

**Mobile Library Task Force, West Fargo Public Library**

**Meeting Date: July 7, 2021**

**Time: 5:00 P.M.**

**Place: Zoom meeting**

<https://us02web.zoom.us/j/86816413551?pwd=ODMvdKR4b1FQSHpNSnBDTGhreU9zZz09>

**Roll Call:** Jodie Haring, Stephanie Shea, Cailin Shovkoplyas, Alison Ottesen. Absent: Paula Krogen. Also attending: Carissa Hansen, Library Director, Kirsten Henagin, Adult Services Manager, Lauren Nephew, Youth Services Manager, Maria Kramer, Deputy Director of Public Services, and Ellen Rossow, Communications Specialist.

**1. Call to order**

Shea called the meeting to order.

**2. Approve order of agenda**

Haring moved and Ottesen seconded to approve order of the agenda. No opposition. Motion carried.

**3. Consent agenda - approve the following:**

Haring moved and Ottesen seconded to approve the consent agenda. No opposition. Motion carried.

- a. Approval of Minutes – May 5<sup>th</sup>, 2021

**Regular Agenda:**

**1. Mid-summer impact report and discussion**

- Kramer provided an overview of the library's implementation of the outcome-based planning and evaluation and the transition to a summer learning program from a summer reading program. Kramer illustrated the efforts toward each program goal and the survey results collected so far through the library's narrative survey card and statistics gathered by staff. Kramer shared the library's experience building relationships at Tintes Park. At the beginning of the summer, many community members would come for the free food service from Great Plains Food Bank, but didn't engage much with the library activities. With the library staff introducing free books, reading with kids and families, working with adults to get library cards and kids being able to checkout their own books, engagement has increased week after week.
- Henagin and Nephew provided an overview of morning and evening route stops. There have been a few challenges and observations for the morning stops. The morning stops serve many daycares and few children bring their own library cards. To remove this barrier, the library provided book bundles for those daycares so they can get a wide variety of books for the week. In addition, Shadow Wood and Rendezvous Park are two stops that have had record attendance due to proximity with West Fargo Parks activity. These stops provide convenience for families because they can attend parks programs and access the library. Shadow Wood and Rendezvous Park could possible become evening stops due to their high attendance. Arbor Woods replaced Maplewood from previous years. It is going

well because there are many daycares that visit this site.

- Henagin and Nephew shared insights from the evening route as well. The evening route has been reaching New American families as intended. The Library partnered with West Fargo Parks to better coincide with the baseball schedule at South Elmwood. Families have been very appreciative of the library for providing activities for all kids while watching.
- There have been a few stops that have had locations changes to better reach the community and neighborhood. Tintes Park was shifted closer to the park sign to get both sides of 7<sup>th</sup> Ave. Grace Gardens was moved indoors to better reach the residents. Willow Park moved to Willow Park Elementary.
- Ottesen suggested moving the route schedule forward at Village West and Willow Park to get more community members after dinner.
- Haring asked if anyone has asked the library to stop at specific locations not already on the route. The most frequent request has been to duplicate certain stops that are popular. Henagin added that most feedback received has been that people are surprised the library does pop-up libraries in different locations.
- Shovkopyas suggested stopping at Dakota Park instead of Wilds Park to reach more community members. It also has better parking. Shovkopyas added that she loves the Beanstack recommendations that are part of the Summer Boost program and will pick up a recommended book as a hold plus pick up other bus books on the route.
- Shea congratulated the library! She suggested future considerations of looking at guest readers for route stops and additional evening route stops. Dakota Park is very popular, but a concern would be 52<sup>nd</sup> ave traffic.

## 2. Discuss future fundraising goals and strategies for mobile library services

- Hansen opened a discussion of future fundraising goals for a new library vehicle for outreach. When planning for the vehicle, the library intends to serve youth and children, continue to do pop-up libraries at community events, and provide services and programs at current outreach sites. Ideally the vehicle facilitates all of these activities and new ways to provide outreach in West Fargo.
- In preparation for Giving Hearts Day, library staff are starting much earlier than the fundraising campaign in 2021. Statistics, feedback and the impact of services provided this summer are driving toward the 2022 Giving Hearts Day campaign.
- A potential solution to getting a new vehicle would be in-kind donations and corporate fundraising opportunities.
- Hansen requested the help of the Mobile Library Task Force for planning fundraising for a future vehicle.
- Shea requested additional documentation showing what a transit van could look like as well as the fit-up of the van. Hansen will provide additional information and resources on the bus purchase.

### 3. Other Business

- No other business.

### 4. Adjourn

- Shovkopyas moved to adjourn, Haring seconded. No opposition. Meeting adjourned. Next meeting: 5:00 P.M. Wednesday, August 4<sup>th</sup>, 2021.