



AGENDA
WATAUGA LIBRARY BOARD
REGULAR MEETING
CITY HALL COUNCIL CHAMBER, 7105 WHITLEY ROAD
THURSDAY, NOVEMBER 14, 2019
6:00 PM

CALL TO ORDER

PUBLIC TESTIMONY Members of the public are invited and encouraged to attend all public meetings of the Library Advisory Board that are not closed to the public in accordance with the Texas Open Meetings Act. It is the desire of the Board that citizens actively participate in the City's governance system and processes. Public input to the Board is encouraged during the Public Testimony, Public Hearings, or Action Item sections of a meeting agenda. Individuals desiring to speak during Public Testimony shall be called upon to speak only after completing a Request to Speak form provided. The Request to Speak form for Public Testimony shall be submitted to the administrative staff prior to speaking. Individuals desiring to speak on an agenda item or during a public hearing shall submit the Request to Speak form prior to the introduction of that respective item by the Chair. Once the form is received by administrative staff, the individual shall be recognized and called upon by the Chair prior to speaking. Any public testimony must occur prior to formal action being taken by the Body. The Chair shall have the power to suspend citizen comments at any time during the meeting to preserve the order and efficiency of the meeting. Reasonable time limitations may be placed on public testimony by the presiding officer in order to conduct an efficient and effective public meeting.

REPORTS FROM STAFF

1. Library Director's Report
Andrea Gardner, City Manager
Raquel Guajardo, Assistant to the City Secretary

APPROVAL OF MINUTES

1. Consider action on the Library Board Meeting Minutes for September 12, 2019.
Lana Ewell, Director of Library Services
Andrea Gardner, City Manager

UNFINISHED BUSINESS

1. Discussion and possible action on Long Range Plan 2020 - 2025.
Andrea Gardner, City Manager
Raquel Guajardo, Assistant to the City Secretary
Lana Ewell, Director of Library Services

NEW BUSINESS

ADJOURNMENT

NOTICE

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (817) 514-5825 OR FAX (817) 514-3625 FOR FURTHER INFORMATION.

I, Andrea Gardner, City Secretary for the City of Watauga, hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on Friday, November 8, 2019, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Andrea Gardner, City Secretary





AGENDA MEMORANDUM

DATE: November 6, 2019

TO: Library Board Members

FROM: Andrea Gardner, City Manager
Raquel Guajardo, Assistant to the City Secretary

SUBJECT: Library Director's Report

BACKGROUND/INFORMATION:

Updates regarding the 2019 Library Survey and the Library Assessment Study.

FINANCIAL IMPLICATIONS:

NA

RECOMMENDATION/ACTION DESIRED:

No action required at this time.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 2019 Library Survey pages 1 to 33
2. Library Assessment Study presented to City Council on 09.20.19

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 11/7/2019

Approved as to form for inclusion on Agenda



AGENDA MEMORANDUM

DATE: November 7, 2019

TO: Library Board Members

FROM: Lana Ewell, Director of Library Services

SUBJECT: Consider action on the Library Board Meeting Minutes for September 12, 2019.

BACKGROUND/INFORMATION:

The Regular Meeting Minutes drafts from September 12, 2019 are attached for approval.

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

City staff respectfully recommends the Board approve the draft minutes as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. LIBMIN09122019

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 11/7/2019

Approved as to form for inclusion on Agenda

**MINUTES
WATAUGA LIBRARY BOARD
REGULAR MEETING
CITY HALL COUNCIL CHAMBERS
7105 WHITLEY ROAD
THURSDAY, SEPTEMBER 12, 2019
6:00 P.M.**

Members present:

Kip Woodruff	Chairperson
Henrietta Egenti	Vice-Chairperson (absent)
Carol Z. Coy	Secretary (absent)
Brian Beaudry	Member
Lindsey Neal	Member
Sharon Subject	Member
David Villafuerte	Member

and

Kim Irving	Council Liaison (absent)
Lana Ewell	Library Director
Tara Rogers	Deputy City Secretary
Arthur L. Miner	Mayor
Andrew Neal	Council Member

CALL TO ORDER

Chairperson Woodruff called the meeting to order at 6:02 p.m.

CITIZEN'S OPEN FORUM

None

REPORTS FROM STAFF

1. Director's Monthly Reports for June and July 2019

Library Director Lana Ewell provided the report to the Board. She mentioned programs are healthy. Also stated statistics show digital services are increasing, but Watauga Library hasn't experienced a huge difference in digital material usage. A noticeable number of patrons still prefer print or over digital material.

