



## City of Longview

### Minutes



## Longview Public Library Board of Trustees

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Monday, November 13, 2023

4:00pm

2<sup>nd</sup> Floor, City Hall

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1. **CALL TO ORDER**

*Board Chair Tina Smith Called the meeting to order at 4:00pm. A Quorum was verified.*

2. **PLEDGE OF ALLEGIANCE**

*The flag salute was recited.*

3. **ROLL CALL**

**Present:** Chair Tina Smith, Vice-Chair David Knoyle, Board Member Linda King, Board Member Paula Stepankowsky, Board Member Erik Halvorson, Librarian of Technology Jennifer Jensen, Library Administrative Assistant James Newkirk

**Absent:** Library Director Jacob Cole

4. **APPROVAL OF AGENDA**

*New item added to agenda:*

- **11. Other Business:** Discussion and Motion to Create Library Centennial Committee.

*Agenda approved as amended.*

5. **APPROVAL OF October 13, 2023 MINUTES – Action Item**

*Corrections were addressed and amended.*

**Action:** Dave Knoyle motioned to approve the minutes as amended, Paula Stepankowsky seconded.

*The minutes were approved unanimously as amended.*

6. **APPROVAL OF CLAIMS – Action Item**

**Action:** Paula Stepankowsky motioned to approve the Claims Report, Dave Knoyle seconded.  
*The Claims report was unanimously approved.*

7. **SURPLUS MATERIALS – Action Item**

**Action:** Dave Knoyle motioned to approve the Surplus Materials Report, Erik Halvorson seconded.

*The Surplus Materials Report was unanimously approved.*

8. **CONSTITUENT COMMENTS**

*No constituents present.*

9. **CHAIR AND BOARD REPORTS**

**Tina** – *The Washington State Library third Thursday program will not happen in November or December and will resume in January. Jacob Cole is running for a WLA Board Position in the Public Libraries Division, the election is ongoing through November 17, 2023. Tina is encouraged to see there is some slow progress with Project READ even with Lisa still being out. Jacob's report shows that all K-12 Public school students in Longview receive digital access to media and e-books through the Library.*

**Dave** – *The Library's Foundation meets three times per year and the last meeting of the year is coming up. The main topic is going to be the Mobile Library. The Foundation to-date has raised about \$278,000 of the \$325,000 cost, and they will be discussing how to raise the additional \$47,000 needed to finish the fundraising campaign. The date for delivery of the vehicle is still mid-September. The Foundation also met with its financial advisor recently and their investments are healthy.*

**Linda** – *Linda attended an evening event at the Library and the parking lot lights were not on at the end of the event. (James: We can look into and address that.) Linda requested a new book be added to the collection about two months prior to the meeting and has not heard back. (Jennifer: There have been some delays, and we can look into that). Linda feels that it would be a good idea to host a Journal Writing Class at the library and possibly utilize local volunteers to assist or teach that class.*

**Paula** – *Paula spent some time at the Monster Mash and was glad to see the event was well attended. Paula Shared a CBS article showing that Jay-Z recently held a retrospective of his career at the Brooklyn Public Library. There, he spoke about how spending time at the library as a child had given him the desire and love of reading and composing. This event brought in thousands of people in attendance and led to an increase in library card signups by 500%. Sometimes if you think outside the box, like this event, there are many ideas that can bring in patronage.*

**Erik** – *The Longview Early-Edition Rotary made a contribution to the Mobile Library fundraising efforts of the Foundation. Recently Erik went to get a reciprocal card from the Kelso Library, had a difficult experience, and was not impressed with the process. Erik enjoyed his time as a member of the Library Board of Trustees, but due to his election to City Council this will be his last meeting as a member of the board. He thanked the members of the board and plans to request becoming the liaison to the board.*

10. **DIRECTOR'S REPORT –**

*In lieu of the Director's Report Technology Librarian Jennifer Jensen will be presenting the Digital Circulation Overview for 2023.*

*The two biggest services we offer are the Washington Anytime Library (Libby), and Hoopla. We also offer Kanopy as an additional streaming service and a plethora of online programs, databases, and services.*

***Libby:***

- *There are 72,538 titles in circulation (129,303 copies)*
- *We have 1,960 unique borrowers in 2023 so far.*
- *Patrons are allowed 5 items to be checked out and 8 'hold' items at one time.*
- *The Average cost per circulation is \$0.887.*
- *As of October 31, 2023 there have been 55,598 checkouts. This has nearly reached 2022 year-end totals of 55,765.*
- *Statewide, we reached 1 million checkouts on June 17, which was 24 days before the same milestone in 2022.*
- *Overdrive Magazines (5000+ titles) were added to the state package in 2022.*
- *To help mitigate rising costs of digital licenses, the WDLC has implemented a tiered structure for purchase requests: higher cost materials require a higher holds ratio before the Added Copy Fund is used; lower cost items have a shorter wait time than before.*

