

# Bastrop Public Library Board Meeting

## AGENDA

Bastrop Public Library  
1100 Church Street  
Bastrop, TX 78602



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**April 5, 2021 at 6:00 P.M.**

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*Bastrop Public Library Board meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800, or write to 1311 Chestnut Street, Bastrop, TX 78602, or call Relay Texas through a T.D.D. (Telecommunication Device for the Deaf) at 1-800-735-2989 at least 48 hours in advance of the meeting.*

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**1. CALL TO ORDER**

**2. CITIZEN COMMENTS**

*At this time, three (3) minute comments will be taken from the audience on any topic. To address the Council, please submit a fully completed request card to the Board Secretary prior to the meeting.*

*In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, the Board cannot discuss issues raised or make any decision at this time. Instead, the Board is limited to making a statement of specific information or a recitation of existing policy in response to the inquiry. Issues may be referred to City staff for research and possible future action.*

*It is not the intention of the City of Bastrop to provide a public forum for the embarrassment or demeaning of any individual or group. Neither is it the intention of the Board to allow a member of the public to slur the performance, honesty, and/or integrity of the Board, as a body or any member or members of the Board, individually or collectively, nor any members of the City's staff. Accordingly, profane, insulting, or threatening language directed toward the Board and/or any person in the Board's presence will not be tolerated.*

**3. ANNOUNCEMENTS**

**4. STAFF REPORT**

4A. Monthly report on Library activities.

4B. Monthly report on Friends of the Bastrop Public Library.

- 4C. Monthly statistical report.
- 4D. Monthly financial report.
- 4E. Comprehensive survey results.

**5. CONSENT AGENDA**

- 5A. Consider action to approve Bastrop Public Library Board minutes from the March 1, 2021, regular meeting.

**6. ITEMS FOR INDIVIDUAL CONSIDERATION & DISCUSSION**

- 6A. Update of grant status.
- 6B. Discussion of Long-Range Plan focus areas.
- 6C. Update on information campaign.

**7. UPDATES**

- 7A. Individual requests from Library Board members for items to be listed on future agendas.

**8. ADJOURNMENT**

I, the undersigned authority, do hereby certify that this Notice of Meeting is posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenience that is readily accessible to the public, as well as to the City's website, [www.cityofbastrop.org](http://www.cityofbastrop.org). Said Notice was posted on the following date and time: Tuesday, March 30, 2021 at 1:00 p.m. and will remain posted for at least two hours after said meeting has convened.



Victoria Psencik, Deputy City Secretary

## **Bastrop Public Library Board Meeting Minutes**

**March 1, 2021**

### **Call to Order:**

The meeting was called to order at 6:05 p.m.

Members present were President Mary Jo Jenkins, Barbara Clemmons, Jaime McDonald, Jennifer Leisure, Director Bonnie Pierson, and Mayor Connie Schroeder.

### **Citizen Comments:**

There were none.

### **Staff Report:**

Terry Carwell celebrated his 2<sup>nd</sup> anniversary on February 4, 2021.

Ashley Guerrero celebrated her 7<sup>th</sup> anniversary on February 4, 2021.

Activities: A new Story Walk installation was delayed by the ice storm.

The winter storm also caused the library to close for 4 days. Staff took calls, suspended fines and due dates and updated patrons on social media and the web site.

The iCloud Mobile Circulation app was launched February 22. It was working, then patrons began calling because they are unable to download the app. Staff has worked with the provider to correct the problem.

### **Friends of the Library:**

There is an abundance of books in the Book Nook. Friends are having a dot sale to clear shelves. The book and plant sale has been rescheduled for September.

### **Statistical Report:**

Several services are seeing increased activity, including appointments for computer use and number of e-books checked out. Door count is increasing each month and web site traffic is also up.

### **Financial Report:**

March is a busy month for reports. The second performance report for the TSLAC CARES grant is due March 8. The TSLAC Annual Report is due March 31. And the city budget planning process begins in March.

### **Consent Agenda:**

The minutes for the February 1, 2021 meeting were approved as written.

**Items for Individual Consideration and Discussion:**

The Long- Range Plan survey was sent out to 8,000 patrons. The survey had a 24% open rate and 407 responses. 86% of respondents have a library card and 40% visit the library weekly. 65% of respondents say the library is very important to them. Comments from the survey were mostly positive, particularly about the staff. There continues to be dissatisfaction about the non-resident fee as well as misperceptions about using library services without paying the fee. Board discussed options to counteract negative view of library fee. Sally Keinarth volunteered to work with Bonnie Pierson on an information campaign to highlight the value of library services, even considering a \$25 non-patron fee.

**Updates:**

Bonnie emphasized the positive feedback from patrons received in survey responses. The consensus is that the staff goes above and beyond to be friendly, helpful, remarkable and patrons appreciate the safe operation of the library during the pandemic.

**The meeting adjourned at 6:50 p.m.**

Respectfully submitted \_\_\_\_\_

Sally Keinarth, Acting Secretary

Approved \_\_\_\_\_

Mary Jo Jenkins, President

# **Bastrop Public Library Librarian's Report April 5, 2021**

## **1. Statistics Highlights from February**

- Appointments for computer use: 335
- Number of materials checked out: 6,447
- Materials checked out with self-check kiosk: 237
- Number of eBooks checked out: 1,204
- Number of visitors: 3,049
- Number of new cards issued: 30

## **2. Programs from March**

In person programming began in this month!

Teen book subscription bags started this month. Teens can sign up to receive three books and a little bit of swag for the next three months. If this is successful, we will continue in the summer.

Carmen Serna hosted the first Storytime in over a year on Wednesday, March 17. Two families attended.

Cary Kittrell hosted Adult Crafters Anonymous. She had four attend.

Virtual programming continues with Storytime on Fridays, teen Thursdays on Discord, Coffee with Cary & Catherine via Zoom.

Bethany Dietrich continues to host an after-school program for the BISD ACE program once a month.

Carmen Serna hosted virtual Lego Club via Zoom. The families were very happy to see Carmen and have this program available again.

A new Story Walk story went up with the new metal frame sign holders. It looks fantastic and we have received positive comments about the display.

