

Kaitlin Scroggins, Chair  
Lynn Calcote, Vice-Chair  
Diana Payne, Board Member  
Breck Quarles, Board Member  
Morgan Multer, Board Member  
Cynthia Thornton, Board Member  
Rhonda Herrington, Board Member

Ana Sanchez,  
Library Director



**NOTICE OF MEETING  
LIBRARY ADVISORY BOARD  
March 12, 2024  
11:30 a.m.  
City Hall Conference Room  
504 N. Queen Street  
Palestine, Texas**

Zoom Link:

<https://us02web.zoom.us/j/89276050284?pwd=cGIJcEtieVVqTGxMVno0bzJSaGlwZz09>

Meeting ID: 892 7605 0284  
Passcode: 920218

One tap mobile  
+13462487799,,89276050284#,,, \*920218# US

Note: when you are joining a Zoom meeting by phone, you can use your phone's dial pad to enter the commands \*6 for toggling mute/unmute and \*9 to "raise your hand." [Learn more here.](#)

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**A. CALL TO ORDER**

**B. PROPOSED CHANGES OF AGENDA ITEMS**

**C. PUBLIC COMMENTS**

Any citizen wishing to speak during public comments regarding an item on or off the agenda may do so during this section of the agenda. All comments must be no more than five minutes in length. Any comments regarding items, not on the posted agenda may not be discussed or responded to by the Board. Members of the public may join via Zoom or in person.

**D. CONFLICT OF INTEREST DISCLOSURES**

**E. REPORTS**

1. Report from Library Friends (Cobb)
2. Report from Memorial Board (Safford)
3. Review and discuss the Library Director's report, including Narrative, Stats, Charts, and Financial Reports for February 2024.

**F. APPROVAL OF MINUTES**

1. Consider approval of minutes from the February 13, 2024, meeting.

**G. DISCUSSION AND ACTION ITEMS**

1. Discussion and possible action regarding the Print/Copy/Scan/Fax Policy.

2. Discussion and possible action regarding the Palestine Public Library's Long Range Plan 2019-2023 and the 2021 Community Survey results summary.

H. **ADJOURNMENT**

I certify that the above Notice of Meeting was posted on the outdoor bulletin board at the main entrance to City Hall, 504 N. Queen Street, Palestine, Texas, in compliance with Chapter 551 of the Texas Government Code on **Friday, March 8, 2024, at 4:45 p.m.**



April Jackson, City Secretary

IN ACCORDANCE WITH THE PROVISIONS OF THE AMERICANS WITH DISABILITIES ACT (ADA) PERSONS IN NEED OF SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHALL, CONTACT THE CITY SECRETARY'S OFFICE VIA EMAIL AT [citysecretary@palestine-tx.org](mailto:citysecretary@palestine-tx.org) or 903-731-8414.



Agenda Date: 03/12/2024  
To: Library Advisory Board  
From: Ana Sanchez, Library Director  
Agenda Item: Library Report  
Date Submitted: 03/06/2024

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**SUMMARY:**

Discuss and review the Library Director's report, including statistics and usage charts and a financial report for February 2024, including the March 2024 calendar of programs and events. We have seen a large increase in circulation activity, especially on the downloadable content. The CloudLibrary platform was added in November and is reporting an exponential increase in e-content usage. There were technical issues that were addressed in February and have improved access to the platform. Also included is a annual review provided by Hoopla on Palestine Public Library's usage. The library's Queen Street entrance was temporarily closed for one week from February 8-19, 2024, to allow for concrete walkway/sidewalk replacement and repairs. Thanks to the City Manager, Patsy Smith, Parks Director, and her crew for managing the project and keeping it safe for visitors. The library staff is gearing up for the Summer Reading Club, promotion and registration will begin in May.

**RECOMMENDED ACTION:**

Discuss and review the Library Director's report, including statistics and usage charts and a financial report for February 2024, including the March 2024 calendar of programs and events. We have seen a large increase in circulation activity, especially on the downloadable content. The CloudLibrary platform was added in November and is reporting an exponential increase in e-content usage. There were technical issues that were addressed in February and have improved access to the platform. Also included is a annual review provided by Hoopla on Palestine Public Library's usage. The library's Queen Street entrance was temporarily closed for one week from February 8-19, 2024, to allow for concrete walkway/sidewalk replacement and repairs. Thanks to the City Manager, Patsy Smith, Parks Director, and her crew for managing the project and keeping it safe for visitors. The library staff is gearing up for the Summer Reading Club, promotion and registration will begin in May.

**CITY MANAGER APPROVAL:**

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**Attachments**

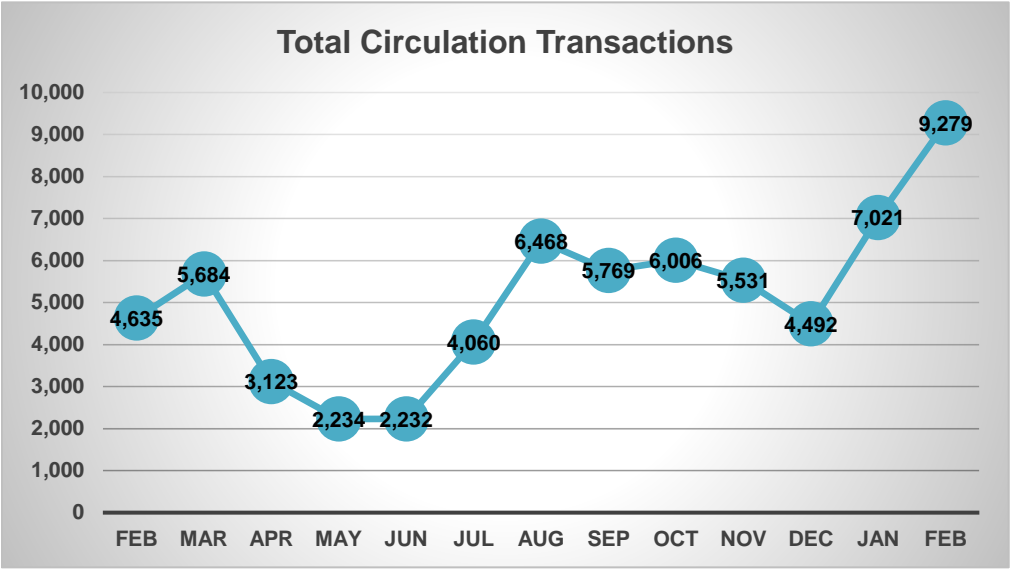
FEB24ST  
FEB24CH  
FEB24FIN  
MAR24CAL  
HPA24

Library Usage Report

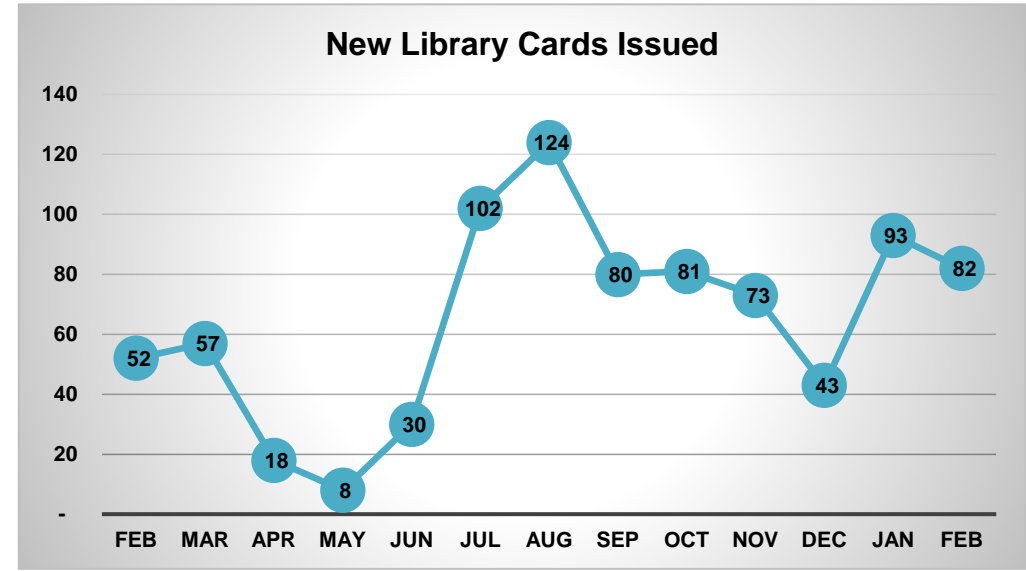
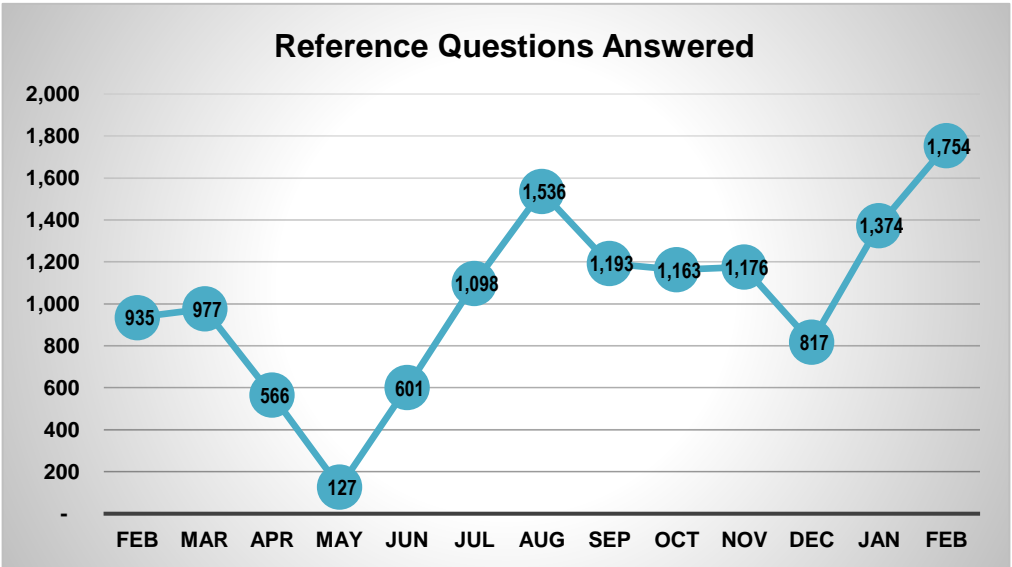
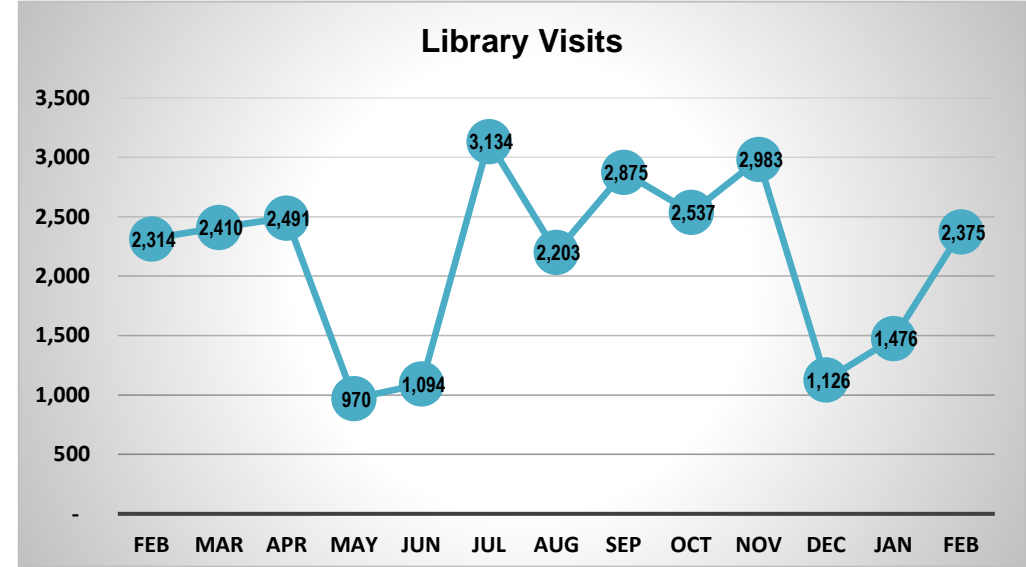
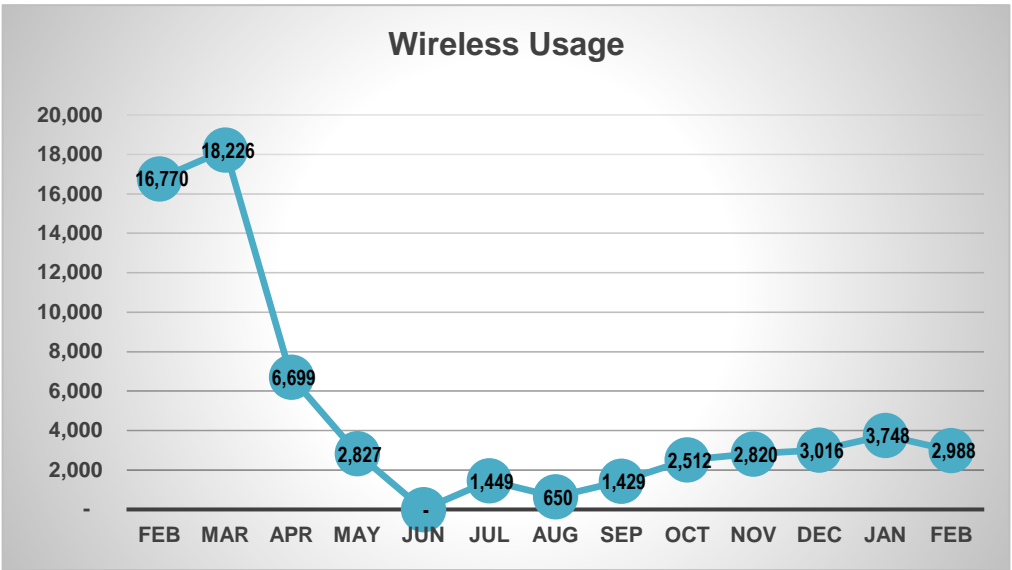
	2023											2024	
Operating Statistics	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB
Items circulated-Physical Materials (includes check out, check in, renewals, in-house)	3,701	4,740	2,753	1,390	1,148	2,952	5,315	4,650	4,866	4,348	3,399	5,750	6,186
Print	3,114	3,912	1,858	1,101	1,005	2,517	4,714	4,150	4,257	3,807	2,962	4,750	5,116
Audio	168	203	134	76	65	194	203	173	182	146	140	317	294
Video	419	625	203	86	78	241	398	327	427	395	297	683	776
Downloadable audio/ebook usage	934	944	928	971	1,084	1,108	1,153	1,119	1,140	1,183	1,093	1,271	3,093
Total Circulation Transactions	4,635	5,684	3,123	2,234	2,232	4,060	6,468	5,769	6,006	5,531	4,492	7,021	9,279
Downloadable checkouts as % of total checkouts	20.15%	16.61%	29.72%	43.46%	48.57%	27.29%	17.83%	19.40%	18.98%	21.39%	24.33%	18.10%	33.33%
In-House Use	257	260	150	7	25	296	296	486	551	362	301	355	501
Holds placed on items	36	94	17	2	4	21	32	58	44	34	26	38	50
Fines paid	\$ 429.06	\$ 545.49	\$ 532.41	\$ 30.99	\$ 89.45	\$ 174.22	\$ 355.37	\$ 335.09	\$ 354.15	\$521.77	\$268.85	\$708.08	\$774.30
Overdue notices sent	136	140	81	-	-	-	-	148	302	228	133	172	194
Items added	180	116	34	39	68	80	151	109	56	64	116	70	242
Items deleted	2,459	2,245	14,054	14,041	133	236	149	211	113	205	65	111	350
New library cards issued	52	57	18	8	30	102	124	80	81	73	43	93	82
Reference questions answered	935	977	566	127	601	1,098	1,536	1,193	1,163	1,176	817	1,374	1,754
Interlibrary Loan Borrow/Loan	21	34	-	-	-	-	6	7	11	11	3	18	17
Library visits	2,314	2,410	2,491	970	1,094	3,134	2,203	2,875	2,537	2,983	1,126	1,476	2,375
Youth programs attendance	103	182	70	-	846	343	32	192	226	300	72	69	174
Adult programs attendance	26	42	21	-	37	40	56	31	33	46	80	62	47
Driving Tests.org	1	-	-	-	-	-	-		1	-	-	1	
Computer usage	461	543	188	-	-	62	311	308	303	243	199	391	368
Wireless usage	16,770	18,226	6,699	2,827	-	1,449	650	1,429	2,512	2,820	3,016	3,748	2,988