2. TexShare Value Report for August 2019

TexShare is a wonderful resource the City receives through the State of Texas. The program is an effort by the State to create a library card throughout the State for member libraries. Retail cost of the TexShare Databases for the library, if

purchased separately (without the TexShare discount through the program) would be \$108,713. The fee WPL had for FY 18/19 was \$1,384. The same amount (\$1,384) will be the charge for FY 19/20. The Watauga Library participates in the database and the card program. Any Watauga Library card holders in good standing can be issued a TexShare card that will be honored at all other participating TexShare libraries. The origin of the card program was to bridge patron usage between academic and public libraries. Currently the Watauga Library has issued 8 TexShare cards to library patrons, and has received 26 TexShare members into the Watauga Library from other participating libraries. The only cost to TexShare members is for lost or damaged items. The members and level of participation can and do vary from year to year.

Several inquiries were made by the Board Members. Lana explained that Watauga Library patrons must be in good standing and must be a Watauga Library card holder for 6 months before becoming eligible for the program. She further explained that the TexShare program has multiple aspects. Watauga Library benefits the most from the databases available under the program.

Board Member, Lindsey Neal, asked if the City could create a greater awareness for the Watauga Library patrons. She suggested offering a class, but Lana expressed concerns that method is not likely to have much impact.

The TexShare program card is renewable each year and each member library can establish its own rules of use.

3. EDGE 2.0 Watauga Public Library June 2019 Assessment

EDGE Assessment helps libraries look at their strengths and weaknesses in relation to technological resources. The City of Watauga didn't utilize local public funds for the cost for the assessment, since the State Library paid for our participation. The State Library strongly encourages all public libraries to participate in the EDGE program. The assessment is comprised of multiple reports based on the comparison of data from the Watauga Library to that of other libraries across North America (the United States and Canada). Three versions of the report were shared with the Board. In the first report it compared the Watauga Library with all other libraries (regardless of size and funding levels). So WPL's rating wasn't the best when compared with large multiple building library systems with much larger budgets. The second report was titled "Peer Comparison Report of the United States," comparing similar size public libraries across the US and Canada. The third report was also known as the "Peer Comparison Report for Texas"; thus it was on the State level and not the national level. The results of the two Peer Comparison Reports were very similar. The main reason WPL had lower scores was the lack of space, equipment, and staff to hold classes to serve as a community technology educator and leader. The report mentioned the lack of 3D printers and other pieces of costly equipment that Watauga doesn't have.

Board Members asked a series of questions about the assessment (section 10.1 and 10.2). Lana responded to the questions by reading the comments from the assessment.

4. Library Survey 2019 titled “A Dell Notebook for Your Thoughts?”

Lana stated the survey is on-going and not yet complete. She encouraged the Board Members and public to complete the survey, which can be found on the City’s website under the Library page. Lana reviewed a sample of the comments made by survey participants.

APPROVAL OF MINUTES

1. Consideration of Library Board Meeting Minutes for July 11, 2019

Lindsey Neal made the motion to approve the minutes of the July 11, 2019 Library Board Meeting.

The motion was seconded by Sharon Subjeck.

Motion carried with a vote of 6-0.

ACTION ITEMS

1. Review and discuss the draft of the Watauga Public Library Long Range Plan 2020-2025

Library Director Ewell presented the draft Long-Range Plan. The final version is due to the State by January 2020. The Library is waiting on data from the final survey and the results from the assessment to finalize the draft and present to the Board.

Council Liaison, Mr. Prescher, provided some edits to the document.

No action was taken on the item.

2. Discuss and consider action to select officers for the Library Advisory Board

Chair – Board Member, Lindsey Neal, made a motion to appoint Kip Woodruff as the Chair after nominations were made. The motion was seconded by Sharon Subjeck.

Motion carried by a vote of 6-0.

Vice-Chair – Board Member, Kip Woodruff, made a motion to appoint Lindsey Neal as the Vice-Chair after nominations were made. The motion was seconded by Sharon Subjeck.

Motion carried by a vote of 6-0.

Secretary – Board Member, Kip Woodruff, made a motion to appoint Sharon Subjeck as Secretary. The motion was seconded by Lindsey Neal.

Motion carried by a vote of 6-0.

ADJOURNMENT

With no further business to discuss, Chairperson Woodruff adjourned the meeting at 6:39 p.m.

APPROVED: this _____ day of _____, 2019.

SIGNED: this _____ day of _____, 2019.

APPROVED:

Kip Woodruff, Chairperson

ATTEST:

Carol Coy, Secretary



AGENDA MEMORANDUM

DATE: November 6, 2019

TO: Library Board Members

FROM: Andrea Gardner, City Manager
Raquel Guajardo, Assistant to the City Secretary

SUBJECT: Discussion and possible action on Long Range Plan 2020 - 2025.

