

**Belton City Council Workshop Meeting  
July 10, 2018 – 4:30 P.M.**

The Belton City Council met in workshop session in the Smith Room at the Harris Community Center with the following members present: Mayor Marion Grayson, Mayor Pro Tem Craig Pearson and Councilmembers David K. Leigh, Dan Kirkley, Guy O'Banion and John R. Holmes, Sr. Councilmember Wayne Carpenter was absent. Staff present included Sam Listi, Gene Ellis, Amy Casey, Brandon Bozon, Kim Kroll, Paul Romer, Charlotte Walker and Susan Allamon.

1. **Call to order.** Mayor Marion Grayson called the meeting to order at 4:33 p.m.
2. **Receive a presentation from Library Systems & Services on their assessment of the Lena Armstrong Public Library.**

Assistant City Manager/Chief of Police Gene Ellis introduced Deborah Joy and Brady Field of Library Systems and Services to discuss their findings from the needs assessments for the Lena Armstrong Public Library.

Councilmember David K. Leigh said, "I think we are in a transition time in the world of media." He said he recently listened to a podcast where the speaker said not to buy books on Amazon, but instead encouraged listeners to request that the local library purchase the book. He believes that there is still some volatility in what a library is supposed to be. Ms. Joy agreed with him. She added that the sale of e-books is trending downward, but e-book circulation within libraries is increasing.

Mr. Leigh asked for more discussion on Special Events. One event mentioned was Open Door Night. He didn't think many people would show up to an event like this unless it was advertised, and possibly done in conjunction with another event such as "Movie in the Park." He suggested possibly clearing out a parking lot and showing an outdoor book-themed movie next to the library.

Councilmember Leigh added that the library building is not visually appealing similar to many buildings built during the same time period. He said that there is not much space available for activities in the library due to the number of books. He suggested that perhaps the library could partner with other businesses to have a co-working space or have library shelves located in businesses throughout the City. Mayor Pro Tem Craig Pearson added that the theme of the books should be tailored to the venue. Ms. Joy said that she has not necessarily seen open shelving, but she has seen vending type machines for dispensing books located at businesses. Although the collection within each vending machine is limited, it is another way to circulate the books. Mr. Leigh said that there isn't a new book store located in the Temple-Belton area. The closest one is in Harker Heights. Ms. Joy said that other libraries also sell books, and that could be a possibility for Belton's library as well.

City Manager Sam Listi said people are looking for experiences, so we need to find ways to attract people to the library. Mr. Leigh said that the library is fighting for time and focus. He added that, in Belton, the City needs to find a way to leverage our

assets, stating that it is going to be hard for any city the size of Belton to fund a larger building for books. Ms. Joy responded that the perception is it is a building for books, but in reality it is, and can be, so much more than that.

Ms. Joy said that Belton should do a survey of the community to determine what the people want in their library. She added that is important to know before the City starts any reprogramming.

Mayor Grayson asked what the intent was for the meeting space in the library, pointing out that the Harris Center has plenty of meeting space. Director of Library Services Kim Kroll said they get frequent requests for meeting space. Mrs. Grayson asked what the requests for space are for. Mrs. Kroll said requests are from students wanting a place to meet on homework, organizations wanting space for children's activities, and similar things. There is no cost for utilizing the meeting space.

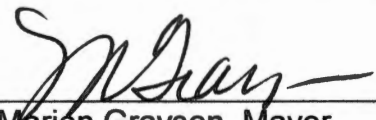
Mayor Pro Tem Pearson asked what metrics were good to use to measure a library since Ms. Joy pointed out that circulation was not a good metric on its own. Ms. Joy said short term metrics should include things such as number of visits per year, circulation, number of programs and attendance at the programs. In the long term, she said the City needs to concentrate on outcome-based metrics.

Councilmember Leigh suggested that there may be several ways to partner with the school district on the use of the library, but he said the difficulty will come from the funding since the City and the School District are separate entities. Ms. Joy said that while it may be difficult, it is something that should still be pursued. She suggested pursuing grant opportunities.

Mayor Grayson asked if the survey or the strategic plan should come first. Ms. Joy explained that the strategic plan should be first, and a part of that will include planning the survey. The survey results will lead to the goals for the strategic plan.

