Call to Order:
The meeting was called to order by Vidhya Seran at 5:49 PM.

Item 1 - Citizen Comments on Items Listed on the Agenda: No citizens present.

Item 2 - Approval of Minutes: Timothy Hester made a motion to approve the January 25, 2021 minutes. Kaye Hickox seconded the motion. The minutes were approved unanimously.

Item 3 - Board President’s Report: Board President was absent. Vice President had nothing to report.

Item 4 – Council Liaison Report: Councilman Oscar Ward reported the following:
- Councilman Ward conveyed his pride on how well the city handled Winter Storm Uri which occurred February 13-17 2021.
- There will be an election May 1, 2021 for residents to vote on candidates for the Irving Independent School District board and the Irving City Council. In addition, the City will hold a bond election including 12 proposals totaling $563 million.

Item 5 - Friends of the Library: Kaye Hickox reported the following:
Fund raising and financial matters:
- The public sale scheduled for February 20, 2021 was canceled due to weather. The Friends of the Library will hopefully reschedule a Saturday Sale in March. The sale will be promoted on the Friends’ website and through social media advertisements.
- During Winter Storm Uri, the warehouse suffered some water damage from a burst pipe. Fortunately, only a little damage was reported since city staff found and repaired the issue quickly.
Upcoming Events:

- The annual meeting of the Friends of the Library will occur in May 2021 and will most likely be held through Zoom. During this meeting, new board members and officers will be appointed.

**Item 6 – Irving Public Library Digital Library: Collection and Usage:** Cary gave a PowerPoint presentation reviewing the types of digital content the library provides, usage trends, the cost of each service, and then demonstrated where these services are located on the library’s website.

- **Types of digital content the library provides:**
  - **Digital downloads** - eBooks, audiobooks, and movie and music streaming services provided through Overdrive (eBooks & eAudio), Hoopa (eBooks, eAudio, Video, Comics, and Music), Kanopy (movies and children movie subscription), and Flipster (digital magazines)
  - Online Learning – Lynda.com, Creative Bug, Learning Express, Brainfuse, Mango Languages, Niche Academy, and Great Courses

- **Usage Trends:**
  - Cary mentioned that a few of the digital services, such as Creative Bug and Brainfuse, are new and therefore have lower usage than some of the older, more established services. The library intends to increase marketing efforts for Creative Bug and Brainfuse, but will also strive to increase awareness for Reference Solutions and Learning Express, two services that are underutilized.

- **Cost of Services:**
  - Cary went over the cost of each service highlighting the cost per use ration. She mentioned that some services do not reflect their true value when comparing the cost per use ratio. An example of this includes Novelist, which offers the ability to use book covers in promotion materials and is used by library staff for collection development and reader advisory.

- **Tour of Website:**
  - Cary pointed out how to access the library’s digital services on the Irving Public Library’s website. They can be found under the categories “Books & More” and Research & E-Learning”. Cary voiced that one project the library may undertake is to reformat the digital services portion of their website to make it more user-friendly.
  - https://www.cityofirving.org/1054/Library

**Item 7 – 1st Quarter Customer Service Survey Report:** Cary Siegfried reported the following:

- The former process for administering customer surveys was to have survey cards available at all library service desks and to hand them out at library programs. These
cards were collected and complied in the administration office. The process for obtaining the current survey results was to email a survey to library users that visited the library within the last 3 months. Of those emailed surveys, about 7500 library patrons, the library received between 700-750 completed surveys.

- The questions on the survey were:
  o Which location did you visit?
  o What did you do on your most recent visit?
  o Rate the library on:
    o (1) Maintenance and cleanliness of facility, (2) Collection of books and audiovisual items, and the (3) Overall impression of the library facility
  o If you used any of the library’s technology, how would you rate your experience with:
    o (1) Self-check machines, (2) library catalog, (3) public computers, (4) digital creation lab/MakerSpace, (5) scanner/printer/fax, (6) WiFi connection, and (7) WiFi printing.
  o What was your impression of the employee who assisted you?
  o Which digital collection services do you use regularly?
    o List of 10 library provided digital services and an option for “I don’t use this collection, but I’m aware of it” and “I wasn’t aware of the Library’s digital collection.
  o On a scale of 0 to 10, how likely are you to recommend the library to others?
  o Comment Section- 287 responses received.
  o What can we do better at Irving Public Library to improve your next visit? – 224 responses received.

- Survey results have offered the library another perspective when addressing the needs of their community. Some of the patron comments were about the library’s current protocol regarding COVID-19, for instance the frequency of daily closure times to clean “high activity” areas. The majority of comments were associated with collection development. These comments help staff figure out what areas they may want to prioritize when purchasing material. Staff also noticed a possible need to increase their digital collection budget, as well as escalate their marketing efforts of certain digital services.

Item 8 - Director’s Report and Library Operations Updates: Cary Siegfried reported on the following:

- The packet now includes a new monthly report for the library’s Social Media activity. This report lists statistics for Facebook, Instagram, Twitter, and YouTube.
- Physical circulation is increasing slightly and there was a big spike in digital circulation. Hoopla is being heavily used. If this trend continues staff may need to institute daily limits or lower the monthly check out limit per customer in order to stay within the budget.
- Discussions are underway concerning when the library should enter the next stage of “re-opening”. If the number of vaccinations in the community increase and the number
of COVID positive cases continues to decrease, the library is hoping to expand some services such as sitting at tables and to introduce usage of the MakerSpaces at South and Valley Ranch.

- The Internet and Computer Use Policy is currently with the City Attorney’s Office. Hopefully, all final revisions to the policy will be completed by the March meeting, where the Library Board will review and vote on revisions to this policy.
- Programming through social media may become a regular way to reach library customers. Even if in-library programs continue, virtual programming may still have a presence. A survey is being created regarding the Irving Public Library’s virtual programming. This survey will hopefully show which virtual programs library users would like to continue once restrictions associated with COVID-19 have been lifted. The Library Board expressed positive feedback towards virtual programming and would like to see it continue.
- The North Texas Teen Book Festival will take place March 5th and 6th. All author panels will be available after festival day, March 6, on the library’s YouTube channel and Facebook page.
- The National Endowment for the Arts Big Read is coming to a close with the Big Read’s Keynote event, featuring Alberto Rios, on February 27th. This event can be viewed on YouTube and Facebook. Additionally, the Poetry Discussion video will be available on YouTube and Facebook until February 28th.

**Item 9 - Review of Public Input on Library Operations and Programs:** None

**Item 10 – Items for Future Agenda:**
- Consideration of Approval of Revisions to the Internet and Computer Use Policy – March
- 2021 North Texas Teen Book Festival Final Report – April

**Adjournment:** Vidhya Seran adjourned the meeting at 7:11 p.m.