BACKGROUND/INFORMATION:

The Texas State Library requires that each public library applying for membership in the Texas Library System must have a long-range plan approved by its governing board. A well-considered Long Range Plan is vital to guiding the growth of library services and forms a backbone for integrating library policies and goals into an achievable path to where we want to be. Also, the Long Range Plan communicates clearly and transparently to the public how the library proposes to serve the citizens of Watauga.

FINANCIAL IMPLICATIONS:

NA

RECOMMENDATION/ACTION DESIRED:

Discussion and action to approve of a final version of this document.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Draft of proposed 2020 to 2025 WPL Long Range Plan

REVIEWED BY:

Raquel Guajardo, Assistant to the City Secretary

Andrea Gardner, City Manager

Approved as to form for inclusion on Agenda

Approved - 11/7/2019

Final Approval - 11/7/2019

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Watauga Public Library Long Range Plan 2020 - 2025

Introduction

A Long Range Plan is required by the Texas State Library for each Public Library in the state. It is designed to set forth goals and objectives for the library's future growth, and service.

Mission Statement

The Watauga Public Library enriches the live of the community by providing free educational experiences. We celebrate ideas, promote creativity, connect people, enrich lives, and respond to the ever changing needs of our community.

Vision

The Watauga Public Library shares a vision with the nation's founders that liberty and learning are inseparable and that a democratic people must have free, open, and equal access to information.

Values

Open Access:

The Library values free, open, unrestricted access to its collections and services. We are committed to connecting our patrons to the ideas, information and materials they wish to explore in a friendly, nonjudgmental manner. We strive to offer materials, programs and services that represent the needs of our diverse population.

Customer Focus:

The Library values all patrons and is responsive to their service needs. The customer's opinion and input is welcomed in all initiatives and undertakings. We consider the impact on the customer in all decisions.

Excellence:

The Library values excellence, individually and collectively. We offer quality service to all customers by displaying a positive attitude, valuing the diversity of people and perspectives, and expecting integrity and competence in our personal and professional actions. We strive to earn the trust and confidence of all customers.

Growth and Innovation:

The Library values continuous learning and innovation in the pursuit of excellence. We respond to present situations and anticipate future needs.

Good Stewardship:

The Library values responsible stewardship of all the resources with which we have been entrusted. We are accountable for ensuring the proper use of public funds. We take seriously our responsibility to maximize the efficiency of staff time and talent making the best use of all our resources in the delivery of quality library service.

About the Watauga Public Library

The Watauga Public Library (WPL) began service to the public in October of 1983. The Library was located in a 676 square foot room in the Municipal Complex. It opened with a collection of 1,826 books. During the seven years that the Library was housed in the Municipal Complex, it was able to circulate only 30% of its growing collection due to a shortage of shelving space. The remaining 70% of the collection was kept in storage.

On September 24, 1990, the Library moved to its current facility, located north of the Municipal Complex. Expansion of the library was completed in 2007. This brings the library to a total of 20,413 square feet. There are two large and four small study rooms and a meeting room to provide quiet areas for study or meetings. A feature of the library is a woodland mural painted by nationally known local muralist and children's book illustrator Liz Bonham.

According to the 2018 Public Library Data from the Texas State Library the library houses 105,245 physical items, and has access to 15,120 electronic books. For the fiscal year ending September 2018, the Library's door count showed a total of 119,262 visits, and total circulation of 292,683 items were checked out to users. During this same fiscal year, 1,844 programs were offered to youth and adults, with a total program attendance of 42,018 persons. Library programs include pre-walker, toddler and pre-school story times, after-school programs, book discussions and lectures, educational classes and a variety of musical and entertainment programs. The Library's Summer Reading Club is one of the more successful programs in this area. In addition to standard reference, readers' advisory, and research assistance, the Library provides a Homework Help Center, language literacy tutoring, computer training, and notary public and fax transmission services. The Library also provides a separate Spanish language collection for both children and adults. There is a Virtual Library at the Senior Center. It is our hope to reach underserved areas of the community. The Library is open to the public six days a week, for a total of 44 hours.

The Watauga Public Library participates in the MetrOPAC Consortium, which provides users access to over two million items, sharing an integrated library catalog with six other area libraries, including Fort Worth Library. The Library also has reciprocal agreements with five other Northeast Tarrant County libraries. The consortium and reciprocal agreements allow our users to take advantage of collections and programs in most Tarrant County libraries free of charge. WPL also participates in the TexShare program.

