

**Moorhead Library Board
Regular Meeting
January 12th, 2016
Director's Report**

Materials and Services

- Staff have finished moving the Young Adult materials back toward the front of the library and continue to shift the non-fiction and magazines. Staff have received positive comments about moving the YA materials.
- Staff have added more slatwall panels to the endcaps of shelving units to allow more space to display books and other items.
- LARL unveiled a new mascot, Booker, in the fall. LARL will utilize Booker for promotional purposes and youth programming.

Library Activity

- The Moorhead Library circulated 227,745 items in 2015. This is down 25,162 from 2014, however the gap from year to year continues to narrow. We hope outreach and promotional efforts will help to narrow this gap even further, and increase our totals.
- 258,076 people visited the Moorhead Library in 2015. This is up from 230,511 in 2014 (up a total of 27, 565).
- Output measures are taken quarterly throughout the year and provide an average total of reference transactions at each LARL location. Annualized reference transactions for 2015 amount to 53, 222 (up from 48, 256 in 2014, a total of 4,966 more). These numbers, as well as computer usage and gate counts, are reported to State Library Services.
- 2015 Computer use totals are not available yet; they will be included in the next board packet.

Outreach Efforts and Partnerships

- Megan and Jenny Rodger (Public Services Supervisor) have begun a Pop-Up Library service at the Moorhead Center Mall. This will involve regular 'pop-up' visits where staff offer books and DVDs for checkout. Staff will also be equipped to sign people up for library cards during these visits. The first visit in January was a success.
- Megan and Jenny will attend The FMWF Chamber of Commerce's Business After Hours event in February. We will offer books for checkout and offer to sign new customers up for library cards.
- Megan hosted booths at a church bizarre on November 7th and at Pangea on November 14th. Each event was successful, resulting in new customers and/or customers checking out library materials.
- Jenny Rodger's tour for Moorhead Adult Basic Education's ESL class had 14 people on November 4th

Continuing Education

- Jess Piek (Library Associate) attended the Homelessness 101 at Lutheran Social Services in Fargo on November 18th

- Candace Perry (Youth Associate) attended a Summer Reading Program kick off session in St. Cloud on November 20th
- Jenny Rodger (Public Services Supervisor) attended two webinars in November: Culture of Yes and Taxes 101
- Deb Kvittum (Branch Manager) and Jenny Rodger attended two webinars on serving homeless customers.

Events and Programs

- The community is invited to offer suggestions for the 2016 One Book, One Community title. Suggestions are welcome at <http://1book1community.org/>.
- Jack El-Hai had 40 people at his author talk on November 2nd
- Mary Casanova had 90 people at her author talk and signing on November 7th
- NaNoWriMo (National Novel Writing Month), held by Leigh Cameron (Library Associate) had drop in writing sessions throughout the month (15-20 people) as well as a panel for future authors on November 14th (5 people attended)
- Our annual Model Railroad Day brought in an estimated 200 extra people on November 21st
- Concordia's Dangerous Literature class gave their annual presentations in the library on November 23rd with 24 people attending
- The Friends of the Moorhead Library Holiday Open House was held Dec. 9th from 6-9pm. This event consisted of a table with treats and free holiday themed books from LARL discards.

Friends of the Moorhead Library

- The Friends of the Moorhead Library are planning an additional book sale, resulting in two book sales in winter and spring 2016. Tentative dates for these sales are: February 26th and 27th and May 6th and 7th.

Building Issues

Bremer Grant Update:

- We are just over halfway toward meeting our goal of raising \$10,000 toward the matching grant opportunity.
- Megan will work with Christianson's to order carpet soon.

Staffing Issues

- We welcome two new Assistants to our staff, Sarah Bosak (40 hr/wk) and Katie Savageau (25 hr/wk). Both started in December.