

The Alexandria Library Board was called to order by Chairperson Dorothy “Brooksie” Koopman, on Thursday, February 23, 2012 at 4:16 pm in the Ilka K. Dickman Board Room at Charles E. Beatley, Jr. Central Library. Members present were R. Hobson, D. Koopman, O. Fitzgerald, A. Paul, and K. Schloeder. Members absent were G. Day-Fuller and F. Fannon.

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

Mr. Fitzgerald moved to approve the December 2011 minutes. Mrs. Schloeder seconded the motion which was approved unanimously.

Mrs. Koopman welcomed Kathleen Schloeder back to the Board.

The Year-To-Date statistics are as follows:

DIVISION	CIRCULATION	CIRCULATION PERCENTAGE INC/DEC	PATRON COUNT	PATRON COUNT PERCENTAGE INC/DEC
BARRETT	82,993	10.22%	74,576	1.72%
BEATLEY	301,981	-3.19%	190,019	-5.31%
BURKE	74,024	6.83%	74,335	-11.74%
DUNCAN	157,629	4.53%	128,535	-1.90%
SPECIAL COLLECTIONS	9,426	21.83%	9,648	12.96%
TALKING BOOKS	3,806	-11.78%	1,318	1.46%
EMATERIALS	20,848	191.74%		
<b>TOTAL**</b>	<b>650,707</b>	<b>3.86%</b>	<b>478,431</b>	<b>-4.13%</b>

REGISTERED BORROWERS	148,532	-14.03%
EBORROWERS	9,339	44.88%
LIBRARY MATERIALS	473,212	6.45%
LIBRARY WEBSITE VISITS	163,371	3.79%
LIBRARY WEBSITE PAGES USED	201,895	2.22%
MEETING ROOMS	127 Meetings (MONTHLY) \$2,820.50 (YTD)	

**MONTHLY INTERNET COMPUTER UTILIZATION:**

	No. of Terminals- Automated Signup	No. of Sessions	Utilization
Barrett	8	1,607	73.75%
Beatley	24	5,140	69.34%
Burke	16	1,845	51.20%
Duncan	9	1,174	54.41%
<b>TOTAL</b>	<b>57</b>	<b>9,766</b>	<b>63.08%</b>

Director Dawson presented the monthly activity report. She noted that the patron count for the Burke Branch had been corrected, due to an error in reporting. She also noted that computer utilization has recently been hovering at a lower rate than in the past. Library staff think that this is because the affordability of computers has increased. Also, WiFi service has been improved so patrons may be using their own laptops rather than library computers. The Library submitted a request through the FY13 capital budget process that will allow us to improve the service further and to track wireless usage.

Director Dawson reported that the proposed FY13 Library budget would increase 2.8%, which would lead one to believe that the Library was not negatively affected. The increase is due to merit and benefit increases and an increase to the non-personnel budget of \$22,152. At the same time, the Library would reduce insurance premiums by \$26,069, experience a reduction of State Aid, and eliminate vacant positions of \$46,001. The elimination of these vacant positions derives from one of our proposed budget cuts of approximately \$155,000 to eliminate vacant positions. However, because the library had been paying part-time employees for extra hours in the amount of \$109,000 in order to provide the extra 2 hours of service in all branches, the Office of Management and Budget only took the difference of \$46,001 so that current service levels could be maintained. Director Dawson noted that she had informed OMB that we would need to restore all positions lost, in addition to restoring funds cut in previous years, in order to fully restore hours per the Library's Five Year Plan.

Director Dawson reported that the Library had signed a contract with Buxton Company to do a needs assessment. The assessment is data driven. Buxton Company does a customer analysis, reviewing market segment profiles that identify customers, potential customers, and unlikely customers.

Director Dawson announced that the annual All Alexandria Reads (AAR) would kick off on March 23 at TC Williams, where William Kamkwamba, the author of The Boy Who Harnessed the Wind would speak and she would give closing remarks, giving a call to the community to read the book and attend other AAR events. Director Dawson reported that the Library had held its first, very successful, joint training session with ACPS media specialists, thanks to funding by the Duncan Foundation.

She also reported that the kick off to the 75<sup>th</sup> anniversary celebration, introducing the recently acquired Lee Letter, was very successful. She added that the 75<sup>th</sup> Anniversary Committee had been brainstorming and creating programs that will take place throughout the year. February included putting display boards up in each branch, asking for patrons to post their "love notes" about the library. Dawson welcomed participation from board members. Mr. Fitzgerald said that staff should keep in mind that if they require funds for this once in a lifetime event, they should remember that they can request funding from the foundations.

Mrs. Koopman asked for a report regarding the Burke Branch green roof. Director Dawson replied that she had been assured by Jeremy McPike, the current Director of General Services, that the project would take place this year. Mrs. Koopman asked if we had a contract in place. Director Dawson replied that she did not have any other details. Mrs. Koopman noted that this would be the third summer since the project was first announced to the Library. She added that if they didn't get things in order, they wouldn't make an August construction date.

Mrs. Paul reported that the Library had spent 58.4% of its budget and 55.8% of State Aid funds. Mrs. Koopman moved to accept treasurer's report. Mr. Hobson seconded the motion which was approved unanimously.

Mr. Hobson reported that the BB&T investment account has been generally underperforming the benchmarks, with a loss in value for FY12. Over four different time periods, only once was the portfolio doing better than the benchmark. He added that the Investment Committee needed to meet with BB&T about this issue. Mrs. Koopman agreed, stating that the portfolio had sustained the Library in bad times, because such a large percentage was held in bonds. However, now with the market moving forward, she was not happy with the benchmark performance.

Mrs. Koopman moved to adjourn at 5:55pm. Mr. Fitzgerald seconded the motion which was approved unanimously.

Respectfully submitted,

Brooksie Koopman  
Chairperson