## **3. Noteworthy Items**

Library Associate Carmen Serna celebrated her 6<sup>th</sup> anniversary with the city on March 16, 2021.

The library is transitioning to 100% service. The Pressley Meeting room will be available for reservations beginning April 15. The Maynard Conference room will be available for reservation beginning June 1. Our furniture is slowly being returned to the public areas. By June 1, the library will be back to 100%.

Texas State Library Annual report has been submitted for approval.

#### **4. Looking Ahead**

National Library week is April 4-10.

April is Sexual Assault Awareness month. We will have a small display from the Family Crisis Center providing information.

I have been asked to speak at the Rotary Club on April 20.

Staff will have our first quarter team meeting on April 15. The plan is to discuss the Long-Range Plan, move some furniture and enjoy lunch together.

#### **5. Patron Feedback**

You help make my boring work days much more bearable! (with audio books)  
Shlayne Mann

We had so much fun spring break week creating masterpieces with chalk! Love chalk art!  
Thanks! Charlotte Pietsch

The books from the bag look cool n I'm already two chapters into one of them! Epic  
Zee  
(Teen comment on Discord about the Teen Book subscription bag.)

Respectfully submitted: Bonnie Pierson, Library Director

**Bastrop Public Library**  
**Friends of the Bastrop Public Library Report**  
**April 5, 2021**

1. The Friends of the Library met on Tuesday, March 9 at 4:30pm.
2. The Friends have 14 life members and 21 annual memberships.
3. The Book Nook took in \$325.95 in February.
4. The friends will have a Pop-Up Mini Book sale on Saturday April 10, 2021 from 10:0-3:00pm. This sale will be fiction only sale but, there will be books for adults and youth. Coupons are being passed out at the circulation desk to encourage people to come a buy books.

Annual Statistical Comparison  
February 2021

	Monthly		% Change	YTD		% Change
	FY21	FY20		FY21	FY20	
<u>MATERIAL USE</u>						
Check-Outs - Kids	642	1,355	-53%	2,998	7,032	-57%
Check-Outs - Tween	638	1,213	-47%	3,193	6,269	-49%
Check-Outs - Teen	138	236	-42%	853	1,073	-21%
Check-Outs - Adult	1,750	3,436	-49%	9,309	19,163	-51%
Renewals	1,233	2,199	-44%	5,903	11,570	-49%
In-House Use	605	607	0%	3,704	17,366	-79%
OverDrive eBooks - Kids	36	82	-56%	305	281	9%
OverDrive eBooks - Teen	44	56	-21%	265	341	-22%
OverDrive eBooks - Adults	679	606	12%	3,446	3,038	13%
OverDrive eAudio - Kids	72	73	-1%	286	292	-2%
OverDrive eAudio - Teen	28	58	-52%	172	292	-41%
OverDrive eAudio - Adults	345	375	-8%	1,916	2,154	-11%
OverDrive Other - Kids	0	0	#DIV/0!	0	3	-100%
OverDrive Other - Teen	0	0	#DIV/0!	0	6	-100%
OverDrive Other - Adults	0	0	#DIV/0!	0	19	-100%
SimplyE	0	0	#DIV/0!	0	0	#DIV/0!
<b>Total Checkouts</b>	<b>6,210</b>	<b>10,296</b>	<b>-40%</b>	<b>32,350</b>	<b>68,899</b>	<b>-53%</b>
<u>CIRCS BY PATRON TYPE</u>						
Juv	282	459	-39%	1,411	1,990	-29%
Teen	64	70	-9%	509	269	89%
Adult	1,141	1,702	-33%	5,768	8,339	-31%
Staff	62	102	-39%	489	623	-22%
NR Juv	258	935	-72%	1,320	5,319	-75%
NR Teen	37	123	-70%	139	631	-78%
NR Adult	2,543	4,481	-43%	11,976	24,266	-51%
TexShare	14	12	17%	25	13	92%
<b>Total NR Usage</b>	<b>2,852</b>	<b>5,551</b>	<b>-49%</b>	<b>13,460</b>	<b>30,229</b>	<b>-55%</b>
<b>% NR Usage</b>	<b>65%</b>	<b>70%</b>	<b>6%</b>	<b>62%</b>	<b>73%</b>	<b>-11%</b>
<u>Interlibrary Loan</u>						
ILL Borrowed	8	4	100%	36	67	-46%
ILL Lent	9	13	-31%	40	56	-29%
<u>Programming</u>						
Kids - # of Programs	0	19	-100%	1	113	-99%
Kids - Program Attendance	0	499	-100%	11	3289	-100%
Tweens - # of Programs	0	1	-100%	0	5	-100%
Tweens - Program Attendance	0	5	-100%	0	28	-100%
Teens - # of Programs	4	10	-60%	20	48	-58%
Teens - Program Attendance	17	82	-79%	83	403	-79%
Adults - # of Programs	3	9	-67%	22	34	-35%
Adults - Program Attendance	15	141	-89%	87	361	-76%
Outreach - # of Programs	1	4	-75%	5	9	-44%