About Watauga

Watauga occupies a 4.1 square mile area in the northwest quadrant of the Dallas/Fort Worth Metroplex. Legend has it that the name "Watauga" is Cherokee, meaning "land of many springs". Historians say the Cherokee and other Native Americans lived for a time in the area. The outlaw Sam Bass is supposed to have buried treasure in Big Fossil Creek. The area supposedly contains Comanche burial grounds and a rumored lost Spanish gold mine.

The first permanent residents arrived from Tennessee in 1843. After the Civil War the settlement grew and developed as a loosely organized area of large farms and ranches. It developed into an established community in the early 1880s thanks to the extension of tracks of the Texas and Pacific Railway. Watauga had a population of sixty-five in the middle 1930s. It had an identical population ten years later. It emerged from a period of decline

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during the post-World War II years in part due to the development of defense plants in the area. The town of Watauga was incorporated in 1958.

The following data is based on the United States Census Bureau American Fact Finder 2018 Population Annual Estimates & 2013-2017 American Community Survey 5-year Estimates for Watauga, Texas. The estimated population of Watauga is now 24,555.

The median age of a Watauga citizen is 33.6 years old. The breakdown of Citizens ages are:

- Under the age of 18 years - 28.2%
- 15 to 19 years - 9.2 %
- 25 to 34 years - 15.1%
- 35 to 44 years - 13.7%
- 45 to 54 years - 14.0%
- 55 to 64 years - 7.1%
- 60 to 64 years - 4.0%
- 65 to 74 years - 5.5%
- 75 to 84 years - 2.5%
- 85 to over - 0.7%

The basic ethnic breakdown of the City of Watauga according to the Census data is:

- White* - 78.6%
- Asian - 8.2%
- Black - 4.2 %
- Two or more races - 3.2%
- Native American and Alaskan Native - 1.1%
- Native Hawaiian and other Pacific Islander - 0.1%
- Some other race - 4.6%

*The Hispanic population is combined with the "White" statistics. When broken out of this group it is:

- 19.6% Total of the population.
- 15.6% is listed as Mexican;
- 0.3% Puerto Rican;
- 0.4% Cuban;
- 3.4% as other Hispanic or Latino

The total number of households within the City is 8,125 according to the 2013 – 2017 American Community 5-Year Estimates.

- Total housing units - 8,125
- Occupied housing units - 7,948
- Vacant housing units - 177

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- Homeowner vacancy rate - 0.9
- Rental vacancy rate - 1.9

The Median Household Income is \$68,293. Employment status:

- Population 16 years and over - 18,508
- In labor force - 13,367
- Civilian labor force - 13,355
- Employed - 12,651
- Unemployed - 704
- Armed Forces - 12
- Not in labor forces - 5,141

Commuting to Work:

- Workers 16 years and over - 12,198
- Car, truck, or van – drove alone - 10,457
- Car, truck, or van - carpooled - 1,117
- Public transportation (excluding taxicab) - 101
- Walked - 35
- Other means - 82
- Worked at home - 406
- Mean travel time to work (minutes) - 27.8

Individuals below the poverty level in Watauga are at 9.6% of the population. The Texas state poverty rate (as of September 2018) was 14.7%.

- Total population 5 years and over (English speakers) :
- Age 5 to 17 years estimated at 5,004 22.5%
- Age 18 to 64 years estimated at 15,402 68.0%
- Age 65 years and over estimated at 2,114 9.5%
- Total population 5 years and over (Speak a language other than English at home) :
- Age 5 to 17 years estimated at 925 21.0%
- Age 18 to 64 years estimated at 3,091 70.0%
- Age 65 years and over estimated at 398 9.0%
- Total population 5 years and over (Speak Spanish at home):
- Age 5 to 17 years estimated at 588 22.9%
- Age 18 to 64 years estimated at 1,716 66.7%
- Age 65 years and over estimated at 269 10.5%

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Educational attainment results within the population 25 years or older show the following:

- Less than 9th grade - 5.1%
- 9th to 12th grade, no diploma - 6.2%
- High School graduate or GED - 30.9%
- Some college, no degree - 30.6%
- Associate degree - 8.7%
- Bachelor's degree - 12.9%
- Graduate or Professional degree - 5.6%

The Birdville and Keller Independent School Districts provide elementary and secondary education services within the City. There are four campuses located within the City. **All four are Title 1 schools.** Six elementary schools, four middle schools and four high schools serve Watauga citizens throughout the county.

There are also numerous Colleges, Universities, and training institutes within the region.

