



Municipal Library Community Advisory Group September 11, 2024 meeting

Present: JJ Wilson, Jessica Salaiz, Mary Jemin, and Nancy Stephens

Absent: Tara Baird and Nick Prince

Call to order: 4:02 p.m.

Approval of Agenda: JJ Wilson moved to approve the agenda; and Jessica Salaiz seconded. The agenda was approved unanimously.

Approval of the Minutes: JJ Wilson moved to approve the February minutes; and Jessica seconded. The minutes were approved unanimously.

Public Input: none

Reports:

- A. Memorial report – Historically, this account would range between \$99,000 and \$103,000, up and down as money would be spent and revenue received. This account has reached a point where it will be in a permanent downward trend. In the past revenue from payments for damaged books and small donations would match expenditures. Usage patterns have changed due to digital usage and circulations. Digital circulation means fewer damaged physical items and fewer people in building, which results in less revenue. An advisory group member asked a question: how many library cards did we purchase with the amount listed in the Memorial expenditures? Around 2,000-4,000 Another question: what are the investments that cause the gains? State-sanctioned investment products, like interest bearing accounts.
- B. Friends of the Library – FOL is still trying to recover from the death of longtime member Linda Gray. She was keeper of many passwords that are now lost. They will have a book sale on September 14. An advisory group member asked Ken to explain the number listed in the Friends report. It's what they currently have in the bank. They typically make \$1,100 or so each book sale.
- C. Foundation
The Foundation covered both OCLC and hotspots while we wait for access to GO Bond money which is approximately \$66,000. Ken explained that OCLC provides us with cataloging records. Hopefully some funds from the 392 fund will be used to repaint children's and young adult areas. Mary Jemin suggested talking to the Youth Mural Program.
- D. Librarian's report:
Successful Summer Reading Program, slightly lower registration due to demographic changes. Uptick in physical circs from April to July; then the circulations dropped off in August. However, we had good digital circulations in August. Currently working on a new draft of the behavioral policy.

Old Business: N/A

New business:

- The Advisory Group needs officers: chair, vice chair, and secretary. Nancy said she may be interested in serving as secretary.
- NM GRO fund Representative Luis Terrazas allocated \$10,000 for us, which we will use to purchase a high-end scanner. We will scan historical documents, starting with our collection. Then we will reach out to the community. Grant County also has some records to scan. Digitizing materials makes research easy. Jessica commented that it will reduce handling of old materials. Mary shared her experience with contracting with small businesses for digitization.
- Statistical review
Attendance – No expectation to return to 50,000-60,000 attendance per year from a few years ago. Ken Dayer explained unique digital users vs. non-unique physical attendance, and the significance of outside attendance for offsite programs.

Circulation – We had the highest number of circulations in 13 years, and possibly the highest ever, with approximately 46% being digital circulation. Reviewing the circulation of various material types, Ken noted that DVDs are up, and Westerns are doing well due to 2-3 people. We expect to plateau at 50% digital circs; we are watching the numbers closely. More digital circulation means fewer people in building. Price per circulation is used to evaluate the cost effectiveness of certain digital services. Comics Plus price was high due to lack of users, thus it was dropped. Flipster was high, but the cost lowered last fiscal year due to increased usage. Hoopla will tend to have a higher price per circulation due to the content they offer. Certain content like movies and TV shows cost more than ebooks. Last year hoopla cost \$6,000-7,000. Estimating \$8,000 for this year. If it rises to \$10,000 it will be difficult on the budget.

Programs – We had approximately 4,200 in attendance for the children’s programs. This is a good number with the current demographics. Program numbers account for 10% of our total attendance number. If 6th Street or Jose Barrios close, class visits will reduce. This will reduce program numbers. For the Summer reading Program, high registration numbers cause low completion rates as many people sign-up but never attend the program. Program attendance is also impacted by demographics and an increased variety of kids’ activities available locally. For example, a proposed splash park in Silver City will probably reduce attendance numbers for summer programs. To adapt to the new demographics and usage patterns, the plan is to go out to do offsite programming. To do this we need exempt employees. Ken explained that a new Department of Labor regulation could affect staff scheduling for offsite programming. Mary Jemin asked whether paying overtime is cheaper than raising salaries across the board. Possibly; this is the town manager’s decision.

Technology usage – Usage of public computers has dropped, but there has been a large increase in wireless sessions. Part of this increase in wireless sessions is due to our fast Wi-Fi speed. Many people also got their own devices due to the pandemic. Wireless access is becoming more important to the community.

Adjournment: The meeting was adjourned at 4:59pm.



JJ Wilson

JJ Wilson, Vice Chair

Attest:

Ken Dayer

Ken Dayer, Library Director