Annual Statistical Comparison  
February 2021

Outreach - Program Attendance	7	55	-87%	540	681	-21%
Passive - Coloring Sheets	0	90	-100%	0	590	-100%
Virtual - # of Programs	4	0	#DIV/0!	27	0	#DIV/0!
Virtual - Program Attendance	506	0	#DIV/0!	3121	0	#DIV/0!
<b>Total # of Programs</b>	<b>8</b>	<b>43</b>	<b>-81%</b>	<b>48</b>	<b>209</b>	<b>-77%</b>
<b>Total Program Attendance</b>	<b>39</b>	<b>782</b>	<b>-95%</b>	<b>721</b>	<b>4,762</b>	<b>-85%</b>
<u>Makerspace</u>						
Kids - # of Programs	0	1	-100%	0	4	-100%
Kids - Program Attendance	0	7	-100%	0	31	-100%
Tweens - # of Programs	0	0	#DIV/0!	0	0	#DIV/0!
Tweens - Program Attendance	0	0	#DIV/0!	0	0	#DIV/0!
Teens - # of Programs	0	0	#DIV/0!	0	0	#DIV/0!
Teens - Program Attendance	0	0	#DIV/0!	0	0	#DIV/0!
Adults - # of Programs	0	1	-100%	4	5	-20%
Adults - Program Attendance	0	7	-100%	11	36	-69%
<b>Total # of Programs</b>	<b>0</b>	<b>2</b>	<b>-100%</b>	<b>4</b>	<b>9</b>	<b>-56%</b>
<b>Total Program Attendance</b>	<b>0</b>	<b>14</b>	<b>-100%</b>	<b>11</b>	<b>67</b>	<b>-84%</b>
<u>Reference Transactions</u>						
General Reference Questions	192	547	-65%	1,093	2,924	-63%
Directional Questions	59	436	-86%	442	2,567	-83%
Tech Support Questions	302	765	-61%	1,500	2,991	-50%
Phone Reference	342	420	-19%	2,141	1,803	19%
Tests Proctored	0	7	-100%	6	34	-82%
Tech Tutor	4	6	-33%	16	20	-20%
<b>Total Reference Transactions</b>	<b>899</b>	<b>2,181</b>	<b>-59%</b>	<b>5,198</b>	<b>10,339</b>	<b>-50%</b>
<u>Database Use</u>						
Portal to Texas History - Bastrop Adve	3,563	5,776	-38%	27,595	38,909	-29%
Heritage Quest	51	186	-73%	159	331	-52%
Learning Express Library	126	59	114%	764	583	31%
Small Business Reference Center	0	0	#DIV/0!	0	0	#DIV/0!
TeachingBooks	0	0	#DIV/0!	0	30	-100%
Explora Elementary	0	0	#DIV/0!	11	8	38%
Explora High School	0	3	-100%	20	5	300%
<b>Total Use Kids Databases</b>	<b>0</b>	<b>3</b>	<b>-100%</b>	<b>31</b>	<b>43</b>	<b>-28%</b>
<u>Facility</u>						
Door Count	3,049	7,290	-58%	16,370	37,790	-57%
Hours Open	152	200	-24%	920	961	-4%
Study Room Use	0	192	-100%	0	930	-100%
Pressley Use - Library	0	33	-100%	0	126	-100%
Pressley Use - Nonprofit	0	19	-100%	0	83	-100%
Pressley Use - Other	0	0	#DIV/0!	0	0	#DIV/0!
Maynard Use - Library	0	10	-100%	0	41	-100%
Maynard Use - Nonprofit	0	13	-100%	0	85	-100%

Annual Statistical Comparison  
February 2021

Maynard Use - Other	0	0	#DIV/0!	0	0	#DIV/0!
<b>Total Meeting Room Use</b>	<b>0</b>	<b>267</b>	<b>-100%</b>	<b>0</b>	<b>1,265</b>	<b>-100%</b>
<u>Technology</u>						
Kids Computer Use	13	86	-85%	70	485	-86%
Teen Computer Use	68	58	17%	347	283	23%
Adult Computer Use	254	734	-65%	1,242	3,909	-68%
Wifi Use	569	985	-42%	2,935	4,914	-40%
Website Visits	2,720	1,669	63%	13,945	9,645	45%
3D Prints	0	0	#DIV/0!	6	20	-70%
<b>Total Public Computer Use</b>	<b>904</b>	<b>1,863</b>	<b>-51%</b>	<b>4,594</b>	<b>9,591</b>	<b>-52%</b>
<u>Membership - New Cards</u>						
City	8	24	-67%	79	128	-38%
City Renewals	50	57	-12%	269	287	-6%
Faculty	0	0	#DIV/0!	1	3	-67%
Faculty Renewals	1	3	-67%	8	30	-73%
Friends	0	0	#DIV/0!	0	0	#DIV/0!
Friends Renewals	1	1	0%	10	11	-9%
Staff	1	0	#DIV/0!	2	0	#DIV/0!
Staff Renewals	1	1	0%	5	2	150%
Nonresident	18	44	-59%	106	333	-68%
Nonresident Renewals	67	66	2%	407	698	-42%
TexShare Visitor	3	2	50%	4	3	33%
TexShare Visitor Renewals	0	1	-100%	0	15	-100%
<b>Total New Registrations</b>	<b>30</b>	<b>70</b>	<b>-57%</b>	<b>192</b>	<b>467</b>	<b>-59%</b>
<b>Total Renewals</b>	<b>120</b>	<b>129</b>	<b>-7%</b>	<b>699</b>	<b>1,043</b>	<b>-33%</b>
<u>TexShare Home</u>						
TexShare Home New	0	0	#DIV/0!	1	5	-80%
TexShare Home Renewals	0	6	-100%	21	22	-5%
<u>Revenue</u>						
Nonresident Annual	\$1,700.00	\$2,250.00	-24%	#####	\$4,725.00	134%
Nonresident 6 Months	\$195.00	\$225.00	-13%	\$1,530.00	\$540.00	183%
Meeting Rooms	\$0.00	\$0.00	#DIV/0!	\$0.00	\$0.00	#DIV/0!
Materials Fines & Fees	\$322.97	\$522.04	-38%	\$1,625.73	\$3,198.62	-49%
Other	\$340.35	\$562.50	-39%	\$1,225.28	\$2,825.50	-57%
<b>Total Revenue</b>	<b>\$2,558.32</b>	<b>\$3,559.54</b>	<b>-28%</b>	<b>#####</b>	<b>\$11,289.12</b>	<b>37%</b>
<u>Volunteers</u>						
Volunteer Hours	22.75	117	-81%	143.5	654.8	-78%
FOL Volunteer Hours	29.5	133.5	-78%	164.5	612.5	-73%
Teen Volunteer Hours	14.5	34.5	-58%	26.5	176.25	-85%
<b>Total Volunteer Hours</b>	<b>66.75</b>	<b>285.00</b>	<b>-77%</b>	<b>334.50</b>	<b>1,443.55</b>	<b>-77%</b>
<u>Collection</u>						
Items Added - E, 1st Readers	78	7	1014%	199	199	0%

