



Board of Trustees
February 16, 2026 4 pm
MINUTES
Regular Meeting – Ziegler Reception Room

Trustees present: S. Overbey, S. Rodgers, A. Wilbourn, B. Park, R. Qualls, C. Davis, H. Bradberry
Staff: D. Johnson, W. Fitzgibbon, T. Ball, C. Moody, S. Palmer, R. Wilburn, P. Burchett, G. Leding,
S. McClure, J. Askins, K. Lehman, C. Dennis, J. Tuller, M. Hurley, S. Brown, H. Robideaux, S.
Herrera, S. Mitchell, V. McMullin, K. Eaton, A. Crabtree, J. Porras, A. Taylor

Our mission is to strengthen our community and empower our citizens through free and public access to knowledge.

- I. Call to Order: S. Overbey called the meeting to order at 4:00 pm.
- II. Roll Call
- III. Minutes - Approval of minutes from December 1, 2025: **A. Wilbourn moved to approve them. B. Park seconded. All voted AYE.**
- IV. Reports
 - A. Key Upcoming Events: Absolute Beginner Bachata 4-part dance series, From Maker to Market spring cohort, Arkansas Math Discovery Day in partnership with the UA, and An Afternoon with K. DuVal.
 - B. Mission Moment: W. Fitzgibbon shared the results of an accessibility survey held in November 2025. There were 127 participants and highlights included friendly staff, a beautiful building, and programming. Access barriers included parking, signage, and event access.
 - C. Library Administration
 1. Management Reports
 - a. Performance Measures: Circulation increased and visits are up 17%. Library program attendance numbers were off; staff are investigating.
 - b. Strategic Plan progress December 2025 – January 2026: The Human Library and citizenship classes were popular. A new strategic plan will be developed this year.
 2. Financial reports: Spending is less than expected and more revenue was received than anticipated. This is typical for first month of the year.
 3. Informational
 - a. Fee forgiveness tree: The public donated \$885 toward children's fines.



- b. Shelving report: 3,141 trucks were shelved in 2025. L. McDonald was the top shelver.
 - c. Act 372 update: On December 29, the Attorney General filed an appeal contesting inflated attorney fees and requested an oral argument in front of the court of appeals. FPL is waiting for the 8th Circuit Court to decide.
 - d. Reading the Greens: The 4th annual event will be on April 11, 2026. The goal for the fundraiser is \$90,000 with 62% of the funds raised.
 - e. Strategic update RFP response: Constructive Disruption, highly recommended by CALS, was chosen from 8 applicants. This will likely be an eleven-month process. As part of the plan, there will be a Board retreat around September.
 - f. Staff parking guidelines: Following staff feedback about parking concerns, an internal committee was formed. To alleviate the problem, hangtags and stickers were made and parking lines repainted. After three warnings, cars parked in the staff lot will be towed.
 - g. Lifeworks training: Starting Thursday, select staff will participate in a workshop to revise FPL's existing values and to identify behavior that supports FPL's mission, vision, and values. Staff hope to improve communication between staff and management.
 - h. HR Report: Current turnover rate is below 1%. There are 111 total employees, with 4 new staff and 6 recent promotions. HR is in the pre-planning phase of the annual Staff Training Day. Performance evaluations are in progress.
- D. Media Update: The most impactful social media post was for J. Blair. Three-time Grammy winner B. Mitchell and J. Alexander, founding member of the Barclays, visited the CFI. Staff are tracking non-follower interaction. Earned media value: approximately \$10 per 1,000 views. A message from the Executive Director on FPL's website reaffirms a patron-first mindset and that everyone is welcome at the library.
- E. Fayetteville Public Library Foundation monthly report: Puritan hosted a pint night for FPL in February. April 1 is Library Giving Day. A donated 250-gallon saltwater aquarium will be installed near the Grade School collection.
- F. Friends of the Fayetteville Public Library: Wrapped book sale raised almost \$1,000. Financed the printing of the FPL pet calendar. A new Board member will join next month.
- V. New business
- A. Discussion items



