

Bloomington Public Library

Books are just the beginning.

Find

Use

See & Do

Participate

Bloomington Public Library
Board of Trustees
Bookmobile Ad Hoc Committee

Tuesday, November 10, 2015

5:30 p.m.

William C. Wetzel Reading Room
205 E. Olive Street, Bloomington, IL 61701

Agenda

- I. Call to Order
- II. Roll Call
- III. Introductions
- IV. Public Comment
- V. Approval of Minutes
 - A. October 6, 2015
- VI. Old Business
 - A. Bookmobile Mission
 - B. New Bookmobile Maps
 - C. Informational Packet on Bookmobile Stops
 - D. Community Survey Questions
- VII. New Business
 - A. New Schedule and Westside Stops
 - B. Targeted Mailer and Marketing
 - C. Text Reminders Update
 - D. Facebook Marketing
- VIII. Community Feedback
- VIII. Adjournment

Posted: 11/06/15 2:15 p.m.

Bloomington Public Library
Board of Trustees
Bookmobile Ad Hoc Committee

Tuesday, October 6, 2015

5:30 p.m.

William C. Wetzel Reading Room
205 E. Olive Street, Bloomington, IL 61701

Minutes

1. Call to Order at 5:32pm
2. Roll Call
 1. Georgia Bouda
 2. Carol Koos
 3. Alex Cardona
 4. Carol Torrens
 5. Laura Golaszewski
 6. Whitney Thomas
 7. Carol Carey-Odekirk
 8. Diego Mendez-Carbajo
3. Introductions
 1. Ad Hoc Committee Members Introductions
 2. Guests: Joe Ragusa (WJBC) and community member Alicia Henry
4. Public Comment
 1. Alicia Henry is a Bookmobile user and would like more stops on the Westside and suggested working with the schools (Sheridan & Bent) in addition to revisiting stops used before. Alicia also asked about offering more programs via the Bookmobile.
5. No Prior Minutes
6. Old Business
 1. Carol Koos provided an overview and history of the need for the committee and providing services on the westside in addition to soliciting community input on existing and/or future outreach services.
7. New Business
 1. Alex provided an overview of the Ad Hoc Committee and Roles and Responsibilities. Today's meeting is to level set and to provide everyone with the same information as background in preparation for providing suggestions and recommendations.
 2. Reviewed and discussed the Library Card Holders Map and the current Bookmobile Schedule/Map. Discussed the potential for a more even representation of library card holders per "area" and number of stops per part of town. Diego suggested drafting a mission statement for the Bookmobile to help identify true goal of Bookmobile.
 3. Reviewed and discussed the New Bookmobile Schedule/Map with new stops on the westside. In November there will be 6 new stops on the westside, Alex

suggested the committee help promote these new stops and use these new stops as opportunities to test new marketing tactics.

4. Discussed the Bookmobile Metrics of Success and how and why the Bookmobile Schedule & Stops are designed on a three-week schedule and locations. Measure of success includes number of visitors, number of items checked out, number of questions. For checkouts, low performance is <25, medium is 25-80, and high performance is 100+. Laura will send to the committee additional metrics and information on measuring success of Bookmobile and ranking of current stops.
 5. Discussed Bookmobile Marketing tactics via traditional and social media or outreach. The library will be using new targeted mailing through USPS to promote new and/or failing stops. Laura suggested the committee visit the Bookmobile and could arrange for a tour at next meeting.
8. Community Feedback
1. Discussed ways and opportunities to solicit community input - committee will come to next meeting with questions that could be used in surveys and/or questionnaires.
9. Adjourned at 6:40pm - next meeting will be scheduled for early November.

NOVEMBER						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

2016 JANUARY						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Services

The Bookmobile offers books, audiobooks, movies, CDs, magazines and games for all ages. For your convenience, Bookmobile staff can issue and renew library cards. "Hold" items can be delivered to the stop of your choice and are loaned for a 3-week period.

Cancellations

Bookmobile stops are sometimes cancelled due to weather or mechanical difficulties. Announcements are made on our website, BloomingtonLibrary.org, and social media outlets. Materials are renewed and overdue fines are waived when stops are cancelled.

No Stops

Wednesday, November 25, Thursday, November 26, and Monday, December 21, 2015 through Friday, January 1, 2016.

Bloomington Public Library

Books are just the beginning.

