

APPROVED

STATE OF TEXAS §

COUNTY OF TARRANT §

CITY OF BEDFORD §

The Library Board of the City of Bedford, Texas, met in regular session at 7:00 p.m. in the Library, 2424 Forest Ridge Drive on the 18th day of July 2012 to review items on the regular agenda and to hear staff reports, with the following members present, constituting a quorum:

Present:

Deborah Allbach
Jennefer Campbell
Lori Irvin (arrived at 7:45)
Karen Kersey
Rick Peters
Helene Ray
Brenda Roche

Excused Absence:

Ron Boyer

Also Present:

Councilman Brown
Maria Redburn

(The following items were considered in accordance with the official agenda posted on the 12th day of July 2012.)

CALL TO ORDER

Rick Peters called the meeting to order at 7:02 p.m.

ROLL CALL/INTRODUCTIONS

APPROVAL OF MINUTES

1. Consider approval of the following Library Board minutes: June 20, 2012 regular session.

The minutes were unanimously APPROVED.

1st by Board Member Ray

2nd by Board Member Kersey

OLD BUSINESS

2. Discussion regarding new member training on library advocacy.

Mr. Peters shared a presentation regarding library advocacy with emphasis on working with elected officials. Members were urged to use the Texas Library Association (TLA) web site for legislative updates as this year's bills are being prepared for the 2013 legislative session. Library Advisory Board (LAB) members can join the TLA for \$15 annually.

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In addition discussion regarding advocacy in light of the City and State budgets was held. August 10th is the City budget planning session beginning at 9:00 a.m. Members are encouraged to attend the session if possible. Councilman Brown will give a budget update at the August LAB meeting.

NEW BUSINESS

3. Discussion and possible action regarding Focus Group Analysis.

Comments from the focus groups were distributed as well as an opportunities listing and a count of idea row labels.

In general input was very supportive of the library with an emphasis on how to get the library's story/scope of services better known in the community. Use of water bills and the HEB ISD weekly e-newsletter were two recommended avenues for no-cost publicity.

A Spanish language focus group will be held in the fall in conjunction with HEB ISD. Maria Redburn will facilitate this group. Her fluency is a benefit for relationship building with the Hispanic community.

A recommendation was made to reach out to HEB ISD teachers via Survey Monkey a few weeks after the start of the school year.

REPORTS

5. Discussion and distribution of Library Manager's Report.

Copies of the Library Board Report and Statistical Report were distributed.

Special note was made of the declining circulation which has been trending down with the closure of highway exits.

The Foundation's gift of a DVD cleaner was appreciated. A recommendation was made to publicize the thank you and improved service in the next water bill due to the frequent user concerns regarding the condition of the DVD collection.

NEXT MEETING

The next meeting of the Library Advisory Board will be on Wednesday, August 15, 2012.

ADJOURNMENT

The meeting was adjourned at 8:05 p.m. by Rick Peters.

**Deborah Allbach, Board Secretary
Bedford Public Library Advisory Board**