Annual Statistical Comparison  
February 2021

Items Added - Board Books	0	0	#DIV/0!	0	16	-100%
Items Added - J	39	58	-33%	138	341	-60%
Items Added - Teens	18	20	-10%	73	94	-22%
Items Added - Adults	30	166	-82%	509	720	-29%
Items Added - Magazines	34	0	#DIV/0!	268	0	#DIV/0!
Items Withdrawn	268	419	-36%	1,048	3,225	-68%
Missing Items	32	4	700%	62	36	72%
<b>Total Items Added</b>	<b>165</b>	<b>251</b>	<b>-34%</b>	<b>919</b>	<b>1,370</b>	<b>-33%</b>
<u>Social Media</u>						
Facebook Likes	1,901	1,676	13%	9,315	8,170	14%
Facebook Engaged	753	1,502	-50%	3,979	6,985	-43%
Facebook Reach	11,806	21,569	-45%	62,223	96,398	-35%
Instagram Followers	827	533	55%	3,875	2,482	56%
Instagram Impressions	1,549	2,000	-23%	4,582	5,586	-18%
Instagram Reach	747	812	-8%	2,773	2,872	-3%
# of people found you on Google	6,960	21,499	-68%	77,509	79,358	-2%
Asked for directions on Google	91	267	-66%	642	1,298	-51%
Visited website via Google	370	558	-34%	2,312	2,854	-19%
Called you via Google	138	160	-14%	875	775	13%
Star rating on Google	4	4	2%	22	21	2%

**Bastrop Public Library  
Monthly Financial Report  
April 5, 2021**

1. The Library's total, non-donation revenue from October 1, 2020 through March 22, 2021 is \$17,741.68.
  - a. \$4,280.00 is from nonresident fees, 632 new or renewed memberships.
  - b. \$1,833.18 is from material fines & fees.
  - c. \$1,628.50 is from printing and replacement card fees.
  
2. The Library has brought in \$209.52 via PayPal from February 20, 2021 through March 22, 2021.
  
3. The Library's donation revenue from February 20, 2021 through March 22, 2021 included: \$471.75 from private donations.

Respectfully submitted: Bonnie Pierson, Library Director

FUN00328 : 505-LIBRARY BOARD FUND

PERIOD TO USE: Oct-2020 THRU Sep-2021

DEPT : N/A

ACCOUNTS: 00-00-3000 THRU 81-00-6012

====AMOUNT==== ====BALANCE====

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00-00-3000	UNASSIGNED FUND BALANCE						
	B E G I N N I N G	B A L A N C E					0.00

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00-00-3200	RESTRICTED FUND BALANCE						66,841.82CR
	B E G I N N I N G	B A L A N C E					

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00-00-4400	INTEREST						0.00
	B E G I N N I N G	B A L A N C E					

=====	OCTOBER ACTIVITY	DB:	0.00	CR:	68.66CR	68.66CR	
=====	NOVEMBER ACTIVITY	DB:	0.00	CR:	91.53CR	91.53CR	
=====	DECEMBER ACTIVITY	DB:	0.00	CR:	52.19CR	52.19CR	
=====	JANUARY ACTIVITY	DB:	0.00	CR:	47.33CR	47.33CR	
=====	FEBRUARY ACTIVITY	DB:	16.03	CR:	58.87CR	42.84CR	
=====	ACCOUNT TOTAL	DB:	16.03	CR:	318.58CR	302.55CR	

	E N D I N G	B A L A N C E					302.55CR
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00-00-4504	LIBRARY DONATIONS						0.00
	B E G I N N I N G	B A L A N C E					

=====	OCTOBER ACTIVITY	DB:	0.00	CR:	132.58CR	132.58CR	
=====	NOVEMBER ACTIVITY	DB:	0.00	CR:	3,158.30CR	3,158.30CR	
=====	DECEMBER ACTIVITY	DB:	0.00	CR:	445.81CR	445.81CR	
=====	JANUARY ACTIVITY	DB:	0.00	CR:	3,104.09CR	3,104.09CR	
=====	FEBRUARY ACTIVITY	DB:	0.00	CR:	57.02CR	57.02CR	
=====	MARCH ACTIVITY	DB:	0.00	CR:	480.45CR	480.45CR	
=====	ACCOUNT TOTAL	DB:	0.00	CR:	7,378.25CR	7,378.25CR	

	E N D I N G	B A L A N C E					7,378.25CR
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FUN00328 : 505-LIBRARY BOARD FUND

PERIOD TO USE: Oct-2020 THRU Sep-2021

DEPT : N/A

ACCOUNTS: 00-00-3000 THRU 81-00-6012

====AMOUNT==== ====BALANCE====

00-00-4505	LIBRARY BUILDING FUND DONATION						
	B E G I N N I N G	B A L A N C E					0.00

00-00-4506	GRANT PROCEEDS						
	B E G I N N I N G	B A L A N C E					0.00

00-00-4536	MISCELLANEOUS						
	B E G I N N I N G	B A L A N C E					0.00

00-00-4560	MEETING ROOM DEPOSIT						
	B E G I N N I N G	B A L A N C E					0.00

00-00-4709	TRANS IN - DESIGNATED FUND						
	B E G I N N I N G	B A L A N C E					0.00

DEPT: 00 \*\* INVALID DEPT \*\*

00-00-5601	ADVERTISING						
	B E G I N N I N G	B A L A N C E					0.00

DEPT: 81 \*\* INVALID DEPT \*\*

81-00-5101	OPERATION SALARIES						
	B E G I N N I N G	B A L A N C E					0.00

81-00-5117	OVERTIME						
	B E G I N N I N G	B A L A N C E					0.00

81-00-5150	SOCIAL SECURITY						
	B E G I N N I N G	B A L A N C E					0.00

81-00-5201	SUPPLIES						
	B E G I N N I N G	B A L A N C E					0.00

=====	DECEMBER ACTIVITY	DB:	48.43	CR:	0.00	48.43
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=====	ACCOUNT TOTAL	DB:	48.43	CR:	0.00	48.43
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	E N D I N G	B A L A N C E					48.43
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FUN00328 : 505-LIBRARY BOARD FUND

PERIOD TO USE: Oct-2020 THRU Sep-2021

DEPT : 81 \*\* INVALID DEPT \*\*

ACCOUNTS: 00-00-3000 THRU 81-00-6012

====AMOUNT==== ===BALANCE====

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81-00-5203	POSTAGE						
		B E G I N N I N G	B A L A N C E				0.00

