

Bloomington Public Library  
Board of Trustees  
Bookmobile Ad Hoc Committee

Tuesday, October 6, 2015

5:30 p.m.

William C. Wetzel Reading Room  
205 E. Olive Street, Bloomington, IL 61701

Minutes

1. Call to Order at 5:32pm
2. Roll Call
  1. Georgia Bouda
  2. Carol Koos
  3. Alex Cardona
  4. Carol Torrens
  5. Laura Golaszewski
  6. Whitney Thomas
  7. Carol Carey-Odekirk
  8. Diego Mendez-Carbajo
3. Introductions
  1. Ad Hoc Committee Members Introductions
  2. Guests: Joe Ragusa (WJBC) and community member Alicia Henry
4. Public Comment
  1. Alicia Henry is a Bookmobile user and would like more stops on the Westside and suggested working with the schools (Sheridan & Bent) in addition to revisiting stops used before. Alicia also asked about offering more programs via the Bookmobile.
5. No Prior Minutes
6. Old Business
  1. Carol Koos provided an overview and history of the need for the committee and providing services on the westside in addition to soliciting community input on existing and/or future outreach services.
7. New Business
  1. Alex provided an overview of the Ad Hoc Committee and Roles and Responsibilities. Today's meeting is to level set and to provide everyone with the same information as background in preparation for providing suggestions and recommendations.
  2. Reviewed and discussed the Library Card Holders Map and the current Bookmobile Schedule/Map. Discussed the potential for a more even representation of library card holders per "area" and number of stops per part of town. Diego suggested drafting a mission statement for the Bookmobile to help identify true goal of Bookmobile.
  3. Reviewed and discussed the New Bookmobile Schedule/Map with new stops on the westside. In November there will be 6 new stops on the westside, Alex

suggested the committee help promote these new stops and use these new stops as opportunities to test new marketing tactics.

4. Discussed the Bookmobile Metrics of Success and how and why the Bookmobile Schedule & Stops are designed on a three-week schedule and locations. Measure of success includes number of visitors, number of items checked out, number of questions. For checkouts, low performance is <25, medium is 25-80, and high performance is 100+. Laura will send to the committee additional metrics and information on measuring success of Bookmobile and ranking of current stops.
  5. Discussed Bookmobile Marketing tactics via traditional and social media or outreach. The library will be using new targeted mailing through USPS to promote new and/or failing stops. Laura suggested the committee visit the Bookmobile and could arrange for a tour at next meeting.
8. Community Feedback
1. Discussed ways and opportunities to solicit community input - committee will come to next meeting with questions that could be used in surveys and/or questionnaires.
9. Adjourned at 6:40pm - next meeting will be scheduled for early November.