statistics are as follows:

DIVISION	CIRCULATION	CIRCULATION PERCENTAGE INC/DEC	PATRON COUNT	PATRON COUNT PERCENTAGE INC/DEC
BARRETT	158,253	19.63%	113,277	-4.84%
BEATLEY	608,899	27.01%	283,690	-7.19%
BURKE	121,822	5.27%	93,745	-14.97%
DUNCAN	288,673	13.94%	218,432	1.45%
SPECIAL COLLECTIONS	10,717	-22.32%	17,524	19.23%
TALKING BOOKS	5,657	-6.59%	2,195	3.34%
EMATERIALS	62,253	56.25%		
TOTAL	1,256,334	20.74%	767,093	-4.98%

REGISTERED BORROWERS	139,888	-8.01%
EBORROWERS	13,678	29.33%
LIBRARY MATERIALS	494,700	2.54%
LIBRARY WEBSITE VISITS	396,073	46.60%
LIBRARY WEBSITE PAGES USED*	1,724,864	340.62%
MEETING ROOMS	165 Meetings (MONTHLY) \$3,510.00 (YTD)	

*In the previous fiscal year, the only hits which could be counted were those to the Library's Home Page.

MONTHLY INTERNET COMPUTER UTILIZATION:

	No. of Terminals- Automated Signup	No. of Sessions	Utilization
Barrett	8	1,466	66.98%
Beatley	30	5771	62.79%
Burke	16	1,936	52.85%
Duncan	9	1,124	48.377%
TOTAL	63	10,297	59.19%

Director Dawson reported that the overall patron count continued to decrease while circulation had increased, supported by the popularity of electronic materials. Ebooks and downloadables were experiencing increases, as expected. Internet usage was low, due to patrons taking advantage of the Library’s wi-fi. The Library turned the wi-fi on 24 hours a day, as requested at the last board meeting. Mrs. Schloeder noted that the number of people who own smartphones and other devices affects the demand for the Internet PCs.

Director Dawson reported that the City Council had accepted the cut of two part-time positions and one full-time position in Talking Books. The Friends of Talking Books had challenged the Talking Books position cut after the budget was approved. Mayor Euille had explained to Mr. Avery, President of the Friends of Talking Books, that as a procedural matter, the budget could not be altered after its adoption. Director Dawson had met with Chet Avery and Mike Hatfield, the City’s ADA Program Manager, to discuss the concerns of the Friends group. Mr. Avery had expressed concerns about the way the service would be run without the previous manager in place. Director Dawson informed the Board members that she had explained to Mr. Avery that Library staff have a vision for the future of the Talking Books department. The plan would be to expand the service which would broaden its user base. Director Dawson noted that the position being cut was that of an employee who would be retiring and that the Talking Books service had been using cross-trained staff for over a year, and it had worked well. In addition, a wonderful volunteer who had been supporting the service would continue to work there. Staff would meet with Mr. Avery on a monthly basis and Director Dawson would provide periodic updates to the Board on the status of the service. Mrs. Day-Fuller asked if there was any other effect to the program’s funding beyond the position which was cut. Director Dawson replied that no additional funding would be affected and that, in fact, funding for the service is provided by the Library of Congress, except for the employee. However, the Library would now have five people who would be able to provide the service, rather than just one. Furthermore, service would now be offered by appointment outside of regular Talking Books hours. Beatley Library staff are well-versed in technology and would be able to assist Talking Books customers with downloading and using our various ematerials. Ereaders and tablets include software which can read to the user, at variable speeds. On the other hand, special machines are needed for Talking Books and users must be registered, with medical approval. Director Dawson added that she wished to convey that the Library was hoping to expand the service. It was noted that the visually impaired can now download materials 24 hours a day online, and that technology was having a major impact on usage of talking books. Vice Mayor Silberberg thanked Director Dawson, stating that she thought library staff had handled the situation very well.

Director Dawson reported that the Library had added a new service, Zinio, a new product that the Library of Virginia was providing on behalf of Virginia libraries, which provides online magazines. She also reported that the Library's integrated library service (ILS) vendor, SirsiDynix, had partnered with Amazon.com, to offer a free service, Buy It Now, that allows the Library to receive a small percentage of funds when patrons initiate purchases through Amazon on the library's website.

Director Dawson reported that the StoryCorps event was a success and that staff would be having a listening party to share segments of the stories. Staff might consider doing future oral history projects, after investigating what has already been done by the Library's sister agencies, such as Alexandria City Public Schools and the Department of Archeology. She added that if the Library were to do more, there would have to be some level of standard. She also reported that the annual SummerQuest initiative officially launched today, and that this year it included a new partnership with the Recreation Department, in which the Library would host four programs at three of the recreation centers.

Director Dawson reported that the Alexandria Library Foundation raised \$3,700 in the Spring2Action online fundraising event, to support the Library. She thanked Kimberly Nathaniel, the Library's Communication Officer, who ran the event, as well as the Free Agents, including Kathleen Schloeder, Braxton Moncure, and the Library's branch managers, who gathered their own supporters to make donations.

Mrs. Schloeder noted the success of the Library's Staff Development Day, adding that it was a very eye-opening experience for board members to see some of the problems that staff have to deal with, as presented by Warren Graham, author of the Blackbelt Librarian. She offered her congratulations to the Staff Day Committee.

Mrs. Paul reported that the Library had spent 83.1% of its budget and 70.6% of State Aid funds. Director Dawson noted that all non-personnel funds would be spent by year-end. Mrs. Paul reported that the Library had made 83% of its fines and fees requirement. Mrs. Paul moved to authorize the staff to carryover any funds which remained unspent at the end of the fiscal year. Mrs. Day-Fuller seconded the motion which was approved unanimously.

Mr. Hobson presented the Investment Committee Report, noting that for the three months January 31 through April 30, the portfolio performance was 2.04%, somewhat less than the benchmark which was 2.8% of portfolio performance. For the fiscal year to date, the total portfolio performance was 7.46%, slightly less than benchmark of 8.1%.

Mrs. Schloeder appointed Mrs. Paul to work with her to conduct the Director's evaluation. She appointed Mr. Fitzgerald to prepare the annual report with a draft available for review in August. She appointed Ms. Desfosses and Mr. Hobson to serve as the nominating committee for a September election of officers.

Mrs. Schloeder thanked Vice Mayor Silberberg for her support throughout the FY14 budget process. Vice Mayor Silberberg replied that the Library received impressive support from the Friends of library groups and community members. She added that library services are critical, and that it is admirable what staff do, with Director Dawson's leadership.

Ms. Desfosses noted how fortunate the Library was to have a collaborative relationship with the Friends of the Library, and she expressed her personal gratitude to the Friends for their support,

for raising funds and for gathering donations on behalf of the library. The other members of the board agreed with her statement.

Mrs. Day-Fuller announced that a group of individuals in Alexandria wrote a book, African Americans of Alexandria Virginia: Beacons of Light in the Twentieth Century, and that a good portion of the pictures used in this book were provided by Special Collections. She added that the Library would be one of the first places at which the authors would hold a book signing. Proceeds from the sale of the book would be used to install murals honoring individuals at the Charles Houston Recreation Center.

Mr. Hobson moved to adjourn the meeting at 5:39pm. Mrs. Paul seconded the motion which was approved unanimously.