***Hoopla:***

- *We have 839 unique borrowers so far in 2023.*
- *There are 1,526,575 titles available for checkout.*
- *In 2020, we raised our monthly checkout limit from 5 to 10 items.*
- *The Average cost per circulation is \$2.06.*
- *Hoopla offers value added items—BingePasses (multiple items on one checkout) and Bonus Borrows (additional items beyond monthly checkout at no cost to library).*
- *There was a 62% increase in users from 2022 to 2023.*

***Kanopy:***

- *In 2023, There have been 154 active patrons play 2380 items.*
- *Kanopy was added mid 2022 as a Foundation Special Request.*
- *They 31,544 titles available for checkout.*
- *Like Hoopla, Kanopy charges per usage. Patrons are given 21 tickets/month.*
- *Items vary in price, but most items checked out are \$2/play.*
- *Kanopy Kids costs \$5 but gives unlimited viewing of children's content for the month.*
- *Last month three people used the \$5 K-Kids checkouts, 75 patrons used \$2 plays, and 20 patrons \$4 play*

**Board Questions –**

- *How will online access statistics be measured for Longview Schools?*
  - *In the past we had worked with a few individual schools, but this year Jennifer uploaded about 6,000 students into the system. We can run the reports to determine how this access is being used.*

- *What is the process of choosing new books for the collection?*
  - *As far as patron requests go various staff perform this task while Lisa is away, and there can be delays due to being down staff. Requests go through a decision-making process following our Collection Development Policy.*
- *What's the process for those with a Kelso Library card to receive a reciprocal with the Longview Public Library and what other libraries do we have reciprocal agreements with?*
  - *We ask them if they have a Kelso card. We see their ID and check their address. They then fill out an application with us and we issue them a card.*
  - *In addition to the Kelso Public Library, we have reciprocal agreements with Fort Vancouver Regional Library and Timberlands Regional Library.*
- *Has there been any discussion about expanding the Mini-Rural District?*
  - *There has been discussion about it. It's a considerable undertaking and efforts need to be made largely by volunteers.*
- *How is it determined which books are purchased by the Library and which books are purchased by the Foundation?*
  - *Sometimes it can be what's available from different funds or vendors. Some materials are restricted by the focus of a specific fund, ie. Fuller funds from the Foundation go toward purchasing educational and professional materials. It can also be left to the discretion of the purchasing staff.*
- *Do we see patron retention for the Library because of these offered services and programs and do the independent collections cause issues with their separate access points.*
  - *There are patrons who are dedicated to their differing service of choice. We currently have all Libby records on the Library Catalog so that patrons can access Libby records through the Library's website. We don't currently have Hoopla on the catalog, but it is possible to add, and Jennifer is looking into that. The free cost to the patron should be an incentive for many to use these resources instead of other paid subscriptions especially with the those programs raising prices this year.*
- *What is industry standard for checking out a physical book from the Library?*
  - *The Foundation has a "Give a Book" program which asks for \$25 per book donation. Per their analysis, this is what it costs, on average, to purchase and process a physical book for use in the Library.*
  - *We also have a 'David and Goliath' type fight with the publishers who control what we pay for use, including costs and terms of usage which can be expensive and heavily limiting.*
- *Is this a necessary cost of doing business for the Library or is it a bad business practice to offer these online services?*

- *There is quite a considerable amount of use. There are patrons who almost never set foot inside the physical building because they exclusively use the online resources.*
- *What percentage of funding does the library spend on physical materials vs digital materials?*
  - *The City currently budgets about \$71,000 per year for physical materials, with the Friends and Foundation supplementing that total. We would need to do a budget analysis, but its probably close to the same cost for digital materials.*

**11. OTHER BUSINESS –**

**Digital Circulation Overview 2023** – *Presented in place of the Director’s Report.*

**Library Centennial Committee** – *The Library’s Centennial year is 2026. Tina proposes that a motion be made to approve the creation of a Library Centennial Committee to handle the details and planning of an event or series of events regarding centennial celebrations at the Longview Public Library.*

*Discussion was held. No Motion made at this time.*

**12. NEXT REGULAR MEETING:**

**MONDAY, December 11, 2023 – 4:00 P.M.**

**13. Executive Session**

*No Executive Session*

**14. Adjournment**

*The meeting was adjourned by Board Chair Tina Smith at 5:17pm.*