

The Alexandria Library Board was called to order by Chairperson Dorothy “Brooksie” Koopman, on Monday, October 18, 2010 at 4:05 pm in the Ilka K. Dickman Board Room at Charles E. Beatley, Jr. Central Library. Members present were R. Hobson, D. Koopman, A. Paul, O. Fitzgerald, G. Day-Fuller, and K. Schloeder. Member absent was F. Fannon.

Staff present were Deputy Director Renner and Administrative Officer Wesson.

Mrs. Paul moved to accept the October 2010 minutes as amended. Mr. Hobson seconded the motion which was approved unanimously.

present at the meeting.

The Year-To-Date statistics are as follows:

DIVISION	CIRCULATION	CIRCULATION PERCENTAGE INC/DEC	PATRON COUNT	PATRON COUNT PERCENTAGE NC/DEC
BARRETT	35,854	-40.45%	34,272	-19.43%
BEATLEY	146,200	-6.38%	94,707	-10.94%
BURKE	33,502	-17.76%	37,755	-10.67%
DUNCAN	70,243	-12.64%	59,783	-14.83%
LOCAL HISTORY*	3,539	-19.00%	3,932	-21.38%
TALKING BOOKS	2,082	152.06%	608	-13.27%
DOWNLOADABLES	2,243	54.26%		
EBOOK USAGE*	409	-42.39%		
TOTAL **	294,072	-14.73%	231,057	-13.47%
REGISTERED BORROWERS		176,289		7.82%
DOWNLOADABLE BORROWERS		307		40.18%
LIBRARY MATERIALS		434,212		4.62%
LIBRARY WEBSITE VISITS		68,551		-5.41%
LIBRARY WEBSITE PAGES USED		85,994		-13.54%
MEETING ROOMS	121 meetings (MONTHLY)			

\$940.00 (YEAR TO DATE)

MONTHLY INTERNET COMPUTER UTILIZATION:

	No. of Terminals- Automated Signup	No. of Sessions	Utilization
Barrett	8	1,281	61.26%
Beatley	24	5,653	74.56%
Burke	16	2,387	64.99%
Duncan	9	1,302	61.28%
TOTAL	57	10,623	68.55%

*NetLibrary Ebooks were unavailable immediately after Symphony upgrade on October 29, 2009.

**Beginning June 1, 2010, Library reduced hours of operation at all facilities.

Deputy Director Renner reported that the downward spiral continues where the patron count, circulation, and internet computer utilization are concerned, as the reduction of hours negatively impacts use. However, the use of the new devices used by Talking books and the downloadables continued to increase. Ms. Renner introduced Lynda Rudd, Head of Technical Services. Ms. Rudd explained that Alexandria has many types of e-media, which include sound recorded books in WMA, MP3, and Ipod formats, accessible to the public 24/7. In addition, devices made available by Talking Books service through the Library of Congress, can utilize audiobooks distributed through Library of Congress. We have physical MP3s as well as electronically available MP3s available for checkout. Regarding ebooks, which are digitized images of actual books that were originally in print format, the Library has two vendors: Ebsco through which we get Netlibrary titles, which are mostly textbooks, academic materials, non-fiction; and Overdrive through which we have both downloadable audiobooks, as well as ebooks, which are more popular titles. Recently, the question had come up as to why our Netlibrary statistics had been going down. Ms. Rudd explained that there were difficulties when our vendor, Sirsi Dynix, went to the new Symphony system which caused the Netlibrary titles to not be accessible. Ms. Rudd explained that she had now taken them out of the system, in order to recode them, removing patron frustration with links which didn't work. She would need to manually recode 27,000 titles, which would take some time. The ease of use of being able to search them in the online catalog is what patrons were missing at the present time. Mrs. Rudd explained that people were not using reference materials on the shelves anymore; they prefer electronic materials, and Netlibrary focuses on this area. Deputy Director Renner noted that as the ebook market grows and develops, the Library is working to grow its ebook collection, while still developing our hardcopy collection. Mrs. Koopman noted that she hoped that some weeding of the collection would take place to eliminate the outdated material, as Ms. Rudd adds them back into the catalog. Ms. Rudd confirmed that she was doing that. Mr. Fitzgerald pointed out that it's still a small portion of circulation. Deputy Director Renner agreed that there was still a lot of circulation of books yet, but usage of emedia is growing at a faster rate. Mr. Fitzgerald asked how quickly the ebooks could be re-

entered into the system. Ms. Rudd replied that she can do about 1000 items in 2 hours and that she felt she could accomplish this in a few months. Deputy Director Renner noted that the Library did offer Ms. Rudd some assistance, but she felt that she could accomplish this task. Mrs. Koopman asked why Sirsi had not fixed the problem. Ms. Rudd replied that there were three other ILS systems with the same problem; the issue was with Netlibrary. Netlibrary was formerly owned by OCLC but was recently purchased by Ebsco, which is one of the major vendors for this type of ebook.

Deputy Director Renner reported that the City Manager intended to have the budget tie into the newly revised Strategic Plan. The Library only had one initiative which tied into Goal 7 for which the Library was requesting money to conduct a needs assessment. However, the City also allowed departments to submit supplementals. The Library would be submitting four supplementals: software for collection maintenance and materials recovery (collection agency), security guards for Burke Library, self-checks with maintenance for Burke and Barrett, and maintenance of the Duncan self-check machine. Library staff anticipated a meeting being scheduled with the budget office to discuss our budget the week after the Board meeting.

Mrs. Paul reported that the Library was one fourth through the fiscal year and had spent almost one fourth of the budget and one fourth of State Aid. Income to date for fines and fees is \$66,715.95. Mr. Fitzgerald noted that it was unfair for the City to expect the Library to raise the same amount of fees this year. Mrs. Koopman said that the Library brought some of this on when it had to give back half a million dollars and it decided to raise fines and fees, hoping to make some of it up via accepting credit cards. The Library Board decided to submit the highest estimate of fees that staff said might be raised. Also, people were returning books more quickly. Deputy Director Renner said that the Library was looking at contracting with a materials recovery company which would help to bring in more fines, at least initially. Ms. Schloeder said that many patrons want to use credit cards, but the amount they owe doesn't meet the \$5 threshold. Deputy Director Renner replied that the Library does have a minimum payment amount; otherwise the Library would lose more money via fees. Mr. Fitzgerald noted that the Library loses money via credit card fees on all transactions. Deputy Director Renner replied that accepting credit cards offers another payment option to patrons; and she noted that staff were finding that many patrons don't bring cash.

Ms. Schloeder moved to accept the Treasurer's Report. Ms. Day-Fuller seconded the motion which was approved unanimously.

Mrs. Paul announced that she would be requesting a meeting with Director Dawson and staff regarding the Library's financial statements and her role as treasurer.

It was announced that an RFP would be going out for the Burke green roof, with the work to be done in August 2011.

The Investment Committee announced that it would meet with BB&T on October 21.

The meeting adjourned at 5:40pm.

Respectfully submitted,

Kathleen Schloeder
Secretary