Program Attendance		*Library closed -April 17 in preparation for move to Carnegie
Youth-Passive	68	Library opened June 12, 2023 at 502 N. Queen Street
Youth -Active	145	Library Grand Opening July 26-all services available
Total	213	Library Visit count: Carnegie 1669 and Mall 1465
Adult-Passive	0	
Adult Active	47	
Total	47	
Teen-Passive	0	
Teen Active	29	
Total	29	
Meeting Room Attendance	11	

2023-2024 USAGE REPORT



LIBRARY Closed April 17, 2023-to move to Carnegie  
LIBRARY Opened June 12, 2023 at 502 Carnegie  
LIBRARY Grand Opening July 26 -all services available





City of Palestine, TX

# Budget Report Account Summary

For Fiscal: 2023-2024 Period Ending: 02/29/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 010 - GENERAL FUND</b>							
<b>Expense</b>							
<b>Group: 510 - Personnel</b>							
<a href="#">010-620-51010</a>	SALARIES & WAGES	287,148.01	287,148.01	21,324.98	107,373.03	179,774.98	62.61 %
<a href="#">010-620-51020</a>	OVERTIME	4,500.00	4,500.00	295.32	806.03	3,693.97	82.09 %
<a href="#">010-620-51030</a>	LONGEVITY	4,896.00	4,896.00	390.00	1,732.28	3,163.72	64.62 %
<a href="#">010-620-51031</a>	CERTIFICATION PAY	4,800.00	4,800.00	400.00	1,814.28	2,985.72	62.20 %
<a href="#">010-620-51036</a>	CELL PHONE ALLOWANCE	0.00	0.00	0.00	0.00	0.00	0.00 %
<a href="#">010-620-51040</a>	SOCIAL SECURITY	23,052.82	23,052.82	1,668.19	8,328.68	14,724.14	63.87 %
<a href="#">010-620-51050</a>	HEALTH INSURANCE	49,493.82	49,493.82	3,260.16	19,406.34	30,087.48	60.79 %
<a href="#">010-620-51061</a>	WORKER'S COMPENSATION	3,037.68	3,037.68	123.27	614.50	2,423.18	79.77 %
<a href="#">010-620-51070</a>	RETIREMENT	39,838.12	39,838.12	3,084.22	15,219.20	24,618.92	61.80 %
<b>Group: 510 - Personnel Total:</b>		<b>416,766.45</b>	<b>416,766.45</b>	<b>30,546.14</b>	<b>155,294.34</b>	<b>261,472.11</b>	<b>62.74 %</b>
<b>Group: 520 - Supplies &amp; Materials</b>							
<a href="#">010-620-52010</a>	OFFICE SUPPLIES/EQUIPMENT	9,700.00	9,700.00	1,170.18	2,682.77	7,017.23	72.34 %
<a href="#">010-620-52020</a>	POSTAGE	2,000.00	2,000.00	0.00	0.00	2,000.00	100.00 %
<a href="#">010-620-52030</a>	JANITORIAL SUPPLIES	1,000.00	1,000.00	20.37	63.24	936.76	93.68 %
<a href="#">010-620-52040</a>	UNIFORMS/APPAREL	500.00	500.00	0.00	375.32	124.68	24.94 %
<a href="#">010-620-52060</a>	PUBLICATIONS	0.00	0.00	0.00	0.00	0.00	0.00 %
<a href="#">010-620-52080</a>	SMALL TOOLS/EQUIPMENT	2,000.00	2,000.00	1,825.46	2,084.67	-84.67	-4.23 %
<a href="#">010-620-52091</a>	FURNITURE & OFFICE EQUIPMENT	4,000.00	4,000.00	0.00	0.00	4,000.00	100.00 %
<a href="#">010-620-52092</a>	COMPUTER EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00 %
<a href="#">010-620-52201</a>	READING PROGRAM	4,000.00	4,000.00	0.00	1,978.17	2,021.83	50.55 %
<b>Group: 520 - Supplies &amp; Materials Total:</b>		<b>23,200.00</b>	<b>23,200.00</b>	<b>3,016.01</b>	<b>7,184.17</b>	<b>16,015.83</b>	<b>69.03 %</b>
<b>Group: 530 - Professional/Contractual Services</b>							
<a href="#">010-620-53030</a>	PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00 %
<a href="#">010-620-53041</a>	CITY ISSUED CELL PHONES	650.00	650.00	40.22	201.07	448.93	69.07 %
<a href="#">010-620-53090</a>	IT SUPPORT	4,300.00	4,300.00	304.50	1,522.50	2,777.50	64.59 %
<a href="#">010-620-53095</a>	SOFTWARE MAINTENANCE	50,680.00	50,680.00	14,020.35	20,065.73	30,614.27	60.41 %
<a href="#">010-620-53311</a>	PRINTER/COPIER LEASE	6,720.00	6,720.00	527.84	1,532.45	5,187.55	77.20 %
<a href="#">010-620-53509</a>	MEMBERSHIPS & SUBSCRIPTIONS	18,000.00	18,000.00	684.00	9,599.48	8,400.52	46.67 %
<a href="#">010-620-53510</a>	TRAVEL AND TRAINING	5,000.00	5,000.00	0.00	538.40	4,461.60	89.23 %
<a href="#">010-620-53511</a>	ADVERTISING	500.00	500.00	55.38	138.26	361.74	72.35 %
<a href="#">010-620-53512</a>	PRINTING SERVICES	2,000.00	2,000.00	0.00	0.00	2,000.00	100.00 %
<a href="#">010-620-53513</a>	MERCHANT CR CRD PROCESSING	1,500.00	1,500.00	50.29	92.70	1,407.30	93.82 %
<a href="#">010-620-53515</a>	INSURANCE AND BONDS	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
<a href="#">010-620-53517</a>	CONTRACTUAL SERVICES	56,100.00	56,100.00	4,144.92	20,388.27	35,711.73	63.66 %
<a href="#">010-620-53520</a>	JANITORIAL SERVICES	15,600.00	15,600.00	1,300.00	5,200.00	10,400.00	66.67 %
<b>Group: 530 - Professional/Contractual Services Total:</b>		<b>162,050.00</b>	<b>162,050.00</b>	<b>21,127.50</b>	<b>59,278.86</b>	<b>102,771.14</b>	<b>63.42 %</b>
<b>Group: 540 - Maintenance &amp; Repairs</b>							
<a href="#">010-620-54010</a>	BLDG/STRUCTURE/GRNDS MAINTENANCE	0.00	0.00	0.00	5,005.00	-5,005.00	0.00 %
<a href="#">010-620-54110</a>	MOTOR VEHICLE REPAIRS	0.00	0.00	0.00	0.00	0.00	0.00 %
<a href="#">010-620-54120</a>	EQUIPMENT REPAIR/MAINT EXP	520.00	520.00	0.00	0.00	520.00	100.00 %
<b>Group: 540 - Maintenance &amp; Repairs Total:</b>		<b>520.00</b>	<b>520.00</b>	<b>0.00</b>	<b>5,005.00</b>	<b>-4,485.00</b>	<b>-862.50 %</b>
<b>Group: 545 - Utilities</b>							
<a href="#">010-620-54500</a>	UTILITIES - ELECTRIC	16,000.00	16,000.00	138.50	650.21	15,349.79	95.94 %
<a href="#">010-620-54501</a>	UTILITIES - WATER/SEWER	3,000.00	3,000.00	0.00	424.40	2,575.60	85.85 %
<a href="#">010-620-54502</a>	UTILITIES - GAS	2,000.00	2,000.00	311.68	395.39	1,604.61	80.23 %
<a href="#">010-620-54503</a>	PHONES/INTERNET	10,000.00	10,000.00	2,906.78	7,893.59	2,106.41	21.06 %
<b>Group: 545 - Utilities Total:</b>		<b>31,000.00</b>	<b>31,000.00</b>	<b>3,356.96</b>	<b>9,363.59</b>	<b>21,636.41</b>	<b>69.79 %</b>

Budget Report

For Fiscal: 2023-2024 Period Ending: 02/29/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Group: 570 - Debt Service</b>							
<a href="#">010-620-57020</a>	BUILDINGS	0.00	0.00	0.00	0.00	0.00	0.00 %
	<b>Group: 570 - Debt Service Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>
<b>Group: 580 - Capital Outlay</b>							
<a href="#">010-620-58070</a>	LIBRARY BOOKS	50,000.00	50,000.00	5,798.37	17,819.14	32,180.86	64.36 %
	<b>Group: 580 - Capital Outlay Total:</b>	<b>50,000.00</b>	<b>50,000.00</b>	<b>5,798.37</b>	<b>17,819.14</b>	<b>32,180.86</b>	<b>64.36%</b>
<b>Group: 590 - Interfund Activity</b>							
<a href="#">010-620-59570</a>	TRANSFER TO FLEET FUND	0.00	0.00	0.00	0.00	0.00	0.00 %
	<b>Group: 590 - Interfund Activity Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>
	<b>Expense Total:</b>	<b>683,536.45</b>	<b>683,536.45</b>	<b>63,844.98</b>	<b>253,945.10</b>	<b>429,591.35</b>	<b>62.85%</b>
	<b>Fund: 010 - GENERAL FUND Total:</b>	<b>683,536.45</b>	<b>683,536.45</b>	<b>63,844.98</b>	<b>253,945.10</b>	<b>429,591.35</b>	<b>62.85%</b>
	<b>Report Total:</b>	<b>683,536.45</b>	<b>683,536.45</b>	<b>63,844.98</b>	<b>253,945.10</b>	<b>429,591.35</b>	<b>62.85%</b>