Mayor Grayson thanked Ms. Joy and Mr. Field for the report. City Manager Sam Listi added that some "low hanging fruit" has been identified, and these improvements at the Library could be implemented rather quickly while the survey is being prepared. Councilmember Guy O'Banion said that he thought the survey should be completed before anything significant was done.

3. **Adjourn.** There being no further business, the Mayor adjourned the meeting at 5:15 p.m.

  
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Marion Grayson, Mayor

ATTEST:

  
\_\_\_\_\_  
Amy M. Casey, City Clerk



# Lena Armstrong Public Library

Library Assessment

July 2018

EXHIBIT "A"

# Lena Armstrong Public Library

Thank you! We appreciate the opportunity to learn about the Library and the people that serve with passion and dedication.



# The Lena Armstrong Public Library is deeply rooted in the Belton community.

*The Lena Armstrong Public Library exists to enrich the community of Belton by providing quality materials and services of informational, educational, leisure, and cultural value in order to encourage patrons, particularly children, to become lifelong readers and library users.*





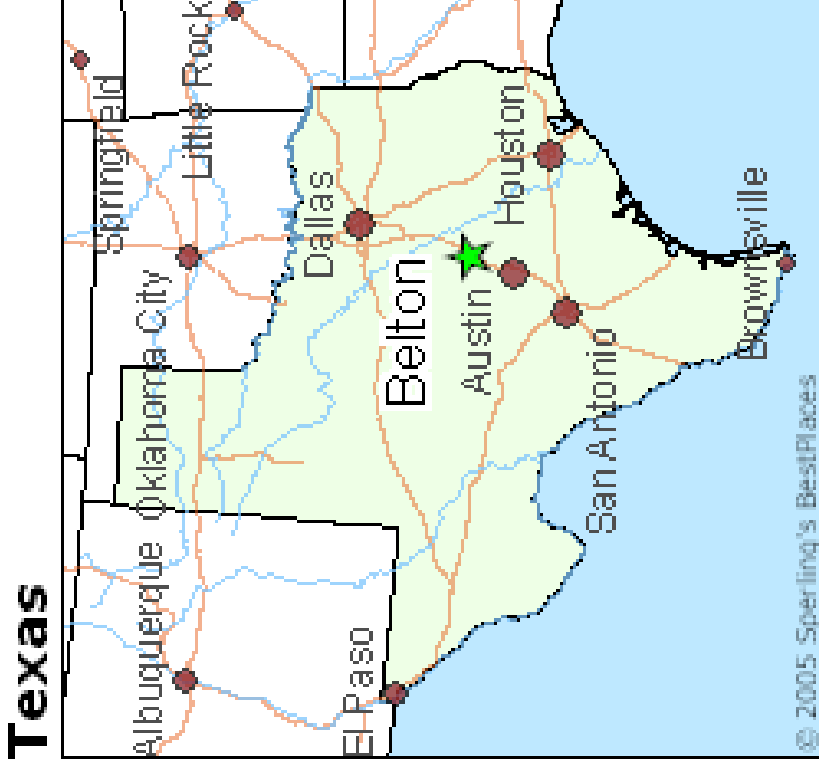
# Library Assessment Process

- Examination of demographic data and trends
- Examination of library usage, reports & budget
- Inspection of facilities
- Focus groups with Library stakeholders
- Focus groups with Library staff members
- Analysis of community reports & information
- Review of facilities, technology, programs, business operations, marketing, staff and community engagement in comparison to library standards and best practices



# Environmental Scan

- Fast-growing with a remarkable growth rate
- Inviting, friendly and manageable
- Fort Hood proximity contributes to youth and vitality
- Part in the “Texas Economic Miracle” highlights economic strength
- Growth brings strain to infrastructure and resources. This strain is apparent in the age and condition of the Library



# Library Perception

- Library performance measured by annual circulation increase
- FY2017 goal was 5% increase, actual was 0.87%
- Circulation is an indicator of overall health, but not a good single performance measurement
- Nationally, circulation at public libraries is flat or down, making it a barrier to success as the sole measurement of performance