Find

Use

See & Do

Participate

205 East Olive Street Bloomington, Illinois 61701 309.828.6091

BloomingtonLibrary.org



NOV 2015 TO APR 2016

Bookmobile Schedule

Find

Use

See & Do

Participate



Bloomington Public Library and
Golden Prairie Public Library District

Bookmobile Schedule

NOV 2015 - APR 2016

- 1** **Angler's Manor** MERCER AVENUE
Friday 10:30 - 11:30am
 November 13 • December 4 • January 15
 February 5 and 26 • March 18 • April 8 and 29
- 2** **Arbors Apartments** PROSPECT ROAD
Monday 3:30 - 4:30pm
 November 9 and 30 • January 11
 February 1 and 22 • March 14 • April 4 and 25
- 3** **Arrowsmith** *by the* VILLAGE HALL
Saturday 8:45 - 9:45am
 November 7 and 28 • December 19 • January 9 and 30
 February 20 • March 12 • April 2 and 23
- 4** **Ballybunion** *new stop*
 between DUNRAVEN and GLENBRIDGE ROADS
Thursday 7:30 - 8:30pm
 November 12 • December 3 • January 14
 February 4 and 25 • March 17 • April 7 and 28
- 5** **Blooming Grove** FALLEN OAKS ROAD
Thursday 7:30 - 8:30pm
 November 5 • December 17 • January 7 and 28
 February 18 • March 10 and 31 • April 21
- 6** **Bohmer Drive**
 BOHMER DRIVE at FETZER COURT
Wednesday 5:30 - 6:30pm
 November 11 • December 2 • January 13
 February 3 and 24 • March 16 • April 6 and 27
- 7** **Broadmoor** MOCKINGBIRD at CAPEN DRIVE
Monday 7:45 - 8:30pm
 November 16 • December 7 • January 18
 February 8 and 29 • March 21 • April 11
- 8** **Colonial Plaza** KMART PARKING LOT
Friday 12 - 1pm
 November 13 • December 4 • January 15
 February 5 and 26 • March 18 • April 8 and 29
- 9** **Deer Ridge** on WHITETAIL DRIVE
Saturday 11:45 - 12:30pm
 November 21 • December 12 • January 2 and 23
 February 13 • March 5 and 26 • April 16
- 10** **Eagle Creek**
 LONG COVE COURT at CREEK SIDE ROAD
Tuesday 5:30 - 6:30pm
 November 3 and 24 • December 15 • January 5 and 26
 February 16 • March 8 and 29 • April 19
- 11** **Eagle Crest** AMBER LANE at HILLSBORO DRIVE
Wednesday 5:30 - 7pm
 November 18 • December 9 • January 20
 February 10 • March 2 and 23 • April 13
- 12** **Eagle Crest East**
 CONNIE KAY WAY at EDGEHILL ROAD
Saturday 12 - 1pm
 November 7 and 28 • December 19 • January 9 and 30
 February 20 • March 12 • April 2 and 23
- 13** **Eagle Ridge**
 SOUTHFORK ROAD at COBBLESTONE COURT
Thursday 5:30 - 6:45pm
 November 12 • December 3 • January 14
 February 4 and 25 • March 17 • April 7 and 28