Group Summary

Grou...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance	Percent
					Favorable (Unfavorable)	
Fund: 010 - GENERAL FUND						
Expense						
510 - Personnel	416,766.45	416,766.45	30,546.14	155,294.34	261,472.11	62.74%
520 - Supplies & Materials	23,200.00	23,200.00	3,016.01	7,184.17	16,015.83	69.03%
530 - Professional/Contractual Services	162,050.00	162,050.00	21,127.50	59,278.86	102,771.14	63.42%
540 - Maintenance & Repairs	520.00	520.00	0.00	5,005.00	-4,485.00	-862.50%
545 - Utilities	31,000.00	31,000.00	3,356.96	9,363.59	21,636.41	69.79%
570 - Debt Service	0.00	0.00	0.00	0.00	0.00	0.00%
580 - Capital Outlay	50,000.00	50,000.00	5,798.37	17,819.14	32,180.86	64.36%
590 - Interfund Activity	0.00	0.00	0.00	0.00	0.00	0.00%
Expense Total:	683,536.45	683,536.45	63,844.98	253,945.10	429,591.35	62.85%
Fund: 010 - GENERAL FUND Total:	683,536.45	683,536.45	63,844.98	253,945.10	429,591.35	62.85%
Report Total:	683,536.45	683,536.45	63,844.98	253,945.10	429,591.35	62.85%



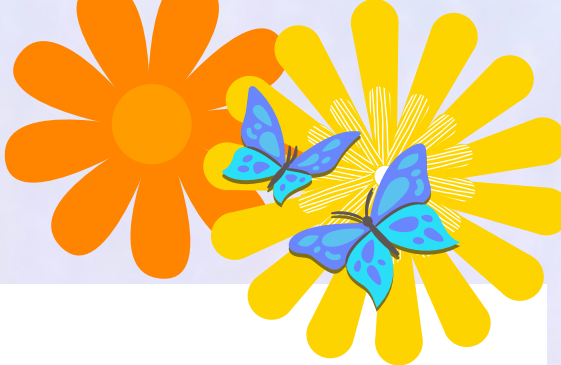
Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance	Percent Remaining
					Favorable (Unfavorable)	
010 - GENERAL FUND	683,536.45	683,536.45	63,844.98	253,945.10	429,591.35	62.85%
Report Total:	683,536.45	683,536.45	63,844.98	253,945.10	429,591.35	62.85%



# 2024 MARCH EVENTS

502 N. Queen St.  
Palestine, TX 75801  
903-729-4121



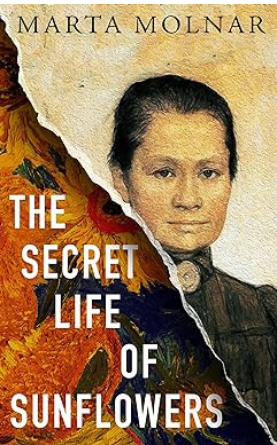
SUNDAY Closed	MONDAY 10-6	TUESDAY 10-6	WEDNESDAY 10-6	THURSDAY 10-7	FRIDAY 10-6	SATURDAY 10-1
					1 10-11 Open Lab	2 11-12-Coding Hour 10-Tai Chi*
3	4 4:30 Lego Meet Up	5 10-Stitched W Love Redlands Annex	6 10:30 Storytime	7 5:30-7 Teen Night Game Night	8 10-11 Open Lab	9 10-Tai Chi*
10  Spring Forward	11 4:30 Chess Meet Up	12 10-Stitched W Love Redlands Annex	13 10:30 Storytime	14 5:30-7 Teen Night D&D	15 10-11 Open Lab	16 11-12-Coding Hour 10-Tai Chi *
17	18	19  10-Stitched W Love Redlands Annex	20 10:30 Storytime 4:15 Advanced Crochet for kids	21 5:30-6:30 Teen Night Art Journaling	22 10-11 Open Lab	23 10-Tai Chi*
<div>Advanced Crochet for Kids Wednesday 4:15pm March 20-April 24 Pre-requisite: must be able to chain All materials will be provided Limited space: Call to pre-register</div>		26 10-Stitched W Love Redlands Annex	27 10:30 Storytime 4:15 Advanced Crochet for kids	28 5:30-7 Teen Night D&D  6-Book Discussion	29 Library Closed	31 Library Closed

Coding Hour-Ages 7-12  
Informational and Sign up Session-  
Find out all about coding on Fiero.  
<https://app.fierocode.com/sign-in>

Teen Night is held in the Redlands  
Annex-315 W. Oak St.

\*Tai Chi is held every Saturday at  
10 AM  
in a temporary Winter location  
at Muscle Madness Gym at 99  
Chestnut Dr. Palestine, TX.

Book  
Discussion  
March  
Selection:  
The Secret Life  
of Flowers  
by Marta  
Molnar



# **Palestine Public Library**

## **hoopla Digital Annual Review**

Report Generated:  
February 9, 2024

# Your hoopla Ranking

Over the past 12 months, your library ranked:

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## New patrons:

**#1,943** Globally  
**#1,769** in the United States  
**#66** in Texas

## Patrons borrowing:

**#2,145** Globally  
**#1,974** in the United States  
**#67** in Texas

## Number of borrows:

**#1,793** Globally  
**#1,660** in the United States  
**#59** in Texas

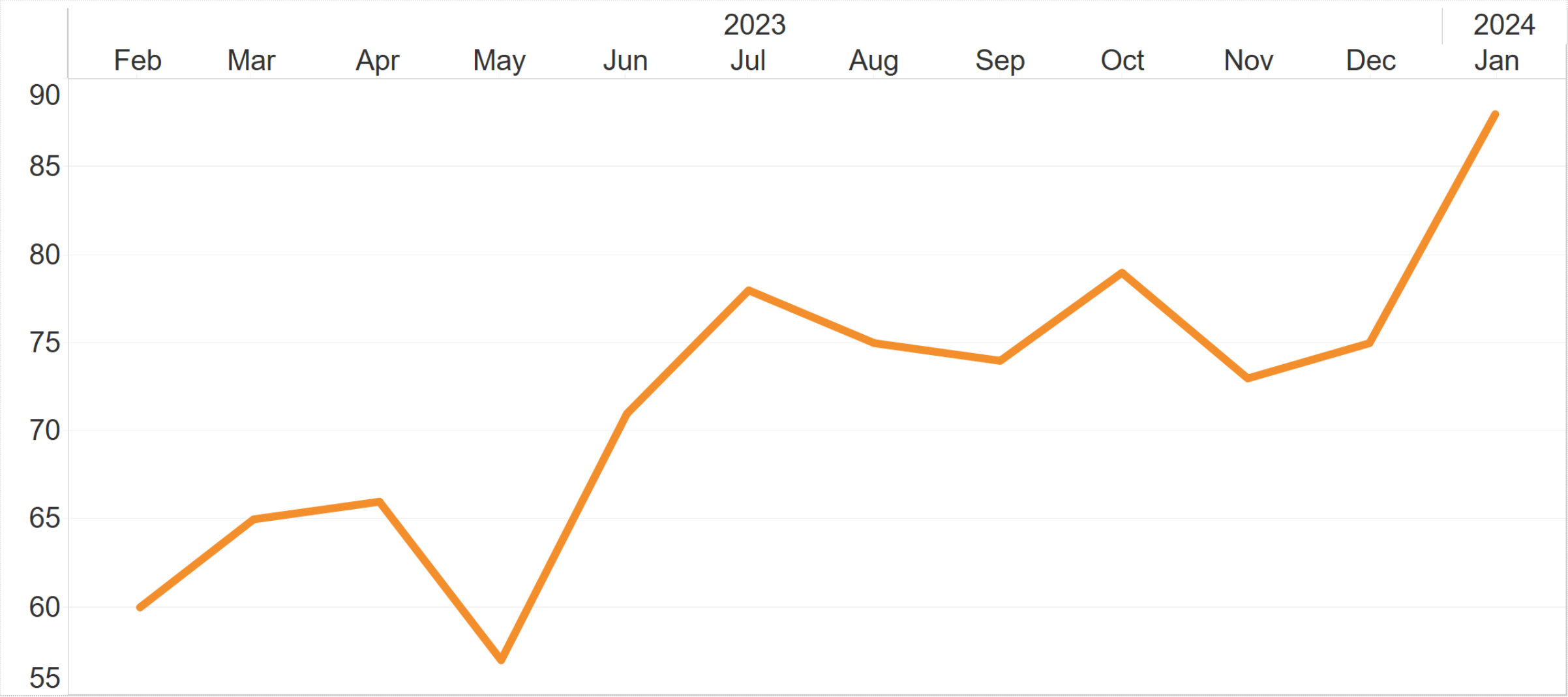
\*This ranking includes both Flex and Instant circulations

# hoopla Snapshot

4,945 Unique Titles Circled Since Launch in 2021

	12 - 24 Months	Last 12 Months	% Change	Since Launch
New Patrons Registered	119	124	+4.2%	355
Unique Patrons Served	133	187	+40.6%	275
Total Instant Spend	\$3,968	\$7,361	+85.5%	\$12,469
Average Instant Circ Price	\$1.88	\$1.91	+1.8%	\$1.85
Average Spend Per Patron	\$30.29	\$39.58	+30.7%	Not Applicable
Total Circulations	2,202	3,971	+80.3%	6,977

# Patrons Served - Last 12 Months



# Your Library Settings

## Instant

**Instant Circ Limit: 10**

Format	Offered	Max Circ Price
audiobook	Yes	\$2.84
BingePass	Yes	\$3.99
comic	Yes	\$2.99
eBook	Yes	\$2.99
movie	Yes	\$2.99
music	Yes	\$2.99
television	Yes	\$2.99

## Flex

**Flex Enabled: Yes**

**Flex Circ Limit: 10**

**Flex Hold Enabled: Yes**

**Max Flex Holds: 5**

**Flex Title Requests Enabled: Yes**

**Flex Title Request Limit: 5**

**Instant Hold Fulfillment Enabled: Yes**

**Instant Hold Fulfillment: 5**

## Consortium

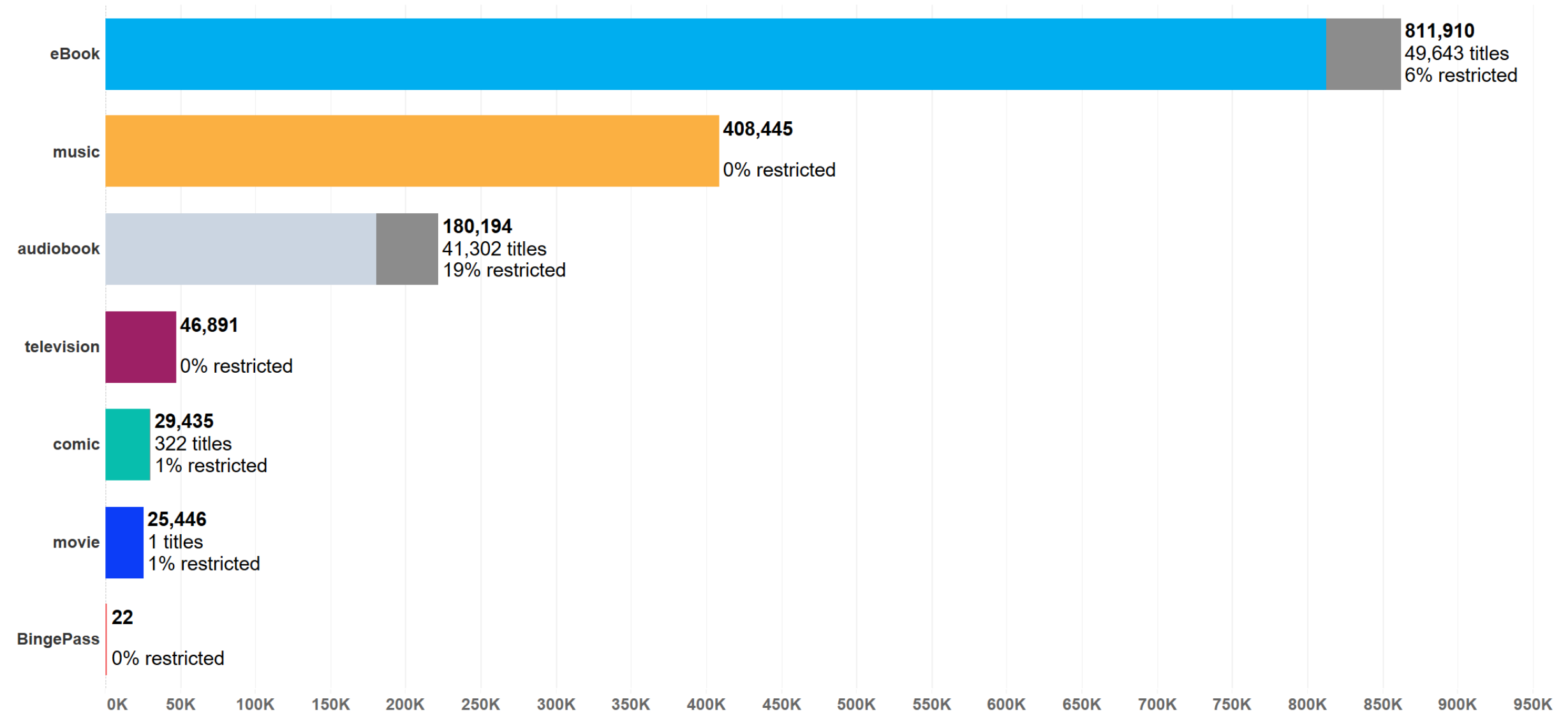
hoopla Digital now provides an enhanced consortium experience.