1. Rollover 2025 Budget: There is \$764,000 in remaining 2025 funds. Rolling them to the 2026 budget would pay for strategic planning and contingencies. **S. Rodgers moved to approve as presented. H. Bradberry seconded the motion. All voted AYE.**
2. Building modifications for storage room 210: Renovation to this room will yield an additional staffing area for CFI staff. The work will be sub-contracted, with finances to come from the Facilities budget. **R. Qualls moved to approve the decommissioning of the 210 AV/IT storage space. C. Davis seconded the motion. All voted AYE.**

VI. Public Comment: None

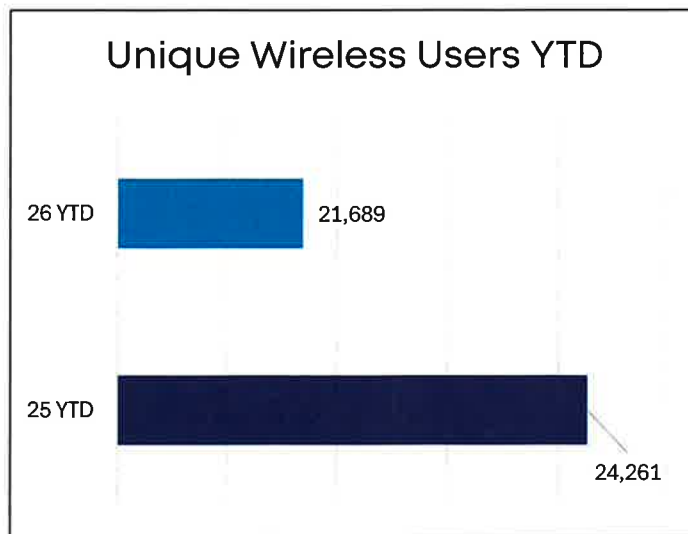
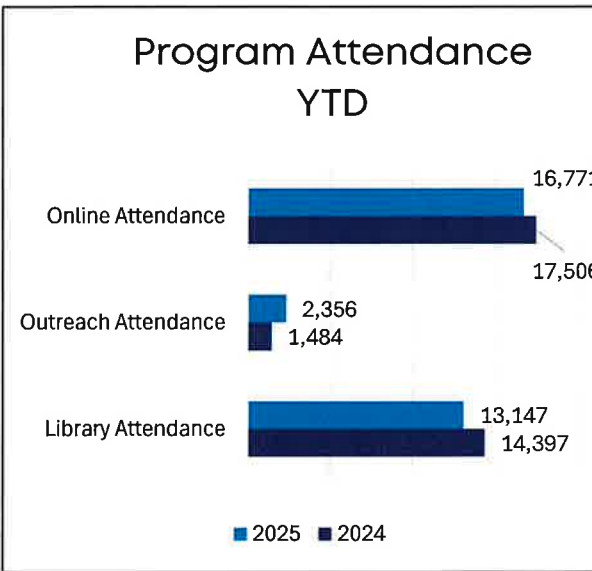
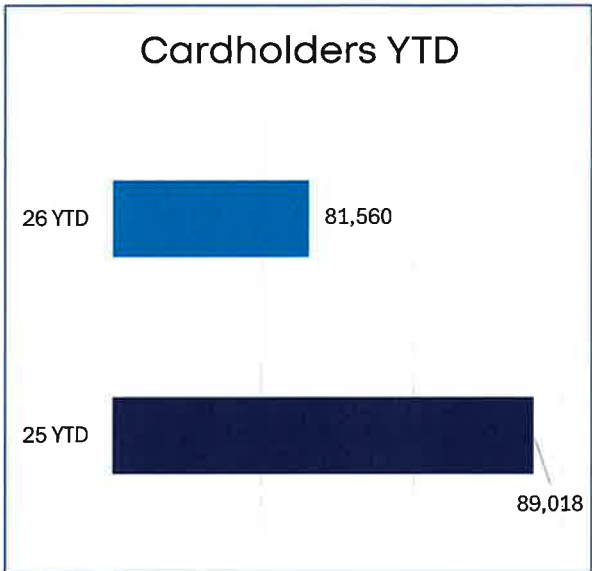
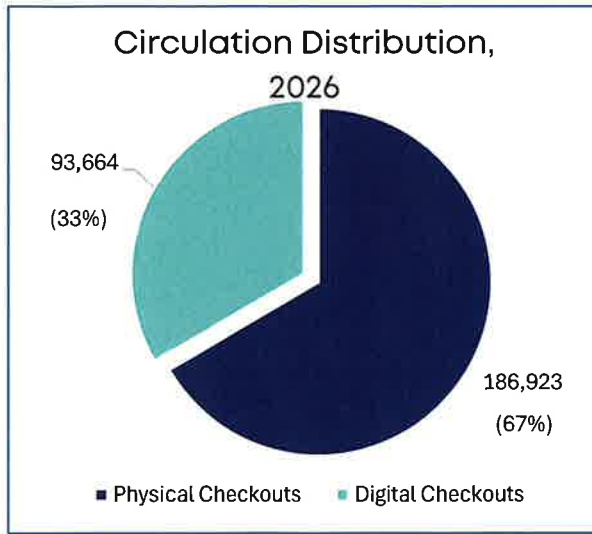
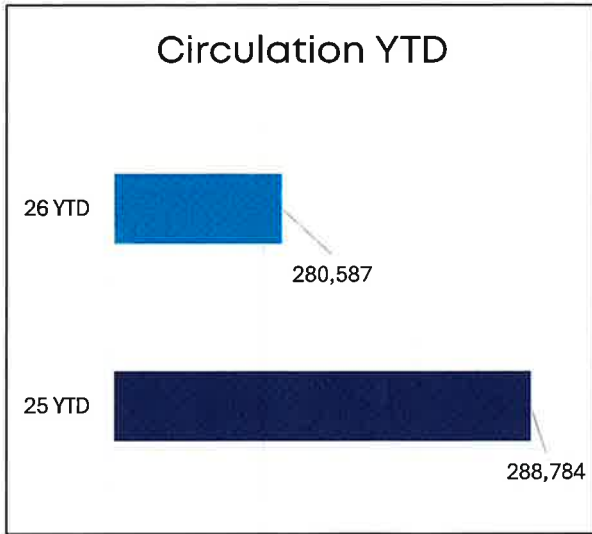
Adjournment: **S. Rodgers moved to adjourn the meeting. R. Qualls seconded the motion. All voted AYE.** The meeting adjourned at 5:07 pm.