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81-00-5206	OFFICE EQUIPMENT						
		B E G I N N I N G	B A L A N C E				0.00

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81-00-5210	SMALL EQUIPMENT						
		B E G I N N I N G	B A L A N C E				0.00

-----

81-00-5231	BOOKS						
		B E G I N N I N G	B A L A N C E				0.00

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81-00-5232	AUDIO VISUALS						
		B E G I N N I N G	B A L A N C E				0.00

-----

81-00-5320	EQUIPMENT MAINTENANCE						
		B E G I N N I N G	B A L A N C E				0.00

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81-00-5345	MAINT OF BUILDING						
		B E G I N N I N G	B A L A N C E				0.00

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81-00-5401	COMMUNICATIONS						
		B E G I N N I N G	B A L A N C E				0.00

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81-00-5505	PROFESSIONAL SERVICES						
		B E G I N N I N G	B A L A N C E				0.00

=====	DECEMBER ACTIVITY	DB:	60.00	CR:	0.00	60.00
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=====	JANUARY ACTIVITY	DB:	100.00	CR:	0.00	100.00
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=====	FEBRUARY ACTIVITY	DB:	150.00	CR:	0.00	150.00
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=====	MARCH ACTIVITY	DB:	596.00	CR:	0.00	596.00
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=====	ACCOUNT TOTAL	DB:	906.00	CR:	0.00	906.00
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	E N D I N G	B A L A N C E					906.00
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FUN00328 : 505-LIBRARY BOARD FUND

PERIOD TO USE: Oct-2020 THRU Sep-2021

DEPT : 81 \*\* INVALID DEPT \*\*

ACCOUNTS: 00-00-3000 THRU 81-00-6012

====AMOUNT==== ===BALANCE====

-----

81-00-5517	MEETING ROOM DEPOSIT RETURN			
	B E G I N N I N G	B A L A N C E		0.00

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81-00-5601	ADVERTISING			
	B E G I N N I N G	B A L A N C E		0.00

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81-00-5605	TRAVEL & TRAINING			
	B E G I N N I N G	B A L A N C E		0.00

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81-00-5615	DUES, SUBSCRIPTION & PUBLICATI			
	B E G I N N I N G	B A L A N C E		0.00

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81-00-5655	EQUIPMENT RENTAL			
	B E G I N N I N G	B A L A N C E		0.00

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81-00-5679	BAD DEBTS			
	B E G I N N I N G	B A L A N C E		0.00

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81-00-5699	MISCELLANEOUS			
	B E G I N N I N G	B A L A N C E		0.00

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81-00-6012	OFFICE EQUIPMENT			
	B E G I N N I N G	B A L A N C E		0.00

\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*-\*

000 ERRORS IN THIS REPORT!

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** REPORT TOTALS **	---	DEBITS	---	---	CREDITS	---
BEGINNING BALANCES:		0.00			66,841.82CR	
REPORTED ACTIVITY:		970.46			7,696.83CR	
ENDING BALANCES:		970.46			74,538.65CR	
TOTAL FUND ENDING BALANCE:					73,568.19CR	



\*\*\* GRAND TOTALS \*\*\*

	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	0.00	66,841.82CR
REPORTED ACTIVITY:	970.46	7,696.83CR
ENDING BALANCES:	970.46	74,538.65CR
GRAND TOTAL ENDING BALANCE:		73,568.19CR

The Bastrop Public Library initiated a survey to aid in the preparation of the Library's Long-Range Plan. A long-range plan is required by the Texas State Library and Archives Commission for state accreditation. This survey is the first step to creating direction for the library that is responsive and customer centered. It will help to provide direction for library services and facilities for the next five years.

The survey consisted of general information questions, questions ranking services, and written response questions. Participation in the survey was optional and all questions were not answered by every respondent. A total of 406 surveys were returned. Of these, 86% participants have a library card and 40% visit the library weekly.

The survey asked respondents to rate several library services. 73% said staff customer service is excellent. Our facility is also viewed as excellent by 68% of participants. Hours of operation and online or internet services were rated excellent by roughly one third of respondents.

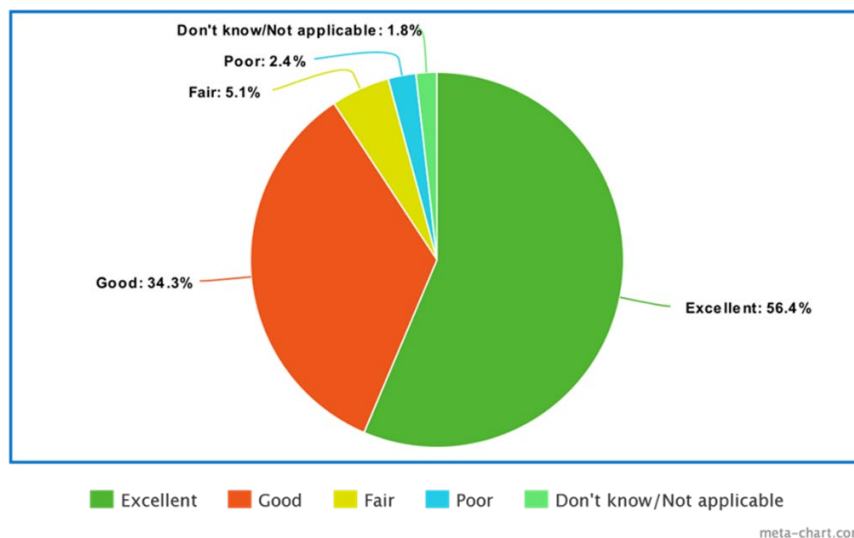
Borrowing materials is considered very important by 78% of the people. Online services are important to 52% and internet access is important to 48% of participants. Community spaces (study and meeting rooms) and programs were ranked important by one quarter of the respondents.

When asked to write in what they valued most or what could be improved, the top responses all mentioned books or the library's material collection. 56% reported that the variety of formats and availability of materials is what they value the most about the library. When looking at how the collection was rated as a service, it received a good or fair mark by 60% of respondents.