# Strengths

- Texas public libraries provided \$2.628 billion in benefits while costing \$566 million, a return on investment of \$4.64 per dollar (FY2015)
- Strategic Alignment with City of Belton
- Staff Relationship with Community
- Children's Programming



# Opportunities

- Perception
- Performance Measurement
- Hours
- Transportation
- Budget
- Facility

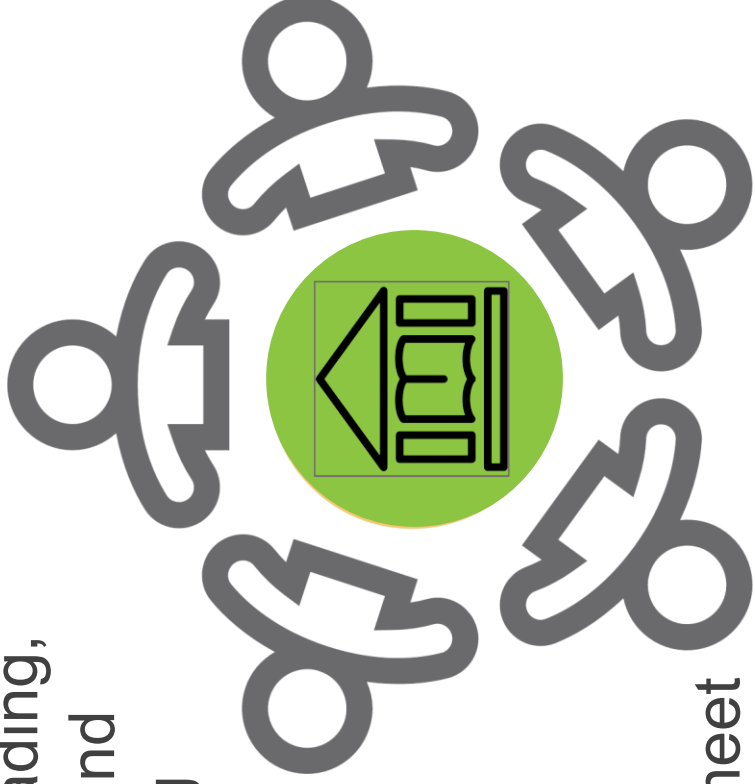


# Key Themes for Lena Armstrong Public Library

Support a love of reading,  
personal growth and  
lifelong learning

Enhance outreach to  
support local education

Maintain collections to meet  
community needs



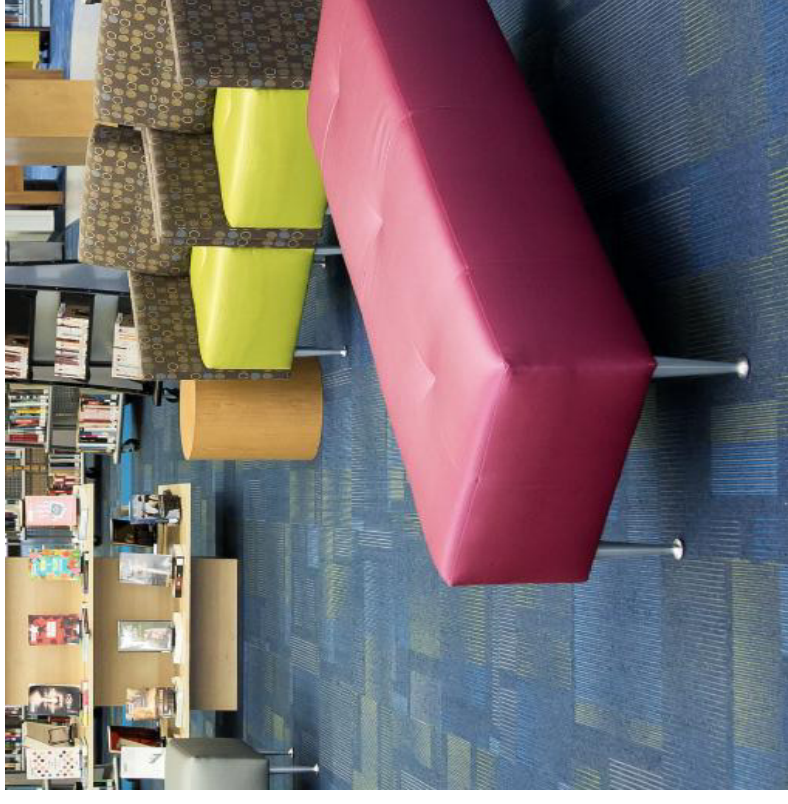
Enhance marketing to  
raise Library profile