- Remington College- Fort Worth (6.1 miles)
- Tarrant County College District- Fort Worth (8.7 miles)
- Texas Wesleyan University- Fort Worth (8.8 miles)
- Westwood College Of Technology- Euless (9.4 miles)
- University Of North Texas-Health Science Center At Fort Worth (10.0 miles)
- JPS Institute For Health Career Development (11.5 miles)
- Texas Christian University- Fort Worth (11.8 miles)
- The University Of Texas- Arlington (12.1 miles)
- DeVry University- Irving (15.0 miles)
- Court Reporting Institute- Wheeler Institute Of Texas at Dallas (21.7 miles)
- University Of Texas Southwestern Medical Center At Dallas (24.4 miles)
- Dallas County Community College District (26.6 miles)
- University Of North Texas- Denton (25.7 miles)
- Texas Woman's University- Denton (26.7 miles)

Library Needs Assessment Information

In FY 2018/2019 the Watauga City Council approved a "Library Needs Assessment" Study. The study was presented to the City Council on September 21, 2019 by Bill Hidell of Hidell Associates Architects. It was agreed to present the question of a new library building before the citizens in an upcoming bond election, at a date yet to be determined.

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Library Survey 2019

As part of the "Library Needs Assessment" the Library conducted a Library Survey. The survey ran from May to October 2019. The survey will be presented to the City Council in 2020.

Goals and Objectives for 2020 to 2025

Strategic Priority 1:

Provide access to library resources and services in an environment that is convenient, user-friendly, and welcoming to all.

Initiatives

- Continue and improve upon, the tradition of friendly and knowledgeable personal service.
- Optimize and facilitate ease of use of library services through effective policies and procedures.
- Integrate public opinion into library services as expressed on surveys.

Actions

- Revise and expand staff training manual.
- Encourage participation in continuing education opportunities (when available in reasonable proximity and free of charge, as scheduling allows).
- Revise and expand comprehensive procedures manual.
- Develop Adult and Youth Services programming manual.
- Work on strategies to reduce ambient noise in current building.
- Assess, prioritize and implement feasible suggestions from focus groups, surveys, and ongoing public feedback.

Strategic Priority 2:

Serve the community as a cultural community center.

Initiatives

- Increase year-round programming for children, tweens, teens and families.
- Search for low-cost programming.
- Continue to present regularly scheduled, quality art exhibits.
- Pursue grants for special programs.

Actions

- Utilize community expertise.
- Plan diverse roster of programs for a range of ages.
- Publicize art exhibits in local media.
- Publicize exhibition opportunities.
- Investigate feasibility of online summer reading log.

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- Continue to provide public meeting space as schedule of library events allows.

Strategic Priority 3:

Continue to develop and maintain a dynamic collection which meets the recreational, informational, and educational needs of the community.

Initiatives

- Present a collection that is appealing and well organized.
- Publicize and promote digital collection of downloadable e-books, e-audiobooks and databases.
- Showcase current collection.
- Advocate for increased materials budget.

Actions

- Perform annual weeding assessments to determine areas of need.
- Create eye-catching slides/links on website.
- Create a series of library information videos to educate the public on searching options.
- Optimize end-cap book display space.

Strategic Priority 4:

Maintain and improve library technology and provide easy access to information and resources.

Initiatives

- Maintain the current number of public access computers.
- Publicize online reference database offerings.
- Review website for ease-of-use.

Actions

- Work with City IT department regarding hardware needs.
- Distribute database information to schools.
- Publicize database information via Library website, social media, and signage at computers.

Strategic Priority 5:

Watauga Public Library will increase awareness of the Library's resources and services.

Initiatives

- Market programs and services in every **media**, including print, Internet, and the Library's bulletin board.

Actions

- Increase information and ease of use of the library's website.

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- Promote the Teen Advisory Board.
- Collaborate with the Friends of the Library.
- Increase and expand visibility and awareness of the Friends of the Library.
- Promote and advertise Wi-Fi in the Library.
- Better utilize **word** of mouth for programs and services.
- Promote and advertise:
 - * Live Homework Help
 - * Research Databases

Strategic Priority 6:

Watauga Public Library will train, encourage, reward, and celebrate a knowledgeable and dedicated staff, generous volunteers and vital support organizations.

Initiatives

- Create and maintain an atmosphere that recognizes, rewards, and empowers all staff.
- Establish library leadership meetings that address management/library philosophy and feedback.

Actions

- Improve internal communications and operational policies.
- Staff attends professional conferences, all-day staff training. Individual needs for professional development are encouraged and financially supported whenever possible.
- Focus on improving staff work spaces to make their work easier to accomplish, resulting in increased **morale** and dedication to service.
- Utilize skilled volunteers who can help the library to grow its services without incurring increased burdens on library staff.