DRAFT

FPL Performance Report: March 2026

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	26 YTD	25 YTD	CHANGE
Circulation	95,373	88,357	96,857	0	0	0	0	0	0	0	0	0	280,587	288,784	-2.84%
Physical Checkouts	62,135	59,871	64,917	0	0	0	0	0	0	0	0	0	186,923	187,338	-0.22%
Digital Checkouts	33,238	28,486	31,940	0	0	0	0	0	0	0	0	0	93,664	101,446	-7.67%
Reference Queries	3,923	4,568	4,586	0	0	0	0	0	0	0	0	0	13,077	13,420	-2.56%
Total Collection Size	364,342	363,448	362,149	0	0	0	0	0	0	0	0	0	362,149	358,210	1.10%
Physical Collection	287,375	286,815	285,920	0	0	0	0	0	0	0	0	0	285,920	282,484	1.22%
Digital Collection	76,967	76,633	76,229	0	0	0	0	0	0	0	0	0	76,229	75,726	0.66%
Total Items Added	3,208	2,194	3,381	0	0	0	0	0	0	0	0	0	8,783	9,132	-3.82%
New Card Registrations	1,018	904	851	0	0	0	0	0	0	0	0	0	2,773	2,976	-6.82%
Cardholders	80,775	81,560	81,860	0	0	0	0	0	0	0	0	0	81,560	89,018	-8.38%
Visits	43,341	54,949	48,932	0	0	0	0	0	0	0	0	0	147,222	118,812	23.91%
Library Programs	132	234	221	0	0	0	0	0	0	0	0	0	587	475	23.58%
Library Attendance	2,124	5,172	5,851	0	0	0	0	0	0	0	0	0	13,147	14,397	-8.68%
Outreach Attendance	670	1,053	633	0	0	0	0	0	0	0	0	0	2,356	1,484	58.76%
Online Views	2,265	8,054	6,452	0	0	0	0	0	0	0	0	0	16,771	17,506	-4.20%
Meeting Room Usage	149	97	146	0	0	0	0	0	0	0	0	0	392	460	-14.78%
Study Room Usage	976	1,317	1,272	0	0	0	0	0	0	0	0	0	3,565	3,220	10.71%
Event Center Usage	6	15	11	0	0	0	0	0	0	0	0	0	32	36	-11.11%
Teaching Kitchen Usage	22	25	20	0	0	0	0	0	0	0	0	0	67	78	-14.10%
CFI Room/Suite Usage	526	607	685	0	0	0	0	0	0	0	0	0	1,818	1,386	31.17%
Volunteers	415	391	349	0	0	0	0	0	0	0	0	0	349	348	0.29%
Volunteer Hours	1,185	1,030	1,102	0	0	0	0	0	0	0	0	0	3,317	3,420	-3.01%
Computer Sessions	1,931	2,070	1,997	0	0	0	0	0	0	0	0	0	5,998	6,852	-12.46%
Holds Filled	4,742	5,141	4,397	0	0	0	0	0	0	0	0	0	14,280	12,603	13.31%
eFPL Usage	51,519	46,191	98,025	0	0	0	0	0	0	0	0	0	195,735	149,967	30.52%
Bandwidth Consumed	7,310	10,760	10,490	0	0	0	0	0	0	0	0	0	28,560	22,450	27.22%
Unique Users	5,886	8,202	7,601	0	0	0	0	0	0	0	0	0	21,689	24,261	-10.60%