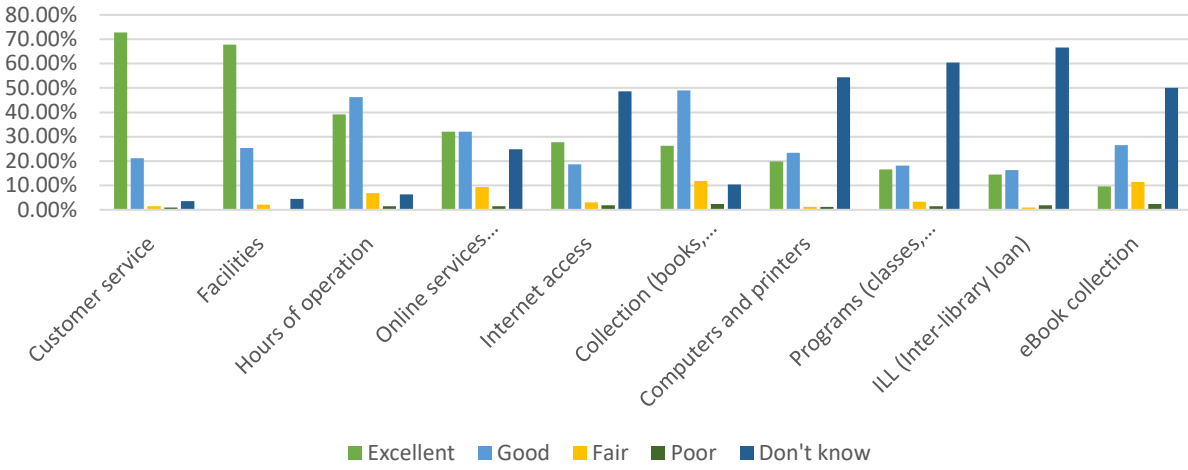
Overall, participants responded favorably about the library and the services it provides. We received positive comments about the staff, the facility, the hours of operation, the programs available, and the benefit the library brings to the community.

The following graphs highlight some of the results.

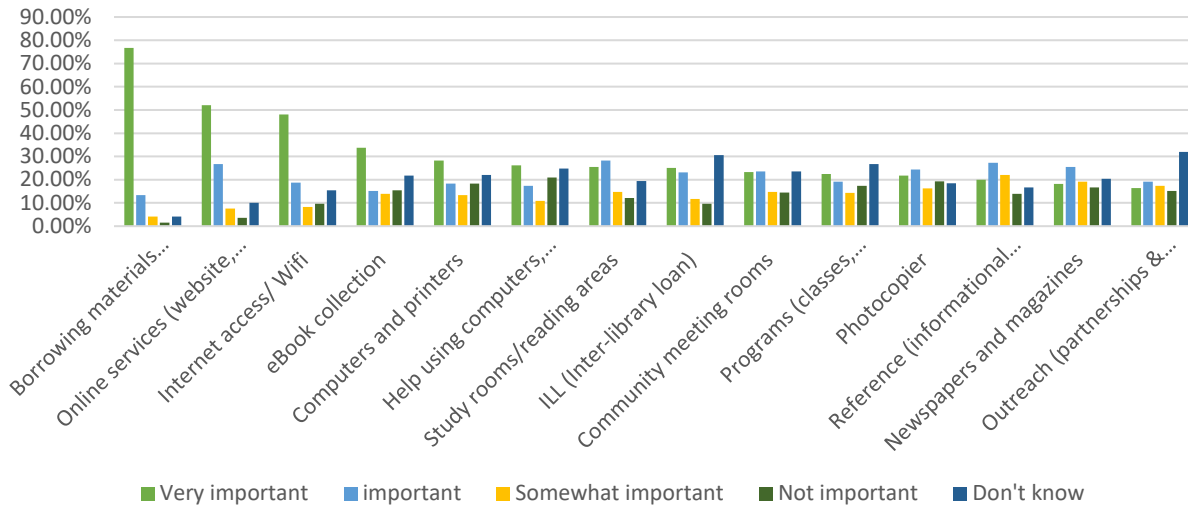
Overall, how would you rate the library?



### How would you rate these library services?



### What library service is important to you?



# Report for Long-Range Plan Survey

## Response Statistics

	Count	Percent
Complete	327	80.50%
Partial	79	19.50%
Disqualified	0	0.00%
Totals	406	

## 1. Do you have a library card?

Value	Percent	Count
Yes	86.40%	298
No	13.60%	47
Totals		345

## 2. On average, how often do you visit the library?

Value	Percent	Count
Daily	0.90%	3
Weekly	40.30%	137
Less than once a month	50.30%	171
Never	8.50%	29
Totals		340

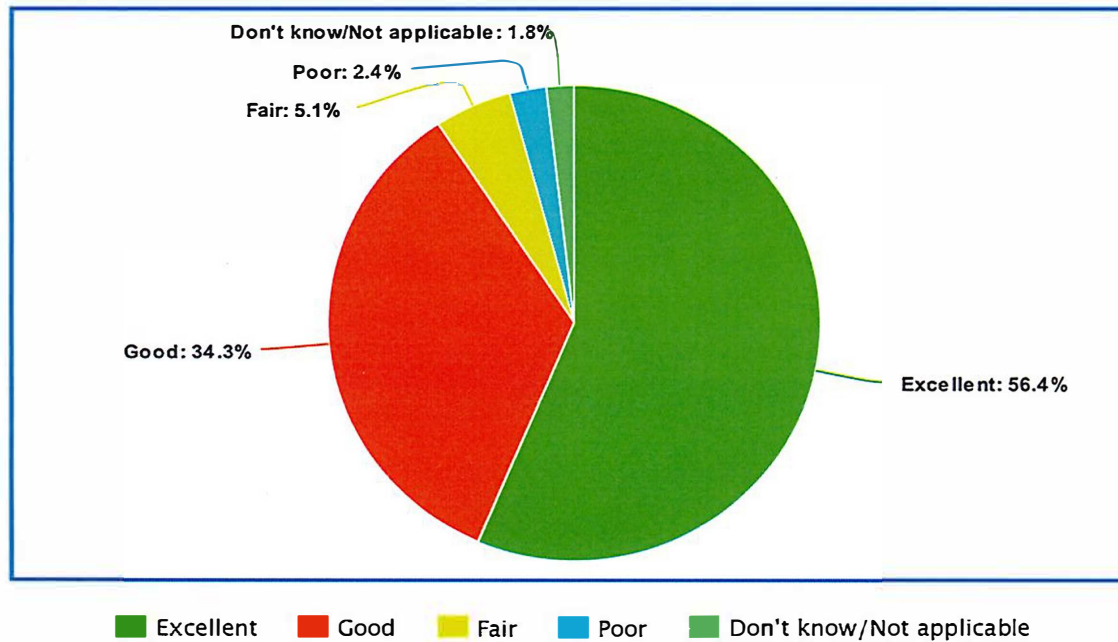
## 5. How do you typically find out about library programs? Check all that apply.