Generate support for new  
building



# Key Theme: Facility

- Existing facility built 1975
- 5,659 gross square feet
- Minor interior renovations
- Existing space allocated not sufficient for growth in programs and attendance



# Facility Needs

- Larger, flexible, more inviting gathering spaces for community events and programming
- Larger space for children's collection and programming
- Teen space
- Quiet space
- Space for special initiatives: Café, Co-working, Makerspace, Audio/Video Production Studio
- Lower shelving for adult collection
- Variety of seating types



# Key Theme: Outreach

- Extend library services into community
- Enhance existing & create new partnerships
  - BISD
  - Head Start
  - Temple College
  - Homeschool community
  - Parks and Recreation Department
  - Belton Economic Development Corp (EDC)
- Special events with key elements (food, craft, offsite location)
  - Market Day Farmers Market
  - Parks and Recreation Events





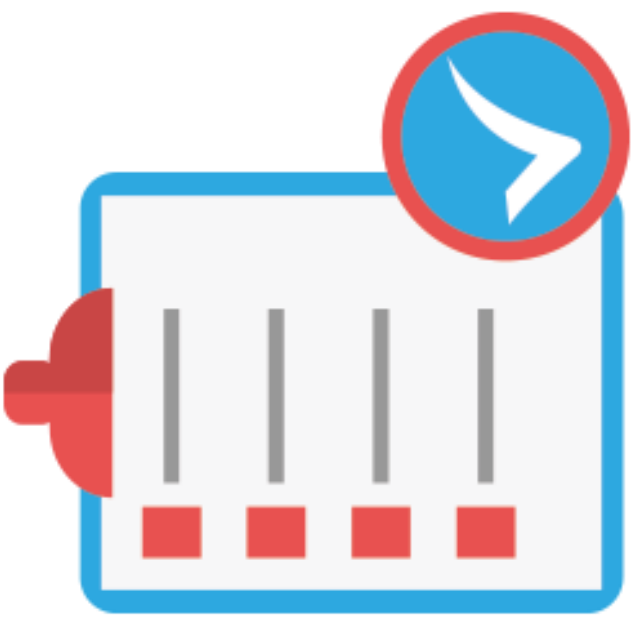
# Key Theme: Marketing

- Increased visibility to springboard funding for new facility
- Marketing plan
  - Messaging and Branding
  - Co-promotion with City
  - Collection Merchandising
  - Website
  - Social Media
  - eNewsletter & Text Messaging
  - Word of Mouth



# Additional Considerations

- Lena Armstrong Public Library hours not convenient for working families
- Teens go to Starbucks or Arusha's to collaborate on projects. Library would be an alternative with availability of space, Wi-Fi, coffee and snacks



# Recommendations: Short Term (3-6 months)

- Conduct community survey
- Complete comprehensive strategic plan
- Increase outreach efforts to extend library services to community
- Develop marketing plan
- Refresh building exterior
- Convert local history room into meeting room
- Increase current staff hours to accommodate 60 operating hours/week
- Increase operating hours to 60 hours/week
- Complete collection analysis