YTD Key Performance Measures



Fayetteville Public Library
CY 2026 Monthly Financial Update
Month Ending March 31, 2026
(Preliminary: Subject to Audit)

Key Financial Snapshot

	Year-to-Date	Budget	Status
Revenue (Unrestricted)	\$996,822	\$10,415,091 (annual)	Below plan
Property Tax	\$445,884	\$7,117,664 (annual)	Above YTD budget
Expenditures (Unrestricted)	\$2,330,879	\$3,722,591 (YTD)	Below plan

Where We Stand

The library’s unrestricted finances are performing generally as expected for this point in the year. Through March 2026, spending is below the planned pace, while revenue is below plan. Part of this difference reflects conservative assumptions used when preparing the budget. At this time, nothing changes the overall expectations for the year.

Revenue

Year-to-date unrestricted revenue totals **\$996,822** compared with a year-to-date budget of \$1,762,211.

Property tax revenue, the library’s largest source, is **above budget year-to-date**, with \$445,884 received compared to \$420,447 planned.

The unrestricted revenue budget also includes **\$764,000 of prior-year funds** approved for use by the Board in February and an **in-kind gift (aquarium) of \$32,861** from the Foundation. These amounts are included in the budget but do not represent new cash revenue received in 2026. Excluding them, current-year revenue is slightly below expectations, mainly due to timing, including a planned transfer that has not yet been completed.

The library has also received \$177,556 in restricted funding to date, compared with a year-to-date budget of \$244,483. In addition, **\$100,00 originally planned for technology funding from the City is no longer expected this year** due to adjustments in the City’s capital improvement plan.

Expenditures

Year-to-date unrestricted expenditures total \$2,330,879 compared with a year-to-date budget of \$3,722,591, which is below plan.

The expenditure budget also includes the use of prior-year funds. Even after excluding that carryforward for internal comparison purposes, unrestricted spending remains below the planned pace.

Staff pay and benefits remain aligned with the approved staffing plan.