Consortium Libraries turn to hoopla when...

- Tired of paying a platform fee for just hosting content
- Better insight for member libraries of what is offered by the consortium
- Enhanced offering to provide the best ROI on consortium and member funds
- Best-in-class consortium and member library dashboard where you will find real time patron and content analytics and metrics

# Your Library's hoopla Instant Collection

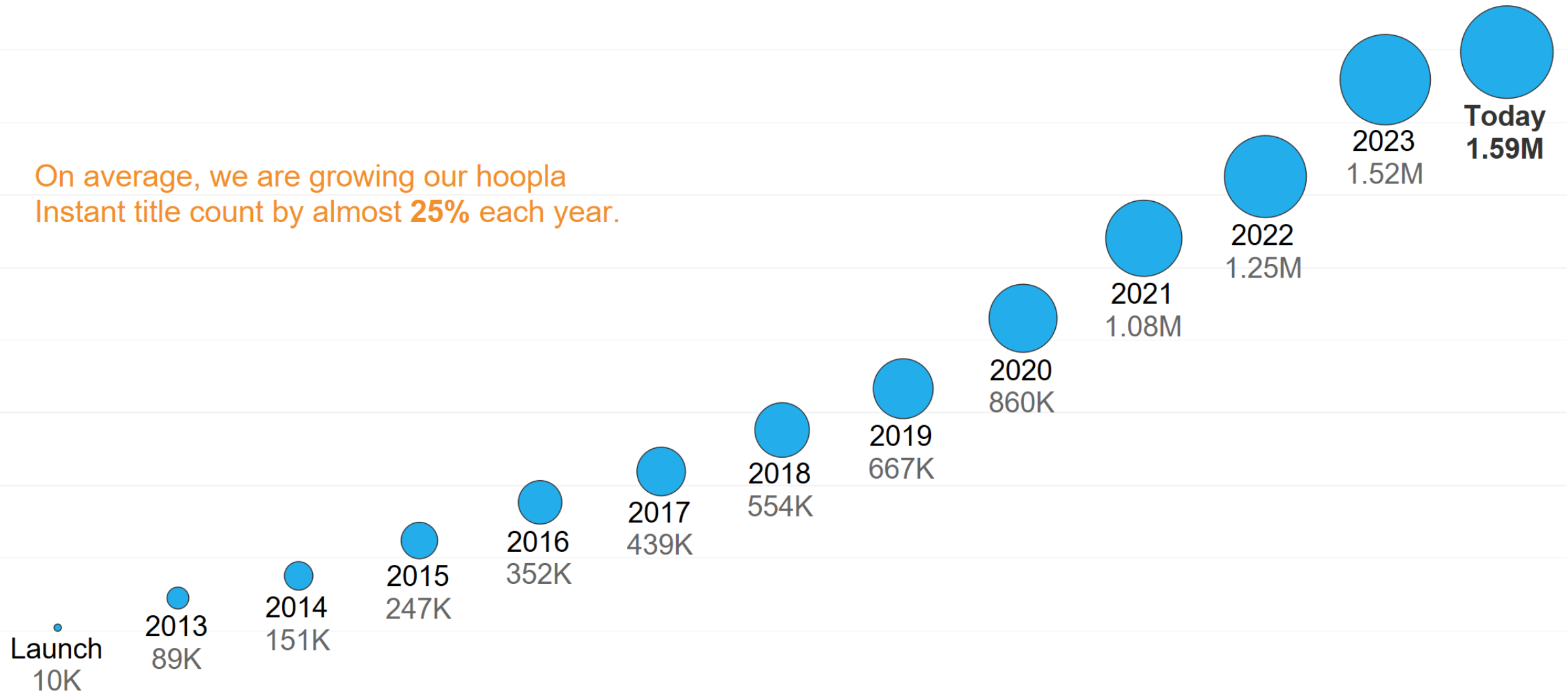
Total hoopla instant collection: 1,593,611  
Content available to your patrons: 1,502,343 (94%)  
Content restricted to your patrons: 91,268 (6%)





# Growing Your Instant Title Collection

On average, we are growing our hoopla  
Instant title count by almost **25%** each year.



# Your BingePass Counts

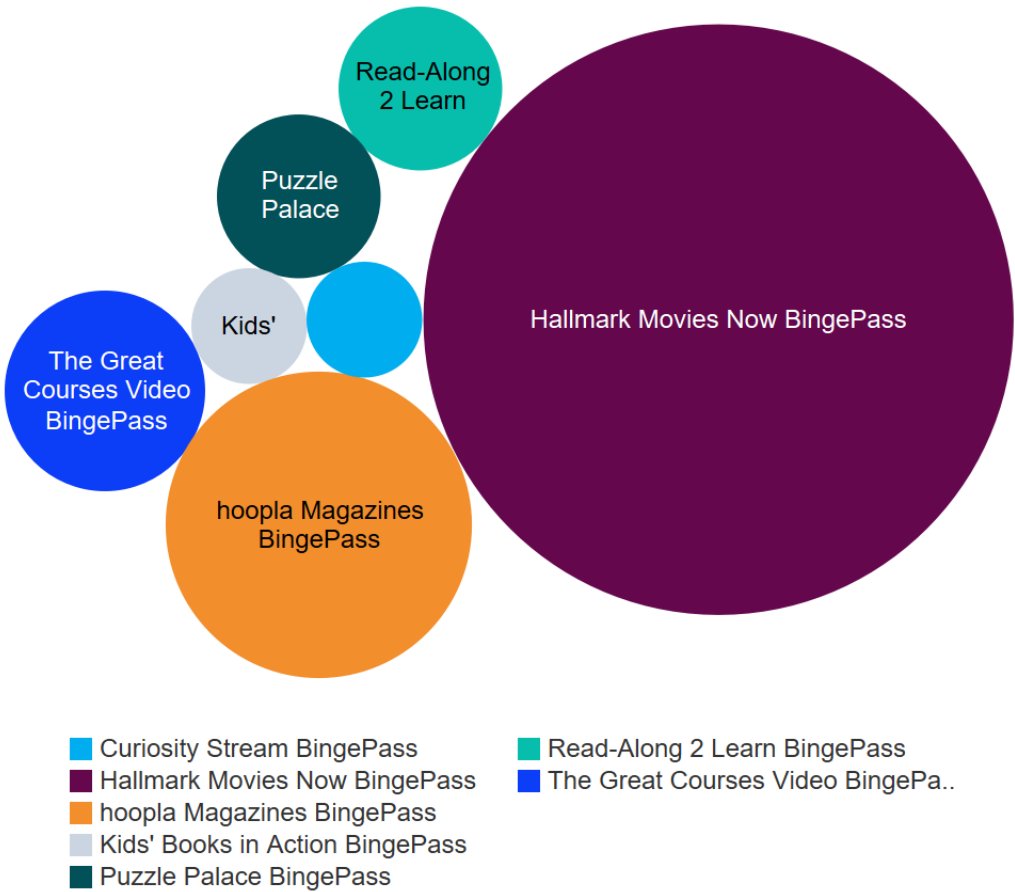
## Top BingePasses by Borrows

	Borrows	Circulations	Avg. Cost
Hallmark Movies Now BingePass	26	200	\$0.39
hoopla Magazines BingePass	7	11	\$1.90
The Great Courses Video BingePass	3	1	\$2.99
Puzzle Palace BingePass	2	2	\$1.99
Read-Along 2 Learn BingePass	2	1	\$1.99
Curiosity Stream BingePass	1	n/a	\$2.99
Kids' Books in Action BingePass	1	n/a	\$2.49
Total	42	215	\$0.55

hoopla BingePasses available: 22

All BingePass circulations in last 12 months: 216

Average Cost per Circulations: \$0.58



# Your API and MARC

Date API Added:

First API Borrow:

Most Recent API Borrow:

All-Time Patrons with multiple API Borrows: 0

ILS Company	ILS System	OPAC	Discovery API	hoopla API enabled	hoopla MARC Formats	MARC Load Profile	API Circs
Tlc (The Library Corporation)	Library.Solution	Ls2pac	-	No	-	-	0

## 2022 Publishing Trends

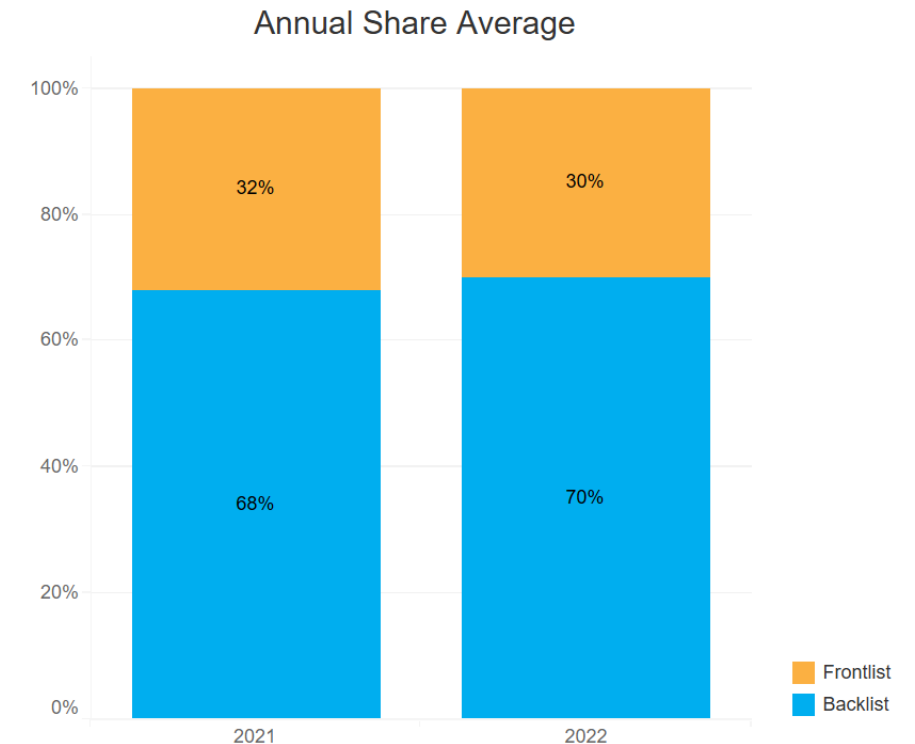
94% of API borrows on hoopla are for a publishing format

- 57% are eBooks
- 37% are audiobooks

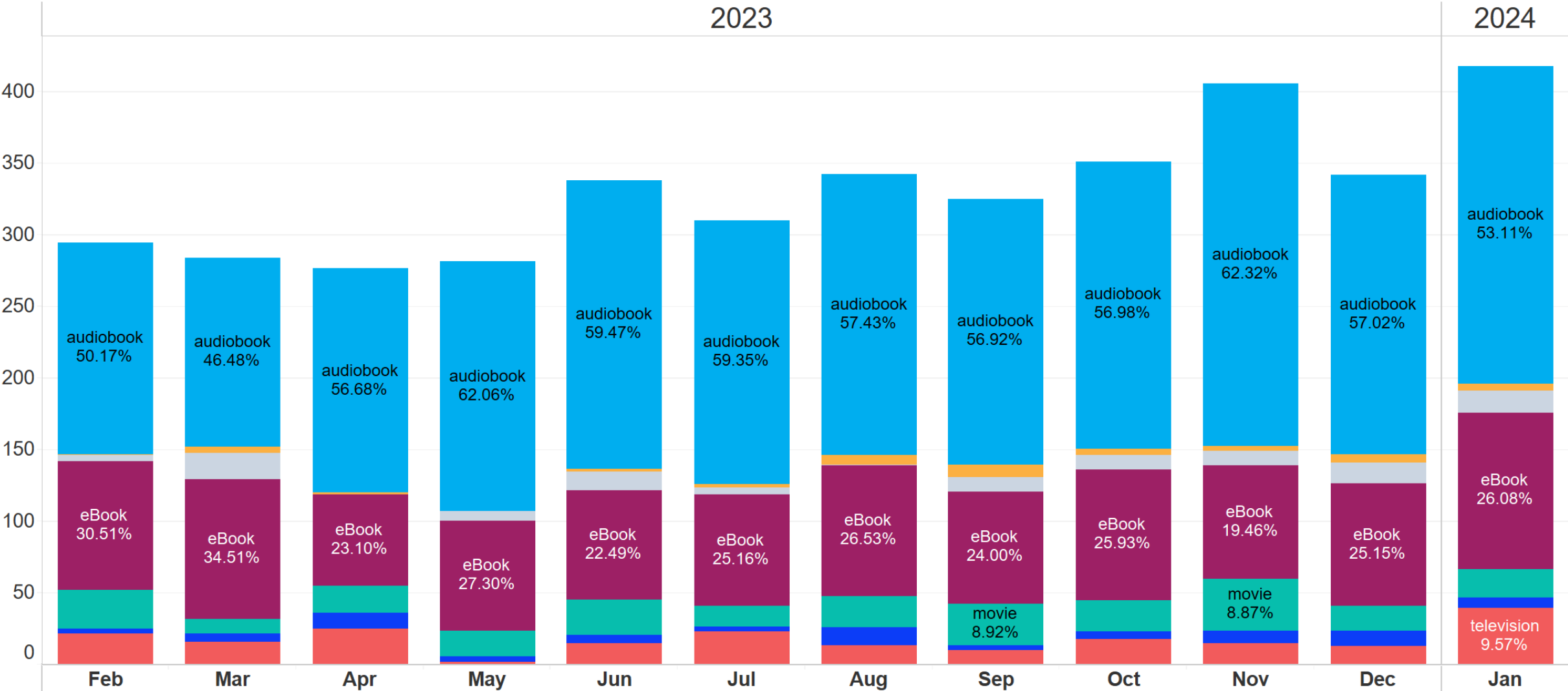
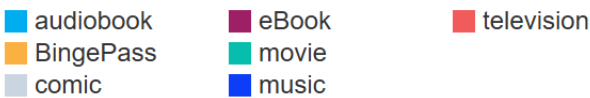
70% of retail sales and 60% of Amazon sales for print are for back catalog titles (*source: NPD*)

