

CITY OF MANSFIELD

*104 South Wisteria
Mansfield, TX 76063
mansfieldtexas.gov*



Meeting Minutes - Final

Wednesday, September 12, 2018

6:00 PM

Community Room

Mansfield Public Library Advisory Board

1. **CALL TO ORDER**

The meeting was called to order by President Suzonne Evans at 6:00 p.m.

Board Members Present

Suzonne Evans, Bobby Quinten, Debra Collins, Cindy Kuster, Kelvin Stroy, Shelley Daunis & Ex Officio Friends President Carol Ann Grantham

Library Staff Present

Director of Library Services Yolanda Botello, Youth Services Librarian Julie Crisafulli, and Library Administrative Assistant Dorothy McGuinness

Citizen Present

Paula Highfill

Board Member Absent

Cindy Gray

2. **APPROVAL OF MINUTES OF AUGUST MEETING**

A motion to accept the August 8, 2018 minutes was made by Debra Collins, seconded by Kelvin Stroy. The minutes were approved unanimously.

3. **CITIZEN COMMENTS**

None

4. **FRIENDS OF THE LIBRARY UPDATE**

Friends of MPL President Carol Ann Grantham provided the update:

- *North Texas Giving Day lasts until September 20 at midnight.*
- *Barnes and Noble Book Fair is scheduled for December 12, with the Friends providing free gift wrapping.*
- *The Friends are participating in the ArtScapes 2018 fundraiser at Walnut Creek Country Club on September 27, 2018.*
- *The Mansfield Reads! 2019 book is Before We Were Yours by Lisa Wingate.*
- *Long-time Friends member Christine Slimak passed away and the funeral is Monday, September 17 at 5:30 pm. at St. Jude.*

5. **DIRECTOR OF LIBRARY SERVICES REPORT**

Library Update

Director of Library Services Yolanda Botello provided an update:

- *The budget as presented to City Council was approved with no cuts.*
- *The Library is planning the Turkey Palooza event for 50 guests on November 3, partnering with other city departments.*
 - o *There will be educational demonstrations on cooking, safety, pet food safety, and disposal of cooking oils*
 - o *Volunteers are needed starting at 8:00 a.m. The event runs from 11:00 a.m. - 3:00 p.m.*
 - o *Board members are encouraged to volunteer.*
 - o *The planning team is going to local restaurants to ask for side dish donations.*

- o Hopefully the mayor or City Council member will drop the turkey.
- The mobile STEM cart was made possible through a grant with Mouser. Youth Services Librarian Julie Crisafulli gave a brief introduction about and demonstration of the 3D printer.

Adopt Policies

- There were very minor changes made since the last review.
- A motion to accept the policies was made by Bobby Quinten, seconded by Shelley Daunis. The policies were approved unanimously.

6. DISCUSSION WITH ARLINGTON PUBLIC LIBRARY

Discussion of Arlington Public Library

- Andi Davis, the Arlington Library Development Coordinator, and Carole Hoyer, the Arlington Friends and Foundation President, shared information about the new Arlington facility and capital campaign.
- The Arlington Library typically has a capital campaign twice a year and author visits twice a year.
- Arlington used Library Strategies to conduct a fundraising feasibility study.
- The capital campaign committee was used as a planning committee.
- They created a case statement explaining who they were, why they needed a new library, etc.
- For the new Arlington building:
 - o They started the quiet fundraising phase in March 2015.
 - o They started the public fundraising phase in January 2016.
 - o The new facility opened in June 2018.
 - o The total cost was \$30M; the city provided \$22M, and the capital campaign raised the additional \$8M.
 - o They branded themselves and had corporate, non-profit, grassroots, state and federal funding.
 - o Companies such as Dollar General, Best Buy, Union Pacific, and Green Mountain Energy (Austin) were strong funders.
 - o They also did significant grant writing.
- They organize book sales to raise funds as well.
 - o Book sales require a significant number of volunteers and significant effort.
 - o They publicize the book sales through constant contact, social media, their website, and print flyers.
- When thinking about a new facility or significant expansion, have a plan for naming and recognition of donors.
 - o Donor wall, plaques with names, etc. are important to define.
 - o Arlington named rooms after donors of \$25,000, and for \$50,000 included a logo.
 - o They also have memorial plaques.
- For fundraising, they also used direct mail solicitation, grocery store cards, and retail partnerships.
- Some library staff members were on the committee and gave many presentations to local businesses.
- The committee met monthly.
- For Arlington, the city recognized the need for a new library as it would have been more expensive to renovate the existing building than to build new; the city commitment came before the additional fundraising.
- The final cost of \$30M was provided by the architect.
- The final location was chosen based on a study and community input, and it was a city owned property.
- A case statement is an important place to start.

7. BOARD MEMBER COMMENTS AND ANNOUNCEMENTS

- *Bobby Quinten provided a handout with a consolidation of the Board's ideas from the last meeting to review and consider.*
- *The Board requested the case statement from Arlington to review and start to consider Mansfield's case statement.*
- *The group discussed what regular users of the library and businesses we know.*
- *The group discussed having a Board member or staff become a member of the Chamber of Commerce.*
 - o *It is \$250 a year for a non-profit to join the Chamber.*
 - o *This seems like a reasonable expense.*
- *Another opportunity is the Rotary Club.*
- *Overall, we need to discuss with the City to see what is possible for an expansion or new building.*
 - o *There was a bond approved by the voters in 2004 to expand the library.*
- *The next Library Advisory Board meeting is scheduled for October 10, 2018.*

8. ADJOURN

The meeting was adjourned by President Suzonne Evans at 7:13 p.m.

CERTIFICATION

All meetings of the Mansfield Public Library Advisory Board and its committees are open to the public.

I certify that this agenda was posted at the main entrance and on the web site of the Mansfield Public Library by 5:00 p.m., Friday, September 7, 2018, in accordance with City policy.

Yolanda Botello, MLS
Director of Library Services