

BOARD OF TRUSTEES OF THE JEROME PUBLIC LIBRARY
MEETING MINUTES
October 11, 2016

The Board of Trustees of the Jerome Public Library met in the library conference room for their monthly meeting on October 11, 2016. In attendance were Board Chair Bill Allred, Vice Chair Linda Burton, Ted Larsen, Trevor Churchman, Jamie Hyatt and Director Linda Mecham.

The meeting was called to order by Bill Allred at 5:32 p.m.

No changes were made to the agenda.

Jamie Hyatt made a motion to approve the July 12, 2016 meeting minutes as written. Motion was seconded by Linda Burton. Motion passed unanimously.

June 2016 bills were approved by all board members present by signature.

Financial Report – We have finished the fiscal year. The USDA grant reimbursements will be entered in the new fiscal year. We spent 91% of our allotted budget. We have a healthy fund balance 184,818.25 as of 10/11/2016.

Director's Report:

- Monthly statistics were presented. Circulation for September is comparable to last year and last month. However, our overall statistics for the last 6 years shows that we have had a steady, rapid decline in circulation. This is especially apparent in Adult circulation, i.e. 21,520 in 2011 to 13,490 in 2016.
 - 4884 active patrons who checked out materials this year. 50 eBook users. The largest demographic is under 18. The next largest demographic are 30-49 year olds. These are our busy parents.
 - Perhaps we need to market some of our large print books, Talking Book Service or eAudiobooks. DeSano and Ashley Manor might appreciate having books. We might consider reaching out to them and bringing the books to the facility. Start the service to homebound individuals. We can also set them up with audio books with the iPhones. Both of these programs will reach a small number of people.
 - Had a successful program setting up new devices. Those individuals are still avid eBook readers. We could try this again.
 - Amazon makes book suggestions so the click option is handy. Is this available on Overdrive?
 - We have also identified the Hispanic population as an underserved population. Big reason, they have to give personal information. Their legal status is a fear for them. We are trying to reach out to that community. That demographic continues to grow. If they don't use the library our circulation will drop as the population increases.
 - Personal experience show that there may be a trend that parents of children check out children's books, but often buy their personal books.
 - We tried to remove the limit of checkouts, this did not seem to have an impact. The increase in movie checkout is due to the increase in the number of items that can be checked out and because we have added about 200 more movies.
 - We really need to start a strategic plan so that we have a direction for the future. It may be futile to try to reverse the trend.
 - We need to discover what our service population wants. Survey from the community. In the Northside Journal, Survey Monkey, insert in the water bill.
 - Board members are willing to give a book review. We can show that in the library, and feature it in the newspaper.

- Rec center over 60 Group. Ask if the library can do a short presentation.
- USDA Grant has been completed
- 10-minute Trustee training videos available online.

The meeting was adjourned by Bill Allred at 6:26 p.m.