## Value of Offering MARC Records

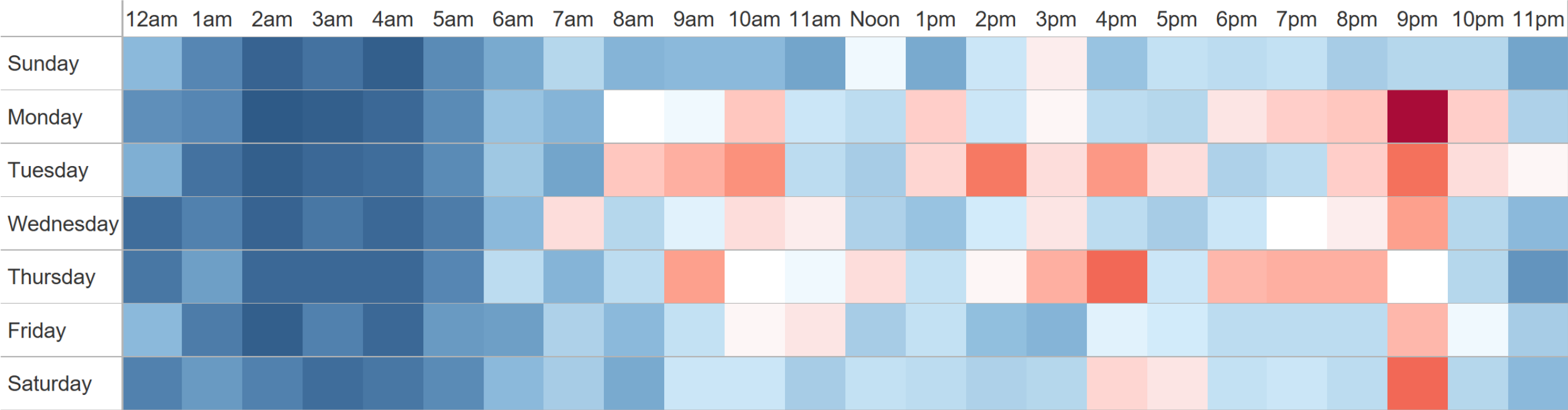
- Brings community awareness of your services and collections
- Retains current library patrons as well as encourages new patron signups
- Eliminates the library purchasing duplicate content



# Monthly Borrows by Format



# Meeting Patrons Where They Are At



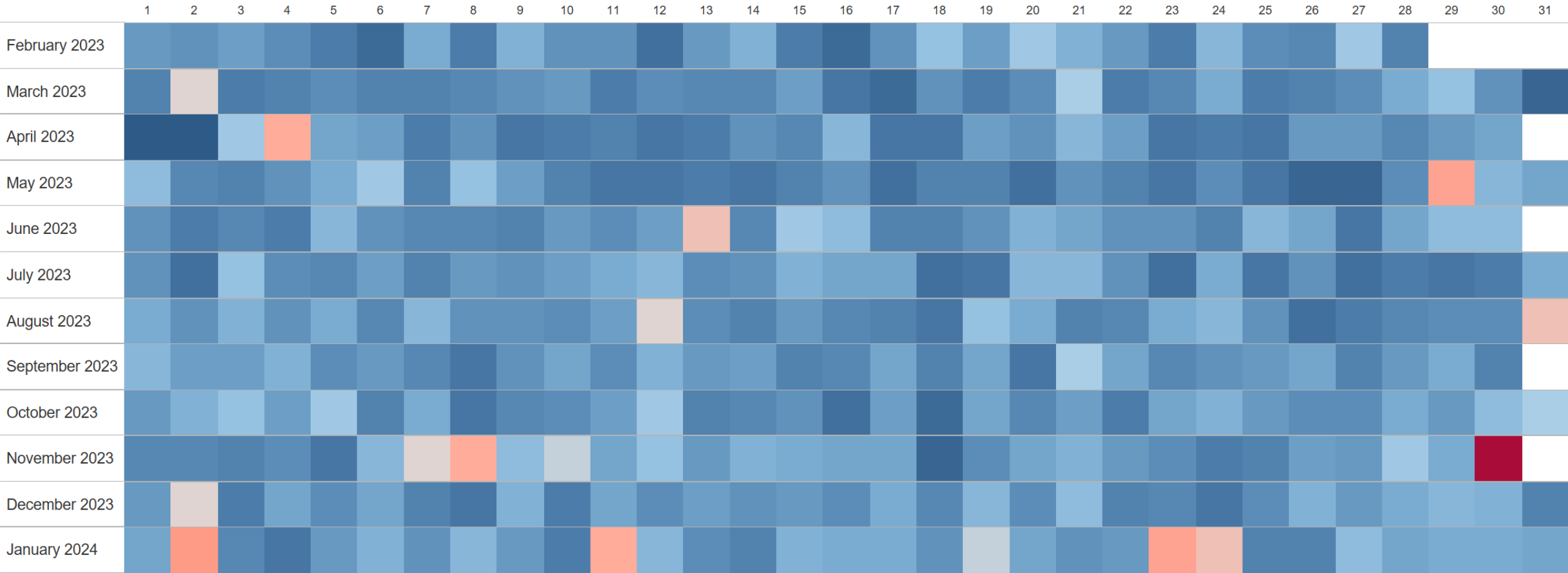
Most popular time to borrow:  
9 PM on Monday

Library Hours:

Borrow by days of the week & hour



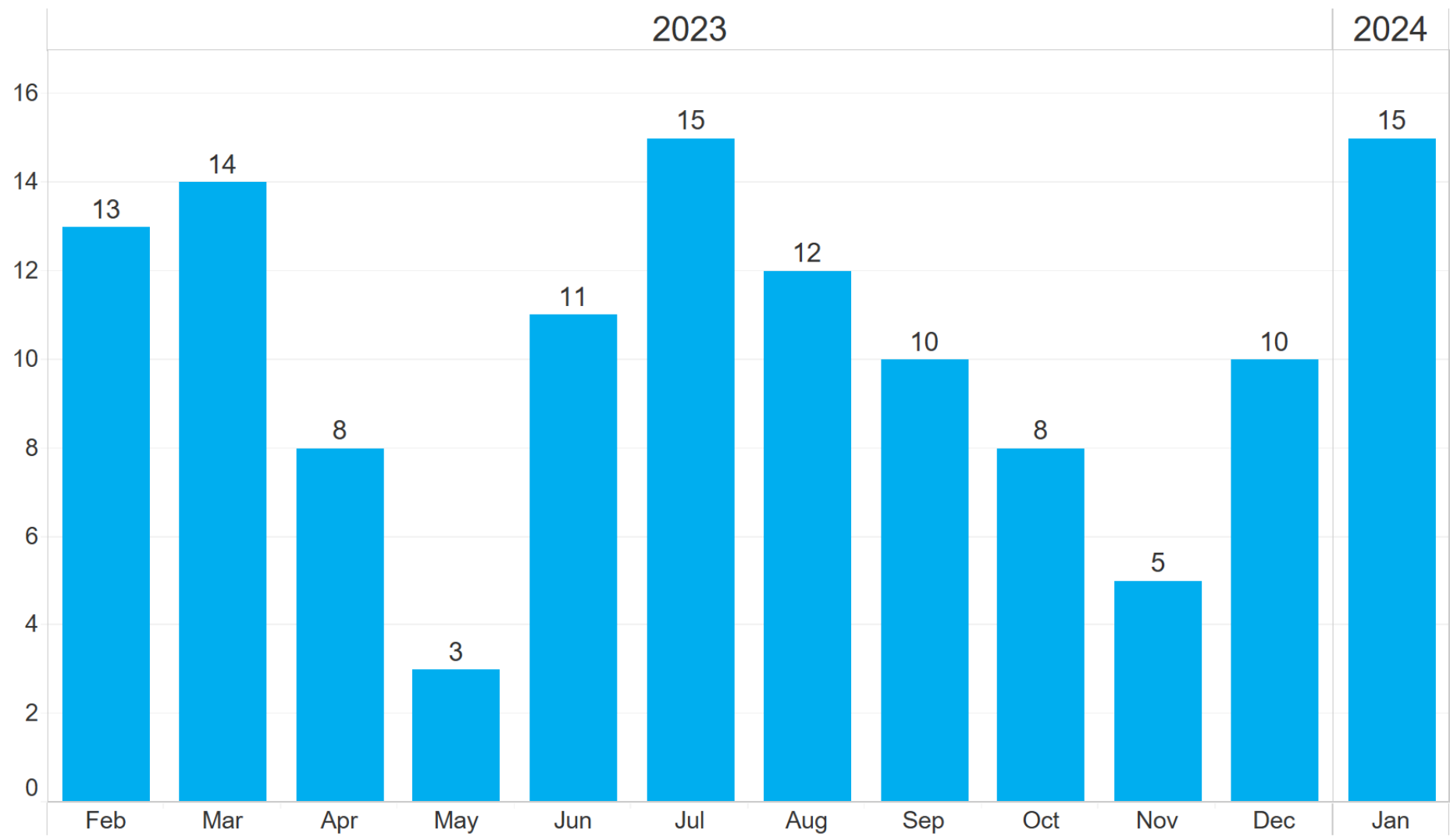
# Meeting Patrons Where They Are At



Borrow by month & day



# New Patrons Registered Monthly



**355**  
patrons registered  
since launch

**124**  
patrons registered in  
the last 12 months

# Circs by Device

iOS

51.0% of all circs

Top Format per Device:

**Audiobook 61.9%**

Android

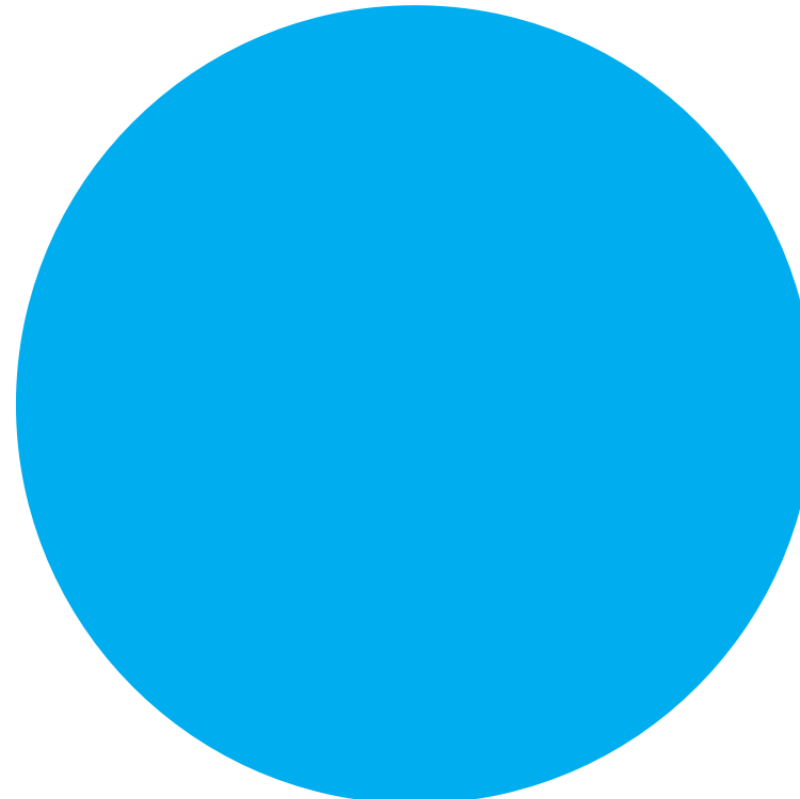
44.8% of all circs

Top Format per Device:

**Audiobook 53.3%**



# Circs by Streaming Device



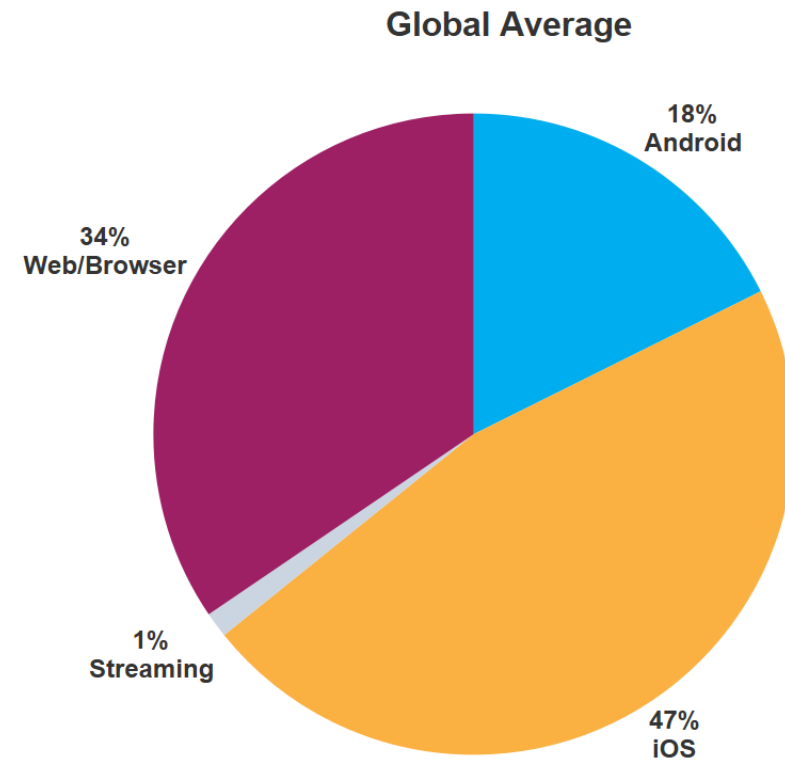
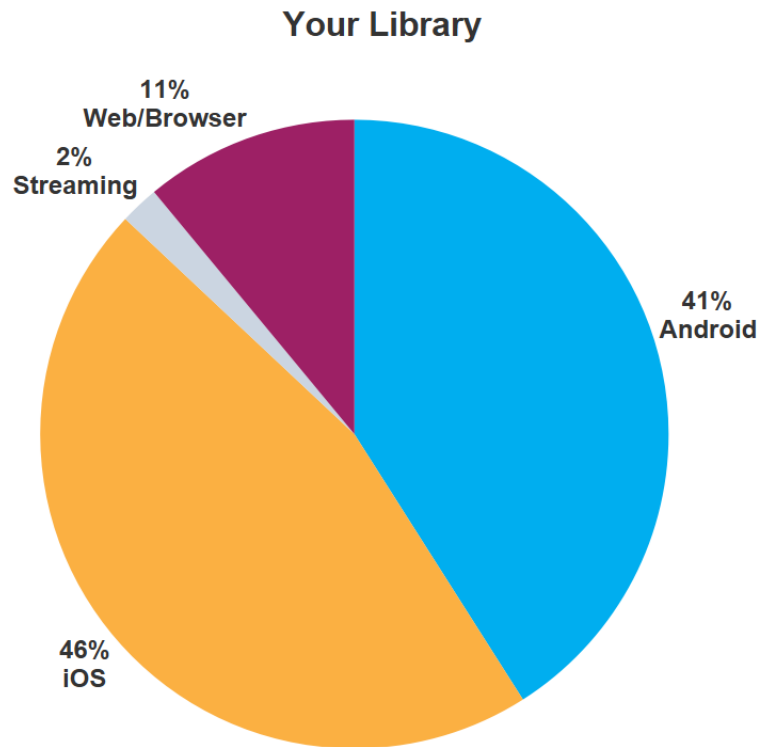
Roku  
43 circs  
100%

Video circs total: 472

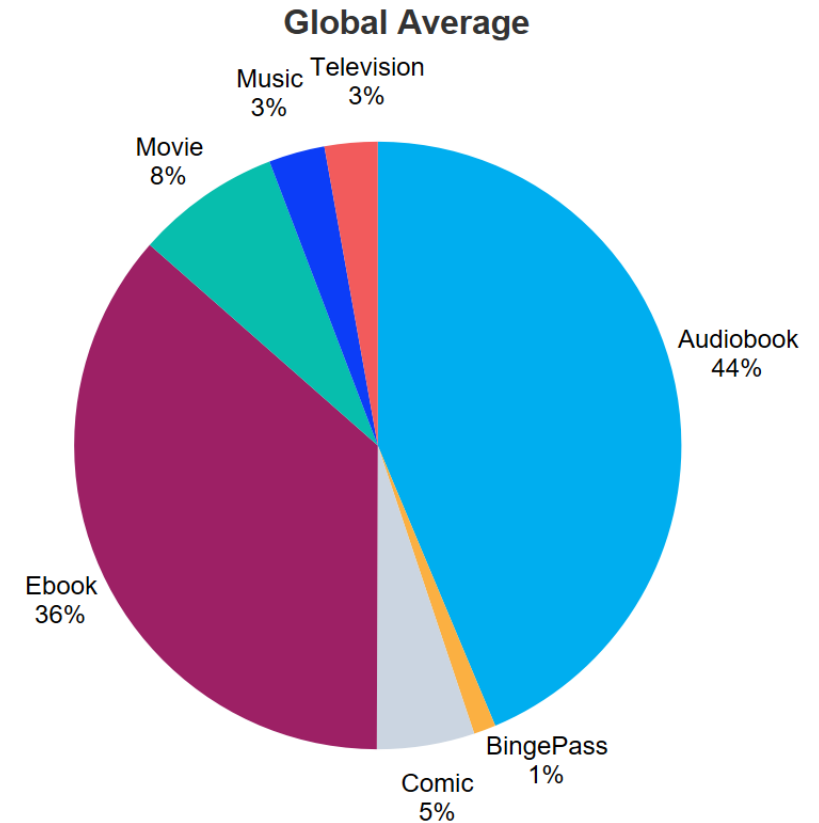
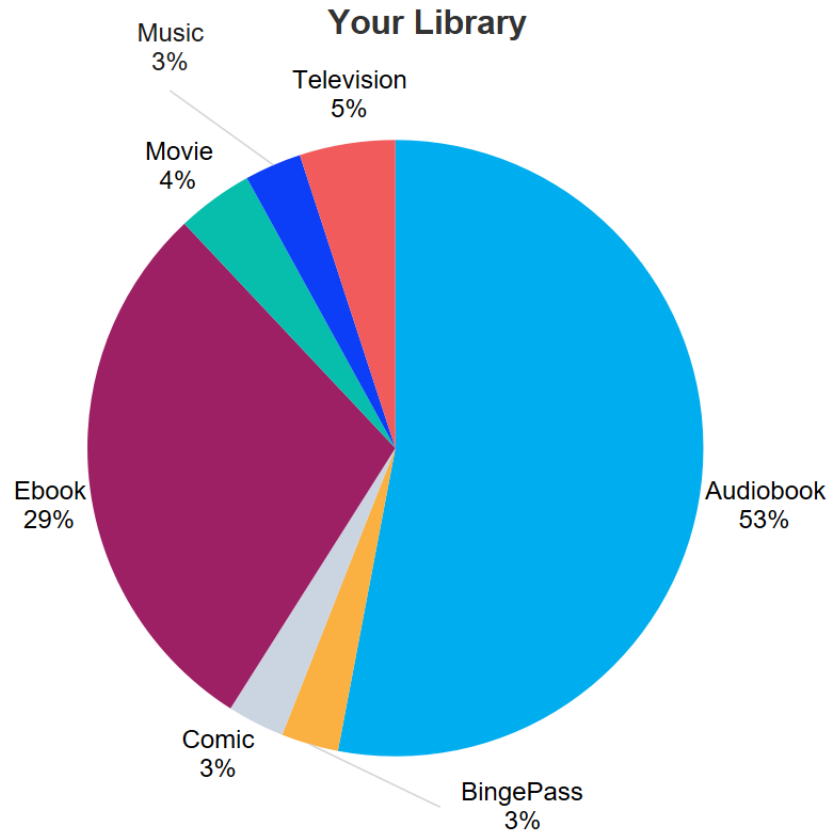
Video circs borrowed via a  
streaming device: 42