- 14** **Ekstam Drive** at CORNELIUS DRIVE
Monday 2:45 - 4:15pm
 November 2 and 23 • December 14 • January 4 and 25
 February 15 • March 7 and 28 • April 18
- 15** **Ellsworth** *by the* CHURCH
Saturday 10:15 - 11am
 November 7 and 28 • December 19 • January 9 and 30
 February 20 • March 12 • April 2 and 23
- 16** **Fairway Knolls**
 corner of ROWE and IAA DRIVES
Tuesday 3 - 4pm
 November 3 and 24 • December 15 • January 5 and 26
 February 16 • March 8 and 29 • April 19
- 17** **Fell Park** *new stop*
 on UNIVERSITY STREET
Wednesday 3 - 4pm
 November 18 • December 9 • January 20
 February 10 • March 2 and 23 • April 13
- 18** **Four Seasons** WILLEDROB ROAD
Tuesday 3 - 4:15pm
 November 17 • December 8 • January 19
 February 9 • March 1 and 22 • April 12
- 19** **Fox Creek**
 TURTLEBACK COURT at PEBBLEBROOK COURT
Saturday 8:30 - 9:30am
 November 21 • December 12 • January 2 and 23
 February 13 • March 5 and 26 • April 16
- 20** **Freedom Oil**
 ROUTE 150 at TOWANDA BARNES ROAD
Saturday 8:30 - 11am
 November 14 • December 5 • January 16
 February 6 and 27 • March 19 • April 9 and 30
- 21** **Garling Heights**
 KOLBY COURT at GARLINGTON LANE
Wednesday 7:30 - 8:30pm
 November 4 • December 16 • January 6 and 27
 February 17 • March 9 and 30 • April 20
- 22** **Golden Eagle** at BROAD CREEK ROAD
Tuesday 5:30 - 6:45pm
 November 10 • December 1 • January 12
 February 2 and 23 • March 15 • April 5 and 26
- 23** **Grove**
 FRANCESCO LANE at KICKAPOO CREEK ROAD
Monday 5:30 - 7pm
 November 16 • December 7 • January 18
 February 8 and 29 • March 21 • April 11
- 24** **Heartland Hills**
 ALTOONA ROAD at STRATMOOR DRIVE
Saturday 10:15 - 11:30am
 November 21 • December 12 • January 2 and 23
 February 13 • March 5 and 26 • April 16
- 25** **Hershey Grove**
 NEAVES DRIVE at WHITMER COURT
Wednesday 7:15 - 8:30pm
 November 11 • December 2 • January 13
 February 3 and 24 • March 16 • April 6 and 27

- 26 new stop Hilltop Mobile Home Park**
in the MAIN PARKING LOT
Friday 10:30 - 11:30am
November 6 and 27 • December 18 • January 8 and 29
February 19 • March 11 • April 1 and 22
- 27 new stop Market Square Shopping Center**
in the MAIN PARKING LOT
Friday 12 - 1pm
November 6 and 27 • December 18 • January 8 and 29
February 19 • March 11 • April 1 and 22
- 28 new stop Miller Park**
in MILLER PARK
Thursday 10 - 11am
November 19 • December 10 • January 21
February 11 • March 3 and 24 • April 14
- 29 North Pointe** at HARBOR POINTE CIRCLE
Wednesday 7:45 - 8:30pm
November 18 • December 9 • January 20
February 10 • March 2 and 23 • April 13
- 30 Oakwood** JUNIPER LANE at YEW COURT
Tuesday 5:30 - 6:30pm
November 17 • December 8 • January 19
February 9 • March 1 and 22 • April 12
- 31 Old Farm Lakes** at WINDMILL ROAD
Monday 7:15 - 8:30pm
November 9 and 30 • January 11
February 1 and 22 • March 14 • April 4 and 25
- 32 Park Place** at BOARDWALK CIRCLE
Tuesday 7:15 - 8:30pm
November 17 • December 8 • January 19
February 9 • March 1 and 22 • April 12
- 33 Pepper Ridge**
corner of ESSINGTON and BAINBRIDGE
Thursday 5:30 - 6:45pm
November 5 • December 17 • January 7 and 28
February 18 • March 10 and 31 • April 21
- 34 Phillip Place** at CARL DRIVE
Monday 7:15 - 8:30pm
November 2 and 23 • December 14 • January 4 and 25
February 15 • March 7 and 28 • April 18
- 35 Ponds Apartments**
GENERAL ELECTRIC ROAD between
HERSHEY and AIRPORT ROADS
Tuesday 7:30 - 8:30pm
November 10 • December 1 • January 12
February 2 and 23 • March 15 • April 5 and 26
- 36 Rainbow Avenue** at VLADIMIR DRIVE
Wednesday 3 - 4:15pm
November 11 • December 2 • January 13
February 3 and 24 • March 16 • April 6 and 27
- 37 Rollingbrook South**
CHISWICK CIRCLE at DOVER ROAD
Monday 5:30 - 6:30pm
November 2 and 23 • December 14 • January 4 and 25
February 15 • March 7 and 28 • April 18