Value	Count
Library website	182
Library newsletter	138
Social media (Facebook or Instagram)	109
Signs or flyers in the library	89
Word of mouth	59
Library staff	59
Don't know/Not applicable	30
Newspaper	19
Other - Write In	10

### 3.How would you rate each of the following library services?

	Excellent	Good	Fair	Poor	Don't know/ Not applicable
Customer service	72.8%	21.2%	1.5%	0.9%	3.6%
Facilities	67.8%	25.4%	2.1%	0.3%	4.5%
Hours of operation	39.1%	46.3%	6.9%	1.5%	6.3%
Online services (website, catalog, research databases, etc.)	32.1%	32.1%	9.3%	1.5%	24.9%
Internet access	27.8%	18.7%	3.0%	1.8%	48.6%
Collection (books, DVDs, music, newspapers, etc.)	26.3%	49.0%	11.9%	2.4%	10.4%
Computers and printers	19.8%	23.4%	1.2%	1.2%	54.4%
Programs (classes, storytimes, etc.)	16.6%	18.1%	3.3%	1.5%	60.5%
ILL (Inter-library loan)	14.5%	16.3%	0.9%	1.8%	66.6%
eBook collection	9.6%	26.5%	11.4%	2.4%	50.0%
<b>Overall, how would you rate the library?</b>	<b>56.4%</b>	<b>34.3%</b>	<b>5.1%</b>	<b>2.4%</b>	<b>1.8%</b>

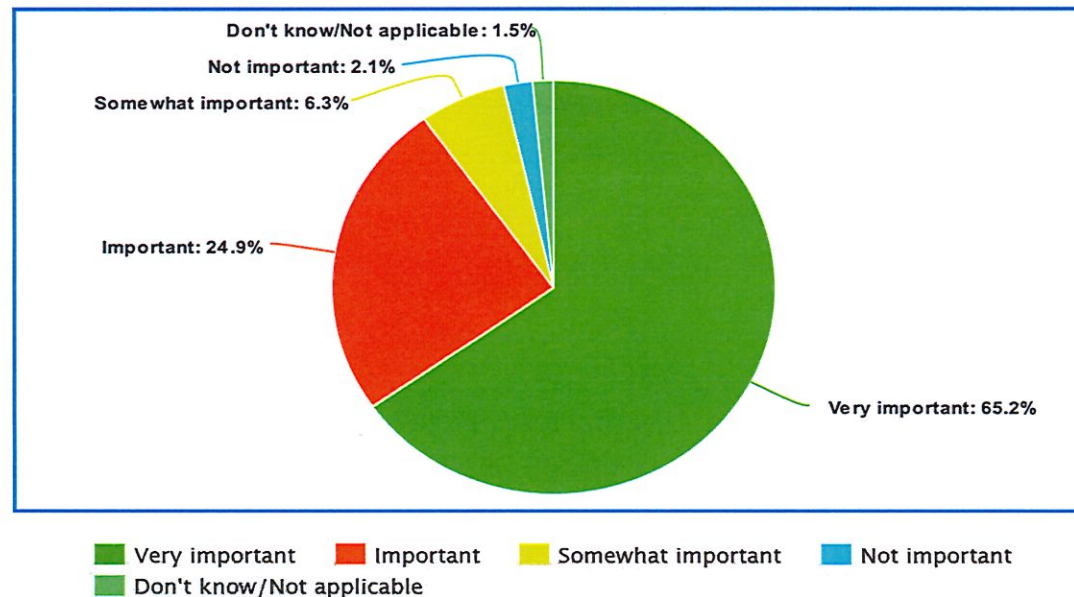
3.How would you rate each of the following library services?



#### 4.How important is each of the following library services to you?

	Very Important	Important	Somewhat Important	Not Important	Don't know/ Not Applicable
Borrowing materials (books, DVDs, music, etc.)	76.7%	13.3%	4.2%	1.5%	4.2%
Online services (website, catalog, research databases, etc.)	52.1%	26.7%	7.6%	3.6%	10.0%
Internet access/ Wifi	48.0%	18.7%	8.2%	9.7%	15.4%
eBook collection	33.8%	15.1%	13.9%	15.4%	21.8%
Computers and printers	28.2%	18.3%	13.3%	18.3%	22.0%
Help using computers, printers, etc.	26.1%	17.3%	10.9%	20.9%	24.8%
Study rooms/reading areas	25.5%	28.2%	14.8%	12.1%	19.4%
ILL (Inter-library loan)	25.0%	23.1%	11.7%	9.6%	30.6%
Community meeting rooms	23.3%	23.6%	14.8%	14.5%	23.6%
Programs (classes, storytimes, etc.)	22.5%	19.1%	14.3%	17.3%	26.7%
Photocopier	21.7%	24.4%	16.3%	19.3%	18.4%
Reference (informational assistance)	20.0%	27.3%	22.1%	13.9%	16.7%
Newspapers and magazines	18.2%	25.5%	19.1%	16.7%	20.4%
Outreach (partnerships & programs outside the library building)	16.4%	19.1%	17.3%	15.2%	31.9%
<b>Overall, how important is the library to you and your family?</b>	<b>65.2%</b>	<b>24.9%</b>	<b>6.3%</b>	<b>2.1%</b>	<b>1.5%</b>

4.How important is each of the following library services to you?



## 6. What do you value most about the library?

Participants were able to write in their own answers for questions 6-9. We have grouped their answers into the following categories and organized them by most mentioned to least mentioned. The percentage is the percentage of comments for that questions mention that topic.