Audiobook and music  
circs borrowed via a  
streaming device: 1

# First Borrow by Device

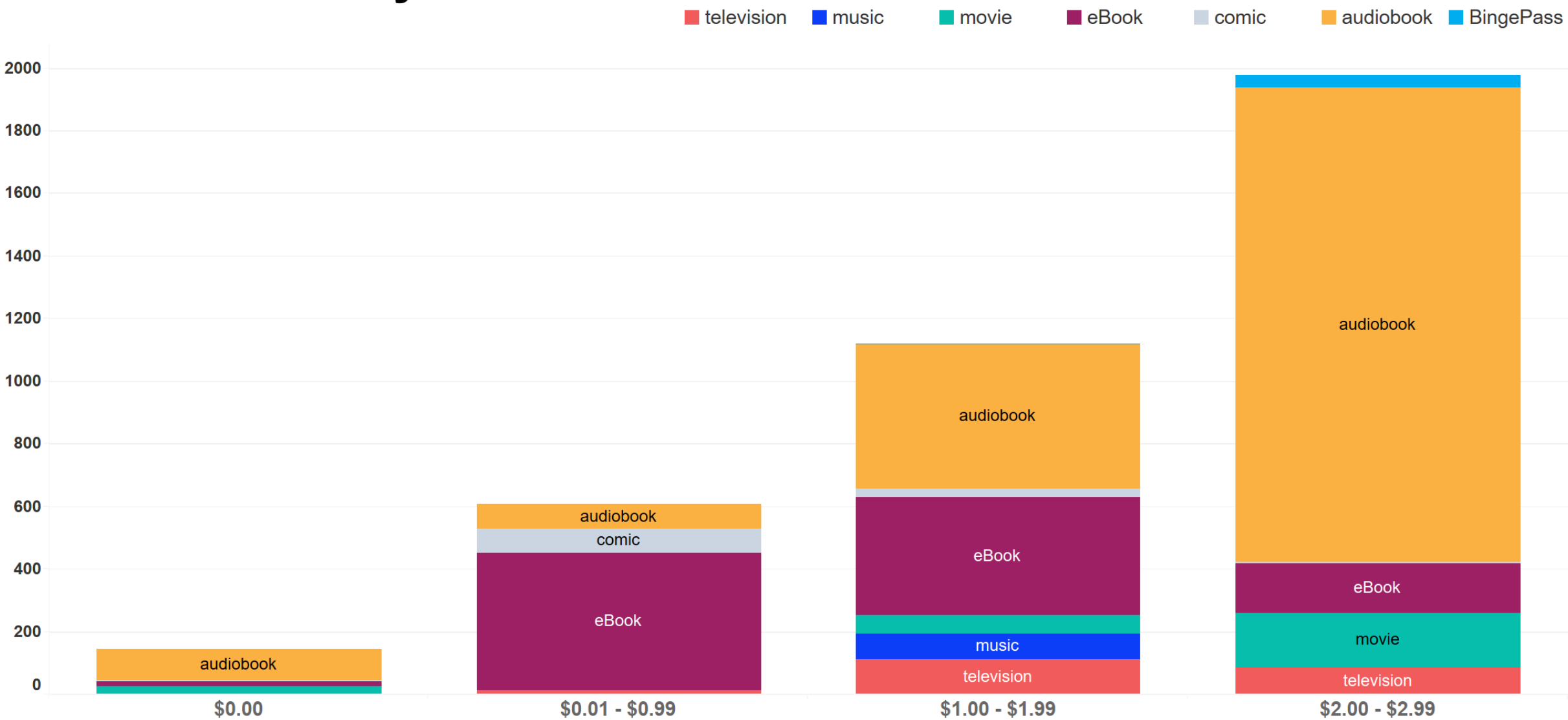


# First Borrowed Format by Patron



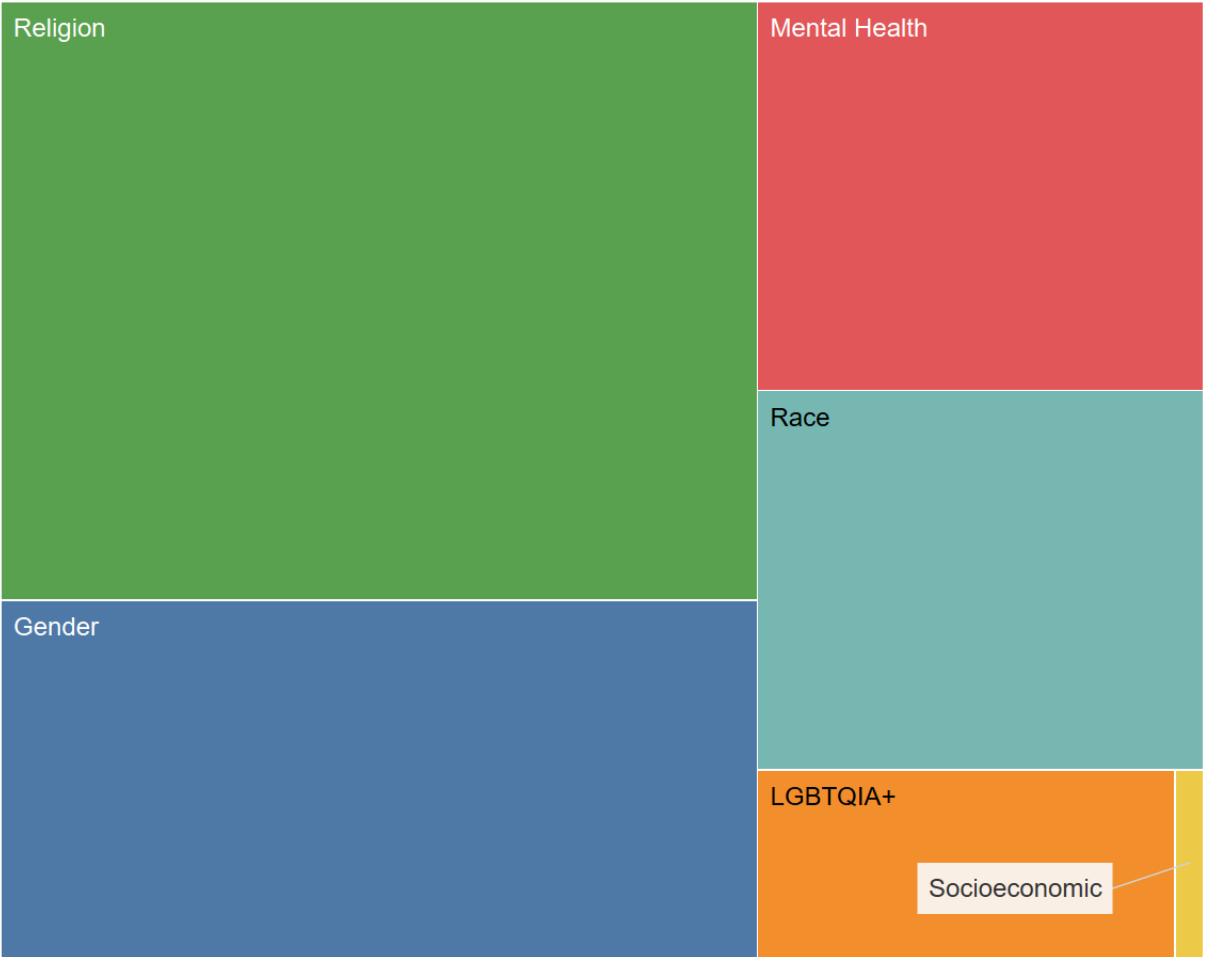
# Instant Circs by Price Tier

Library's overall last 12-month average Instant circ price: **\$1.91**



# hoopla Instant Diversity

Diversity Category	Diversity Subcategory	# of Titles	# of Circs	# of Patrons
Gender	Women	53,470	243	61
LGBTQIA+	LGBTQIA+	15,587	7	3
Mental Health	Addiction	1,750	2	2
	Autism	405	1	1
	Bullying	1,603	6	5
	Depression	1,440	2	1
	Eating Disorders	440	0	0
	Mental Health	29,640	38	20
	Suicide	287	0	0
Race	Asian	7,316	10	7
	Black	15,342	5	5
	First Nation	3,742	7	4
	Latinx	7,509	8	4
	Race	9	0	0
Religion	Buddhism	1,501	0	0
	Christianity	81,312	612	55
	Hinduism	505	0	0
	Islam	1,695	0	0
	Judaism	4,736	3	3
Socioeconomic	Poverty	1,069	4	3
Total		214,623	914	100



# hoopla Instant World Languages

## 115 Languages Available

	# of World Language Titles Available	# of Circs	# Unique Titles Circled	# of Unique Patrons
audiobook	16,991	7	7	7
BingePass	1	0	0	0
comic	340	0	0	0
eBook	106,472	1	1	1
movie	3,147	12	11	5
music	85,777	1	1	1
television	3,482	0	0	0
<b>Grand Total</b>	<b>216,210</b>	<b>21</b>	<b>20</b>	<b>14</b>

## Top 5 Non-English Languages

### Spanish

# of Circs: 5  
Unique Titles Circled: 5  
Total Cost: \$8  
Top Circulating Format: Audiobook

### French

# of Circs: 3  
Unique Titles Circled: 3  
Total Cost: \$5  
Top Circulating Format: Movie

### Swedish

# of Circs: 2  
Unique Titles Circled: 2  
Total Cost: \$4  
Top Circulating Format: Movie

### Mandarin

# of Circs: 3  
Unique Titles Circled: 2  
Total Cost: \$7  
Top Circulating Format: Movie

### Norwegian

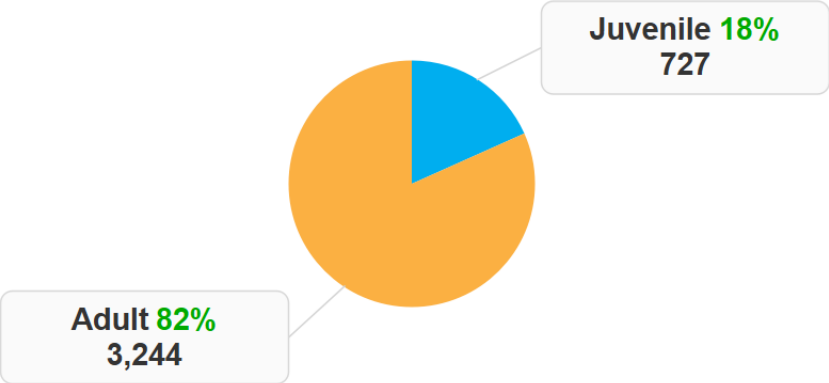
# of Circs: 1  
Unique Titles Circled: 1  
Total Cost: \$3  
Top Circulating Format: Audiobook

12 month World Language total cost: \$40

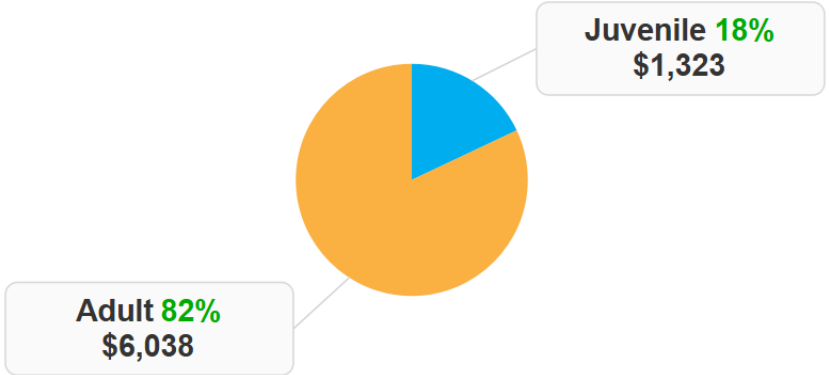
12 month overall average circ price: \$1.92

# Juvenile Circs

## Juvenile vs Adult Circs



## Juvenile vs Adult Spend

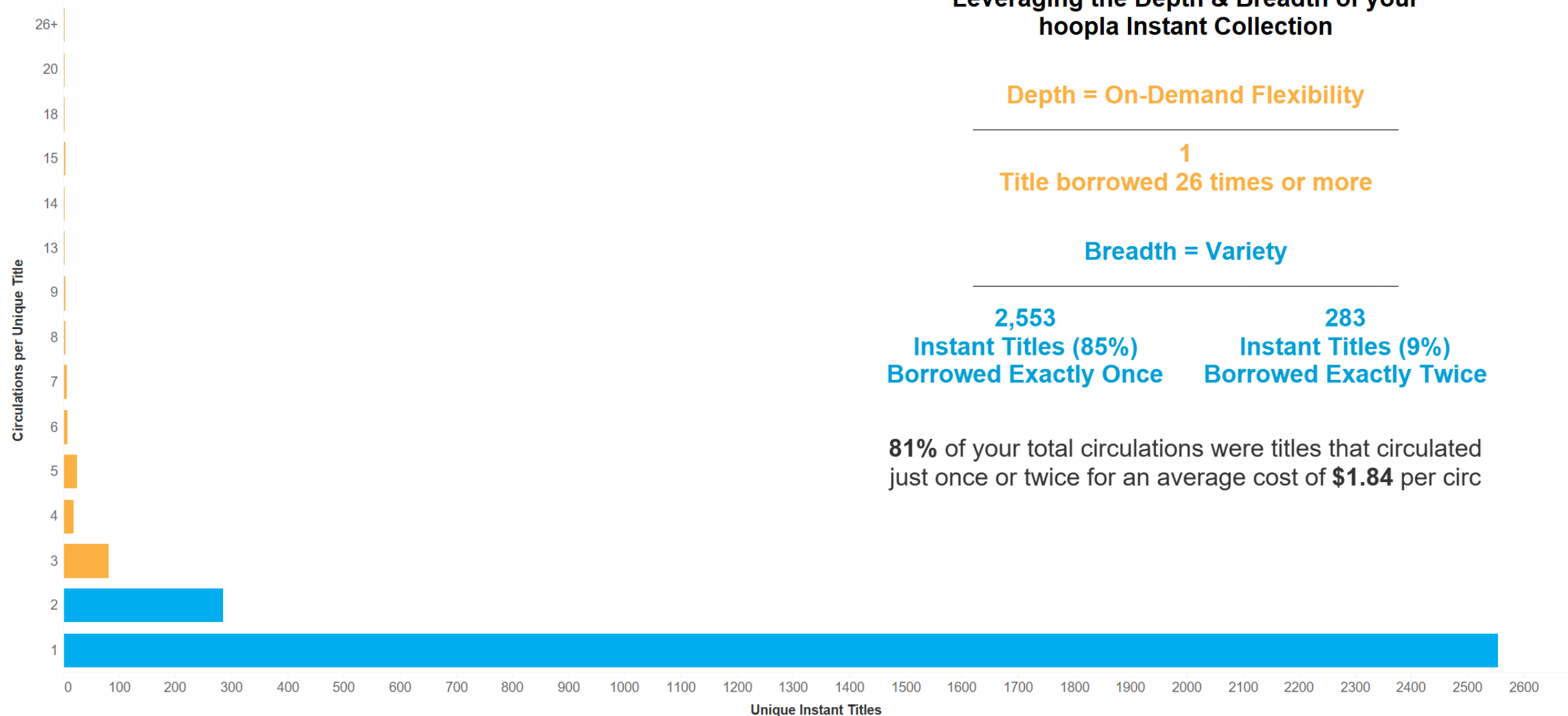


317,060 Juvenile titles are available on hoopla Instant!

Library's last 12-month average Juvenile Instant circ price: \$1.82

	Juvenile Titles Available	Total Juvenile Circs	Unique Juvenile Title Circs
Audiobook	42,357	419	208
BingePass	16	8	6
Comic	6,326	61	55
Ebook	248,318	150	136
Movie	2,824	22	18
Music	8,991	13	8
Television	8,228	54	40

# Depth & Breadth



Leveraging the Depth & Breadth of your  
hoopla Instant Collection

Depth = On-Demand Flexibility

1

Title borrowed 26 times or more

Breadth = Variety

2,553

Instant Titles (85%)  
Borrowed Exactly Once

283

Instant Titles (9%)  
Borrowed Exactly Twice

81% of your total circulations were titles that circulated  
just once or twice for an average cost of **\$1.84** per circ



# Top 10 Circulating Instant Titles

Total Top 10 Title Circs: 167  
Total Top 10 Titles Cost: \$472

1



**BingePass**  
Borrows: 26  
Total Cost: \$78

2



**audiobook**  
Borrows: 20  
Total Cost: \$60

3



**audiobook**  
Borrows: 18  
Total Cost: \$50

4



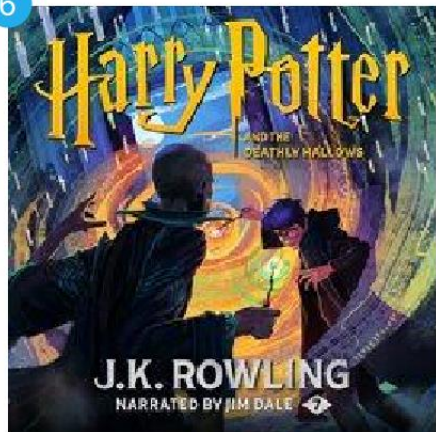
**audiobook**  
Borrows: 18  
Total Cost: \$49

5



**audiobook**  
Borrows: 15  
Total Cost: \$45

6



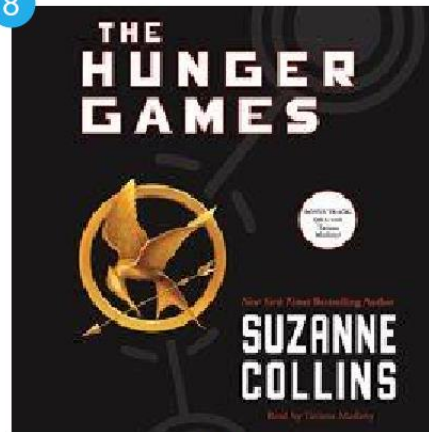
**audiobook**  
Borrows: 15  
Total Cost: \$45

7



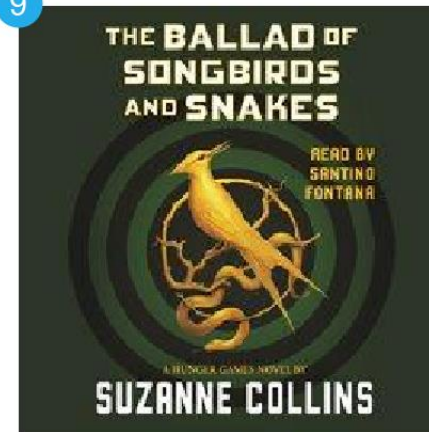
**audiobook**  
Borrows: 15  
Total Cost: \$45