# Recommendations: Medium Term (12-24 months)

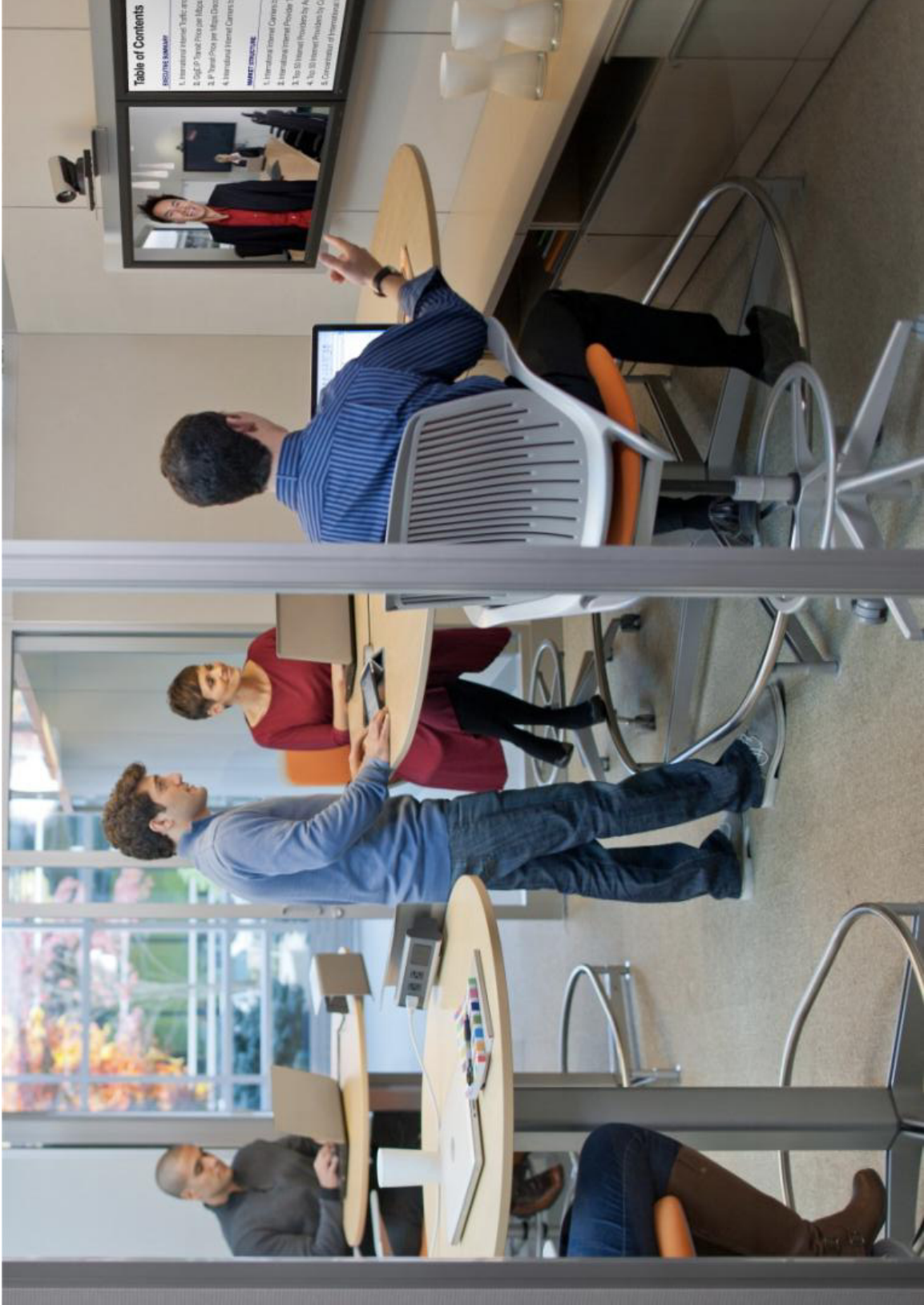
- Revise collection development plan
- Execute reimagined floor plan
- Implement robust library website (virtual branch library)
- Improve partnerships with BISD
- Use survey findings to develop new and expanded programs and community partnerships
- Establish a volunteer advocacy group

# Recommendations: Long Term (5 years)

- Explore opportunities to build new library facility
- A new or renovated library of approximately 18,700 gross square feet would serve the existing community
- A library of 26,000 gross square feet would effectively serve the growing community over the next twenty years