Meaning	
book, collection	56.30%
technology	9.26%
space	8.52%
Book Nook/Book and Plant Sale	5.93%
access	5.56%
convenience	5.19%
general (good)	5.19%
programming for children	5.19%
staff, good	2.96%
information	2.59%
card	2.22%
misinformation	2.22%
programming	2.22%
community	1.85%
hours	1.48%
save money	1.11%
programming for teens	1.11%

A sample of some responses:

- 1) I use it for e- and audiobooks primarily. But I think it is absolutely critical to our community. The services the library offers brings everyone into the library. It is as important to our quality of life as fire and police departments, hospitals and grocery
- 2) I love the days when it stays open late, and I LOVE the little book nook where I can buy books I wouldn't otherwise be able to afford. I value the internet access as well as the copier access. I also love the helpful, knowledgeable staff!

## 7. How could the library or its services be improved, if at all?

Participants were able to write in their own answers for questions 6-9. We have grouped their answers into the following categories and organized them by most mentioned to least mentioned. The percentage is the percentage of comments for that questions mention that topic.

Meaning	%
book, collection	31.80%
good	19.25%
card	15.90%
hours	7.11%
misinformation	4.60%
technology	2.93%
programming for children	2.51%
publicity	1.67%
staff, bad	1.67%
space	1.67%
programming for adults	1.26%

A sample of some responses:

- 1) I would really like to see different hours. At the current opening times I am at work and closing times are before I get home. So I can't use the library at all.
- 2) Have more staff for check out during high peaks
- 3) I am in the county so I pay an annual fee to use the library. I don't mind paying; however, I've seen stated on social media that the cost can be prohibitive for families especially if they have a number of family members. I believe the fee for families should be reconsidered. Add more ebooks to the Central Texas Digital Consortium.

## 8.How does the library benefit you or the community?

Participants were able to write in their own answers for questions 6-9. We have grouped their answers into the following categories and organized them by most mentioned to least mentioned. The percentage is the percentage of comments for that questions mention that topic.

### Meaning

book, collection	23.40%
access	16.17%
space	14.89%
general (good)	13.19%
literacy	9.36%
programming	8.51%
save money	7.23%
community	7.23%
technology	6.81%
information	5.96%
card	5.53%
programming for children	2.98%
research	1.70%
Book Nook/Book and Plant Sale	1.28%
publicity	1.28%
staff, good	1.28%

A sample of some responses:

- 1) The library provides access, wifi, computers, printers etc. to people in the community and surrounding areas. Although some people are able to get access at home, a lot of surrounding areas are still struggling with computers, wifi, access to digital databases etc. The library is a great resource that helps the community as a whole.
- 2) I don't know a single person in my town who doesn't go to the library for some reason. It is one of the best used services and buildings in town.

## 9.How could the library better benefit the community?

Participants were able to write in their own answers for questions 6-9. We have grouped their answers into the following categories and organized them by most mentioned to least mentioned. The percentage is the percentage of comments for that questions mention that topic.

### Meaning

card	21.88%
good	20.31%
programming	13.54%
hours	8.33%
book, collection	6.25%
publicity	4.69%
programming for adults	3.65%
programming for children	3.65%
general (good)	2.60%
misinformation	2.60%
access	1.04%
Book Nook/Book and Plant Sale	1.04%
space	1.04%

A sample of some responses:

- 1) Expanded hours. No fees for living in the county.
- 2) The community will benefit if you keep on the track you are on now - upgrading and keeping folks in the loop with latest trends as well as tried and true books and programs.
- 3) More books!



# Connect. Learn. Enjoy.

BASTROP PUBLIC LIBRARY

INFORMATION CAMPAIGN 2021

**Purpose:** The purpose of the campaign is to increase awareness of the benefits of library patronage and the value of a library card.

**Message:** The message of this campaign is four-fold. 1. To correct misconceptions about free use of library services (except check outs) for non-residents. 2. To give all patrons the opportunity to express their appreciation for their library. Hopefully, their enthusiasm will inspire non-patrons. 3. To emphasize the value of borrowing materials versus purchasing them. 4. To create the desire for non-residents to pay the fee for a library card.

## **Tools:**

1. Create a campaign logo for stickers, t-shirts, infographic. Slogan: Connect. Learn. Enjoy
2. Create a graffiti wall using campaign logo for patrons to write why they come to the library.
3. Create t-shirts using logo for staff, volunteers, board, and friends.
4. Create stickers with logo to give away to patrons.
5. Create an infographic with logo emphasizing value of library patronage.  
Infographic to be shared:
  - rack cards with infographic displayed at front desk in library
  - on library website
  - social media
  - on Story Walk
  - sidewalk sandwich board in front of library
  - in summer reading materials
  - possibly create posters to post infographic in the library
6. Create testimonial “ads” from the graffiti wall comments. Ads will feature campaign logo with comments and be published (possibly with patron photos) on library website, Facebook, and other social media.

## **Costs:**

1. Graffiti wall – minimal cost
2. T-shirts – estimate \$595
3. Rack cards – estimate for 250 = \$97.50
4. Stickers – estimate for 250 = \$160

Total estimate = \$852.50



BASTROP PUBLIC LIBRARY

## 5 Things to Know

### 01 *Happy to See You*

All are welcome to enjoy our programming, services and facilities...no charge!

# Hello



### 02

### *Programs & Services*

From free Wifi to children's and adult's programs, we offer a wide variety of programs & services. Find out more at [cityofbastrop.org/page/lib.home](http://cityofbastrop.org/page/lib.home) or on Facebook.

### 03 *Patrons*

The City of Bastrop pays for a library card for residents. Non-residents pay a \$25 (\$2.08 per month) annual fee to borrow materials. [48% of public libraries charge a non-resident fee. Austin Public Library's non-resident fee is \$120 per year.]



### 04 *Funding*

Funding Source Breakdown:

City of Bastrop	___ %
State of Texas	--- %
Grants	---- %
Donations	--- %
Non-resident fees	--- %

### 05 *Value*

# \$480

the value for borrowing 24 books or e-books/year vs. buying them. 24 books @ \$20/book=\$480.