8



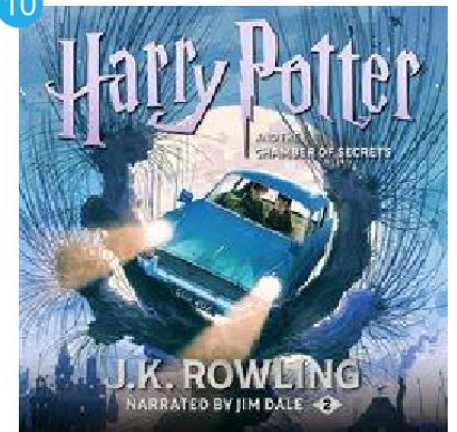
**audiobook**  
Borrows: 14  
Total Cost: \$31

9



**audiobook**  
Borrows: 13  
Total Cost: \$36

10



**audiobook**  
Borrows: 13  
Total Cost: \$34



# What are Patrons Searching for on hoopla?

Top Library Searches | last 30 Days



Top Retail Titles | last 30 days

Rank	Audiobook	Ebook
1	Atomic Habits (James Clear)	Payback in Death (J. D. Robb)
2	Tom Lake (Ann Patchett)	Holly (Stephen King)
3	None of This Is True (Lisa Jewell)	The Starfish Sisters (Barbara O'Neal)
4	Holly (Stephen King)	Don't Forget to Write (Sara Goodman Confino)
5	Fourth Wing (Rebecca Yarros)	Tom Lake (Ann Patchett)
6	The Four Agreements (don Miguel Ruiz)	Never Lie (Freida McFadden)
7	Lessons in Chemistry (Bonnie Garmus)	The Housemaid (Freida McFadden)
8	The Housemaid (Freida McFadden)	Code Red (Vince Flynn)
9	Outlive (Peter Attia MD)	Things We Left Behind (Knockemout Book 3) (Lucy Score)
10	Demon Copperhead (Barbara Kingsolver)	We'll Always Have Summer (Summer I Turned Pretty Book 3) (Jenny Han)
11	Can't Hurt Me (David Goggins)	The Summer I Turned Pretty (Jenny Han)
12	The Eye of the Bedlam Bride (Matt Dinniman)	The Way I Hate Him (Meghan Quinn)
13	The Covenant of Water (Abraham Verghese)	After That Night (Karin Slaughter)
14	Harry Potter and the Sorcerer's Stone, Book 1 (J.K. Rowling)	Dead Mountain (Nora Kelly Book 4) (Douglas Preston)
15	The Subtle Art of Not Giving a F*ck (Mark Manson)	The Housemaid's Secret (Freida McFadden)

# Delivering Value to Your Community

**\$116K  
Saved**

hoopla enabled your patrons to access 3,015 titles worth \$124K in content value for \$7K

Format	hoopla Total Circs	Unique Titles Circled	hoopla Total Cost	hoopla Cost per Title	Cost to Purchase (per title)	Total Cost to Purchase Titles Circled
comic	106	94	\$91	\$0.97	\$13	\$1,222
eAudiobook	2,249	1,580	\$4,862	\$3.08	\$60	\$94,041
eBook	1,017	870	\$1,256	\$1.44	\$25	\$21,671
movie	259	216	\$560	\$2.59	\$16	\$3,456
music	82	63	\$124	\$1.96	\$10	\$630
television	213	192	\$337	\$1.75	\$14	\$2,688

# Number of Unique Patrons Blocked Daily Because of the Monthly Budget

With the monthly budget, 20 unique patrons were blocked.

20 unique patrons have been blocked since launch.

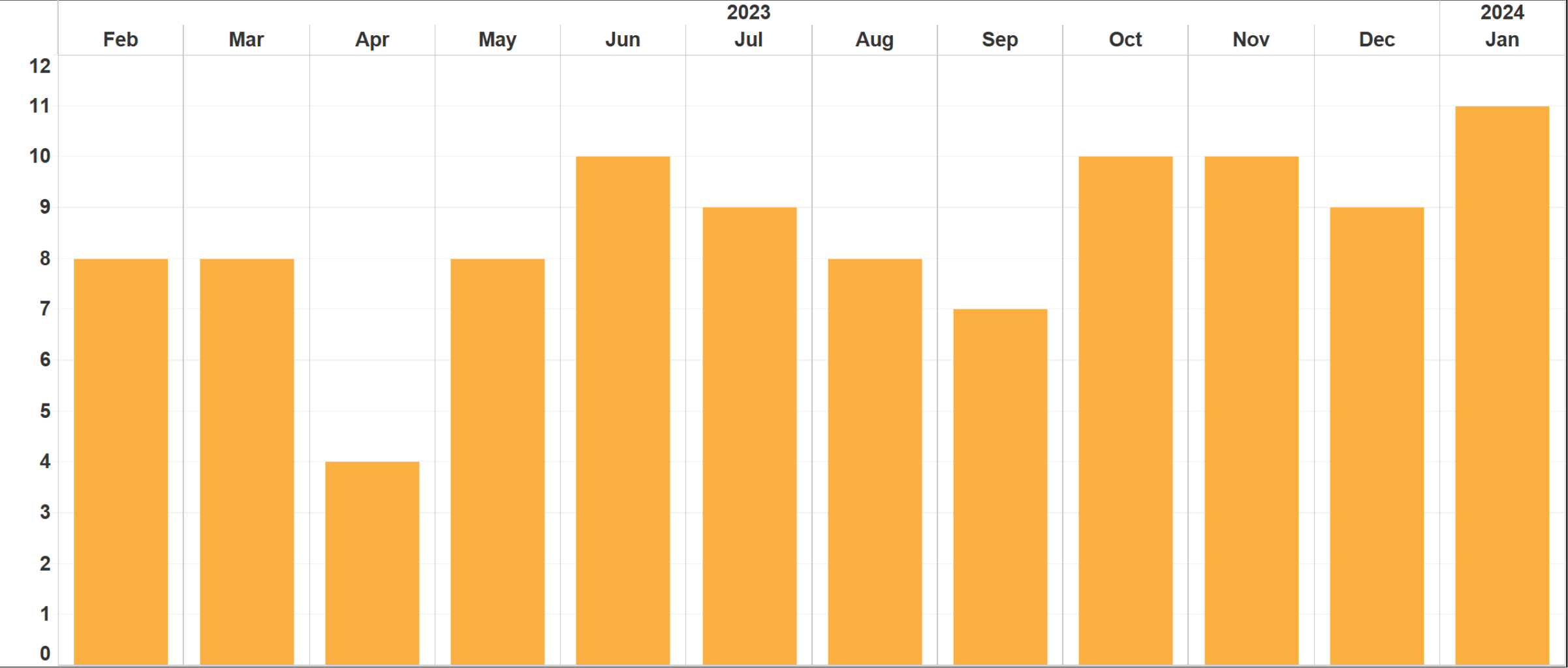


# Number of Unique Patrons Blocked Monthly Because of the Circ Limit

Instant Circ Limit: 10

With the Instant circ limit, 37 unique patrons were blocked.

Overall, 60 unique patrons have been blocked since launch.



# Thank you

**Account Executive**

Mark Hobrath  
mhobrath@midwesttapes.com

(800) 875-2785

**hoopla Coordinator**

Katherine Dunne  
kdunne@midwesttapes.com

(800) 875-2785



Agenda Date: 03/12/2024  
To: Library Advisory Board  
From: Ana Sanchez, Library Director  
Agenda Item: LAB Minutes  
Date Submitted: 03/06/2024

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**SUMMARY:**

Review and discuss Minutes for the February 13, 2024, Library Advisory Board meeting.

**RECOMMENDED ACTION:**

Consider approval of Minutes for the February 13, 2024, Library Advisory Board meeting.

**CITY MANAGER APPROVAL:**

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**Attachments**

MINFEB24

THE STATE OF TEXAS               §  
COUNTY OF ANDERSON           §  
CITY OF PALESTINE               §

The Library Advisory Board of the City of Palestine convened in a Regular Meeting on Tuesday, February 13, 2024, at 11:30 a.m., in the City Hall Conference Room at 504 N. Queen Street, Palestine, Texas, with the following people present: Board Members Kaitlin Scroggins, Lynn Calcote, Diana Payne, Breck Quarles, Morgan Multer, Cynthia Thornton. Member Rhonda Herrington briefly attended. Staff Present: Library Director Ana Sanchez, City Secretary, April Jackson

**CALL TO ORDER**

With a quorum present. Chair Kaitlin Scroggins called the meeting to order at 11:30 a.m.

**PROPOSED CHANGES OF AGENDA ITEMS**

None.

**PUBLIC COMMENTS**

None.

**CONFLICT OF INTEREST DISCLOSURES**

None.

**REPORTS**

1. Report from Library Friends. Upcoming Friends Board meeting -Annual meeting held on Tuesday, January 23, 2024, at 10:00am. New officers were elected.
2. Report from Memorial Board. Memorial Board members not present. The quarterly meeting was held on Thursday January 26, 2024.
3. Review and discuss Library Director's report including Stats and Financial Reports for January 2024.

**APPROVAL OF MINUTES**

Board Member Cynthia Thornton made a motion, seconded by Board Member Lynn Calcote to approve Minutes from January 9, 2024, meeting. Upon vote, the motion was carried unanimously 6-0.

**DISCUSSION AND ACTION ITEMS**

1. Discussion and possible action regarding Library Services in the Montalba, TX Community. No action was taken.
2. Discussion and possible action the Palestine Public Library National Voter Registration Act Implementation Plan. Motion made by Board Member Breck Quarles, seconded by Board Member Diana Payne to approve item as presented. Upon vote, the motion was carried unanimously 6-0.
3. Discussion regarding the Palestine Public Library's Long-Range. 2019-2023 Plan-Update was requested for the next meeting's discussion. Long Range plan 2020-2025 was requested for the next meeting. No action was taken.

**ITEMS FROM BOARD MEMBERS**

None.

**ADJOURN**

With no other business to come before the Board, Board Member Diana Payne made a motion, seconded by Board Member Morgan Multer, to adjourn the meeting at 12:08pm., meeting was adjourned.

PASSED AND APPROVED THIS 12<sup>th</sup> OF MARCH 2024.



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Kaitlin Scroggins, Chair

ATTEST:

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Ana Sanchez, Library Director

DRAFT



Agenda Date: 03/12/2024  
To: Library Advisory Board  
From: Ana Sanchez, Library Director  
Agenda Item: Print/Copy/Scan/Fax Policy  
Date Submitted: 03/07/2024

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**SUMMARY:**

Discussion and possible action regarding the Print/Copy/Scan/Fax Policy. This revision includes new services such as wireless printing and scanning. The Fee Schedule is included for informational purposes and was recently approved by City Council in February 2024.

**RECOMMENDED ACTION:**

Consider approval regarding the Print/Copy/Scan/Fax Policy. This revision includes new services such as wireless printing and scanning and updates. Fee Schedule is included for information purposes.

**CITY MANAGER APPROVAL:**

---

**Attachments**

PCFSPOL



502 N. Queen St · Palestine Texas 75801 · 903 729-4121  
Fax 903 729-4062 · [cityofpalestinetx.com/158/Library](http://cityofpalestinetx.com/158/Library)

## **Print/Copy/Scan/Fax Policy**

### **Patrons**

**Printing-**Patrons are allowed to print from public access computers color printing on 8.5 x 11 paper in color or in black and white. Outside paper is not allowed to be used on the Palestine Public Library public printer. Labels, cardstock, or heavy weight paper are not allowed in library printers. Patrons are responsible for paying for pages they request staff to send to the printer. See Fee Schedule for printing prices.

**Wireless Printing-**Wireless printing is available from a personal device. A library card is not required.

**Copying-**The library provides a copier for public use. Copying can be done on 8.5 x 11 & 8.5 X 14 size paper in black and white. Only library issued regular weight paper may be used in the copier. 11x17 copies are not available to the public from the staff copier. See Fee Schedule for copy prices per page/per side.

**Scanning-** A scanner is available for use free of charge. Scan directly to email or bring a USB drive to save your documents.

**Faxing-**Patrons may fax anywhere inside or outside the United States for a fee per page, including the cover sheet. Patrons are expected to have the country code, area code, fax number ready, and the cover sheet completed when requesting the service. See Fee Schedule for fees for domestic and international fax services.

### **City of Palestine Employees**

Prints, copies, and faxes made in the furtherance of work to benefit the City of Palestine are exempt from this policy.

### **Friends, Library, Memorial Boards**

Prints, copies, and faxes made in the furtherance of work to benefit Palestine Public Library are exempt from this policy.

### **Library Staff and City of Palestine Employees**

This policy applies to library staff and other City of Palestine employees. All prints, copies and faxes made for personal use must be paid at the same rate as the patrons.

Approved by Palestine Public Library Board 4/2/13

Amended and approved by Palestine Public Library Board 2/4/14

Amended and approved by Palestine Public Library Board 11/3/14

Approved by the Palestine Public Library Board 03/12/2024



Agenda Date: 03/12/2024  
To: Library Advisory Board  
From: Ana Sanchez, Library Director  
Agenda Item: Long Range Plan  
Date Submitted: 03/07/2024

---

**SUMMARY:**

Review and discussion regarding the Palestine Public Library's Long Range Plan. Included is the 2021 Community survey results summary.

**RECOMMENDED ACTION:**

Review and discussion regarding the Palestine Public Library's Long Range Plan. Included is the 2021 Community survey results summary. The library would like to implement an annual survey, to help staff and the board evaluate library services. The survey will help us examine when, where and how the library services need to change to meet the needs of the public.

**CITY MANAGER APPROVAL:**

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