- 38 Royal Pointe Road** at ARROWHEAD DRIVE
Monday 5:30 - 6:30pm
November 9 and 30 • January 11
February 1 and 22 • March 14 • April 4 and 25
- 39 new stop Sarah E. Raymond School**
on MAGOUN STREET at PACKARD STREET
Thursday 2:30 - 3:45pm
November 5 • December 17 • January 7 and 28
February 18 • March 10 and 31 • April 21
- 40 Spring Ridge** SPRING RIDGE DRIVE
Wednesday 3 - 4pm
November 4 • December 16 • January 6 and 27
February 17 • March 9 and 30 • April 20
- 41 Stevenson School**
ARROWHEAD DRIVE in the parking lot
Tuesday 7:15 - 8:30pm
November 3 and 24 • December 15 • January 5 and 26
February 16 • March 8 and 29 • April 19
- 42 Suburban East** LISA DRIVE by the park
Wednesday 5:30 - 6:45pm
November 4 • December 16 • January 6 and 27
February 17 • March 9 and 30 • April 20
- 43 new stop Turnberry Village**
at BUILDING 400
Tuesday 3 - 4pm
November 10 • December 1 • January 12
February 2 and 23 • March 15 • April 5 and 26
- 44 Waterford Estates**
WATERFORD ESTATES DRIVE at OAKLAND AVENUE
Monday 3:30 - 4:30pm
November 16 • December 7 • January 18
February 8 and 29 • March 21 • April 11
- 45 NEW DAY Westminster Village**
EAST LINCOLN STREET in the parking lot
Friday 10:30 - 11:30am
November 20 • December 11 • January 22
February 12 • March 4 and 25 • April 15
- 46 White Eagle** TREESDALE LANE at SPAHN LANE
Saturday 11:45am - 12:45pm
November 14 • December 5 • January 16
February 6 and 27 • March 19 • April 9 and 30
- 47 Wingover Apartments**
GOLDFINCH WAY at HAEFFELE WAY
Thursdays (times vary)
9:30 - 10:30am
November 12 • December 3 • January 14
February 4 and 25 • March 17 • April 7 and 28
5:30 - 8pm
November 19 • December 10 • January 21
February 11 • March 3 and 24 • April 14





Schedule of stops

WEEK A	MON	TUE	WED	THURS	FRI	SAT
	44 Waterford Estates 3:30 - 4:30pm	18 Four Seasons 3 - 4:15pm	17 Fell Park 3 - 4pm	28 Miller Park 10 - 11am	45 Westminster Village 10:30 - 11:30am	19 Fox Creek 8:30 - 9:30am
	23 Grove 5:30 - 7pm	30 Oakwood 5:30 - 6:30pm	11 Eagle Crest 5:30 - 7pm	47 Wingover Apts. 5:30 - 8pm		24 Heartland Hills 10:15 - 11:30am
	7 Broadmoor 7:45 - 8:30pm	32 Park Place 7:15 - 8:30pm	29 North Pointe 7:45 - 8:30pm			9 Deer Ridge 11:45 - 12:30pm
WEEK B	MON	TUE	WED	THURS	FRI	SAT
	14 Ekstam Drive 2:45 - 4:15pm	16 Fairway Knolls 3 - 4pm	40 Spring Ridge 3 - 4pm	39 Sarah E. Raymond 2:30 - 3:45pm	26 Hilltop 10:30 - 11:30am	3 Arrowsmith 8:45 - 9:45am
	37 Rollingbrook South 5:30 - 6:30pm	10 Eagle Creek 5:30 - 6:30pm	42 Suburban East 5:30 - 6:45pm	33 Pepper Ridge 5:30 - 6:45pm	27 Market Square 12 - 1pm	15 Ellsworth 10:15 - 11am
	34 Phillip Place 7:15 - 8:30pm	41 Stevenson School 7:15 - 8:30pm	21 Garling Heights 7:30 - 8:30pm	5 Blooming Grove 7:30 - 8:30pm		12 Eagle Crest East 12 - 1pm
WEEK C	MON	TUE	WED	THURS	FRI	SAT
	2 Arbors Apartments 3:30 - 4:30pm	43 Turnberry Village 3 - 4pm	36 Rainbow Avenue 3 - 4:15pm	47 Wingover Apts. 9:30 - 10:30am	1 Angler's Manor 10:30 - 11:30am	20 Freedom Oil 8:30 - 11am
	38 Royal Pointe 5:30 - 6:30pm	22 Golden Eagle 5:30 - 6:45pm	6 Bohmer Drive 5:30 - 6:30pm	13 Eagle Ridge 5:30 - 6:45pm	8 Colonial Plaza 12 - 1pm	46 White Eagle 11:45 - 12:45pm
	31 Old Farm Lakes 7:15 - 8:30pm	35 Ponds Apartments 7:30 - 8:30pm	25 Hershey Grove 7:15 - 8:30pm	4 Ballybunion 7:30 - 8:30pm		