# Examples: 21<sup>st</sup> Century Library Design



















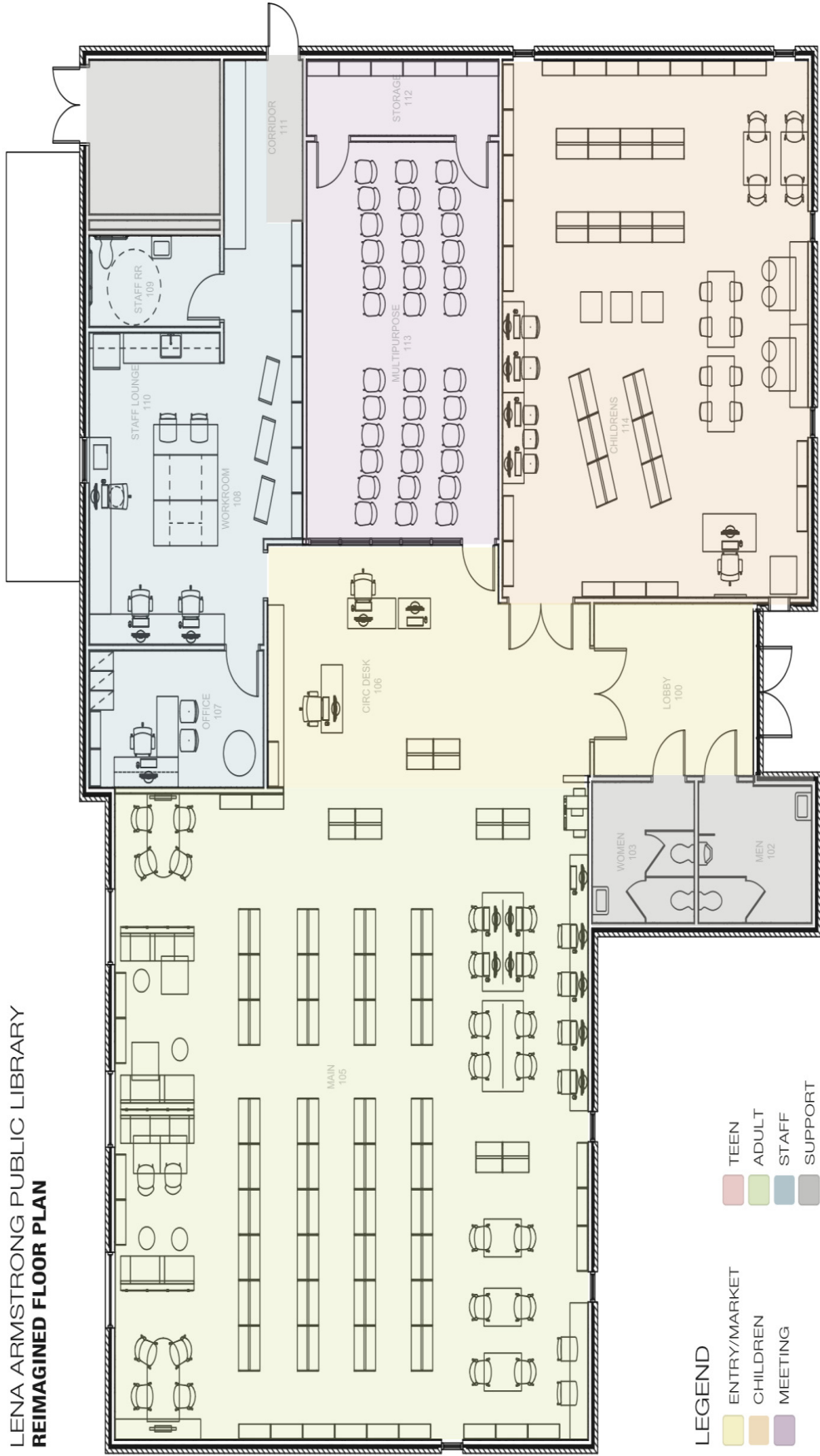
# Current Layout

LENA ARMSTRONG PUBLIC LIBRARY  
EXISTING FLOOR PLAN



# Proposed Layout

LENA ARMSTRONG PUBLIC LIBRARY  
REIMAGINED FLOOR PLAN



- LEGEND**
- ENTRY/MARKET
  - CHILDREN
  - MEETING
  - TEEN
  - ADULT
  - STAFF
  - SUPPORT