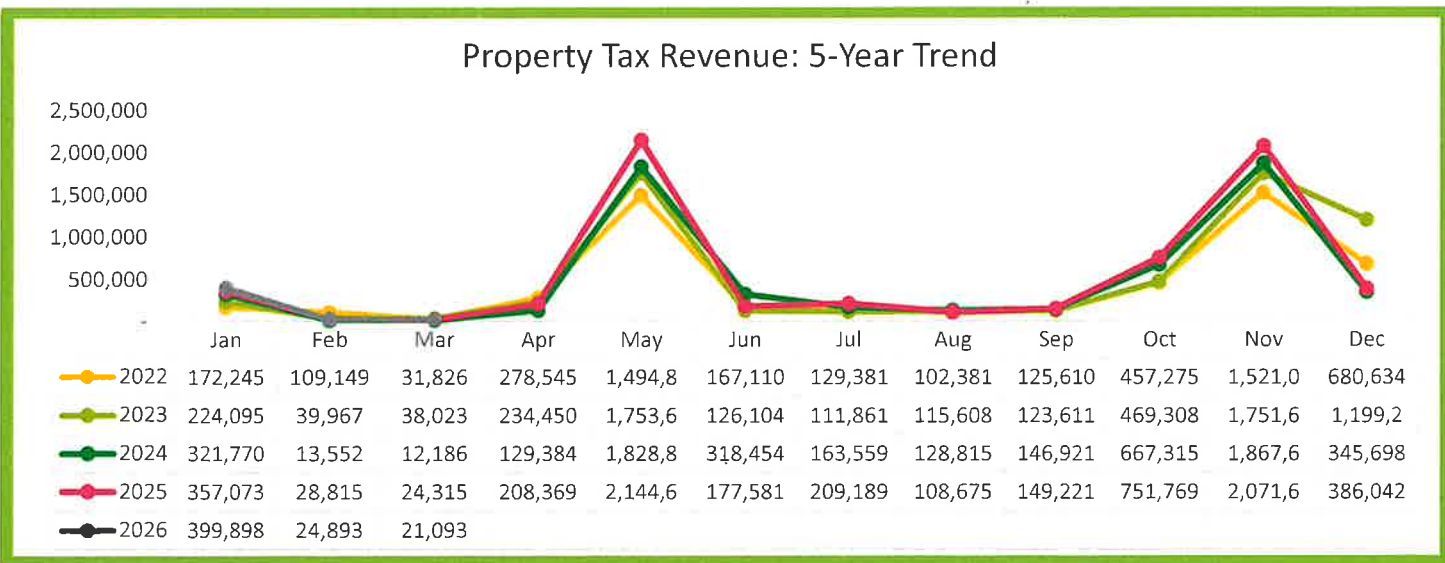
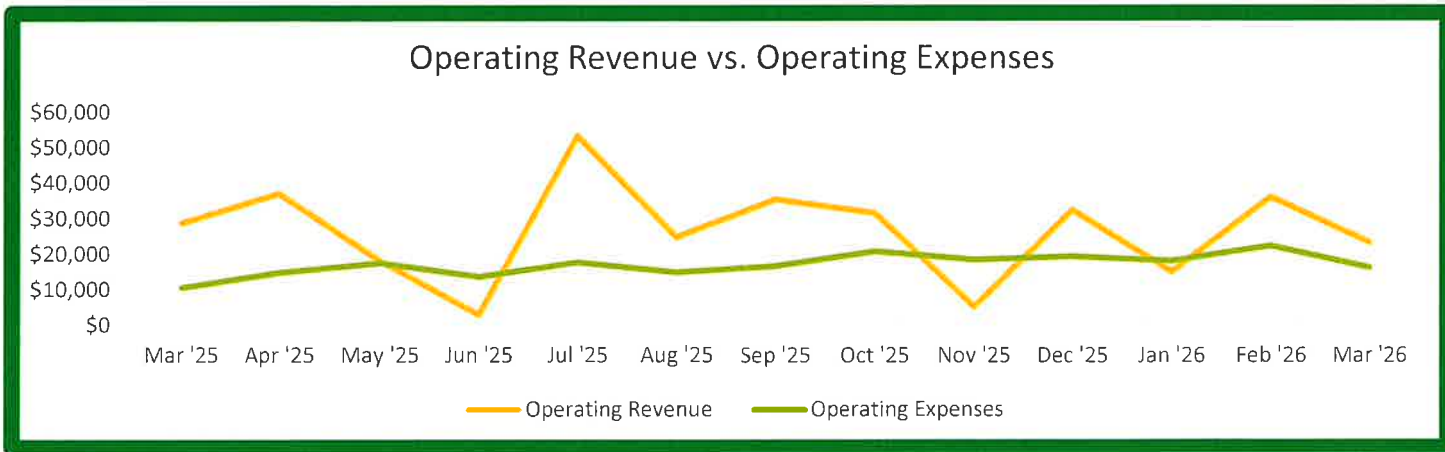
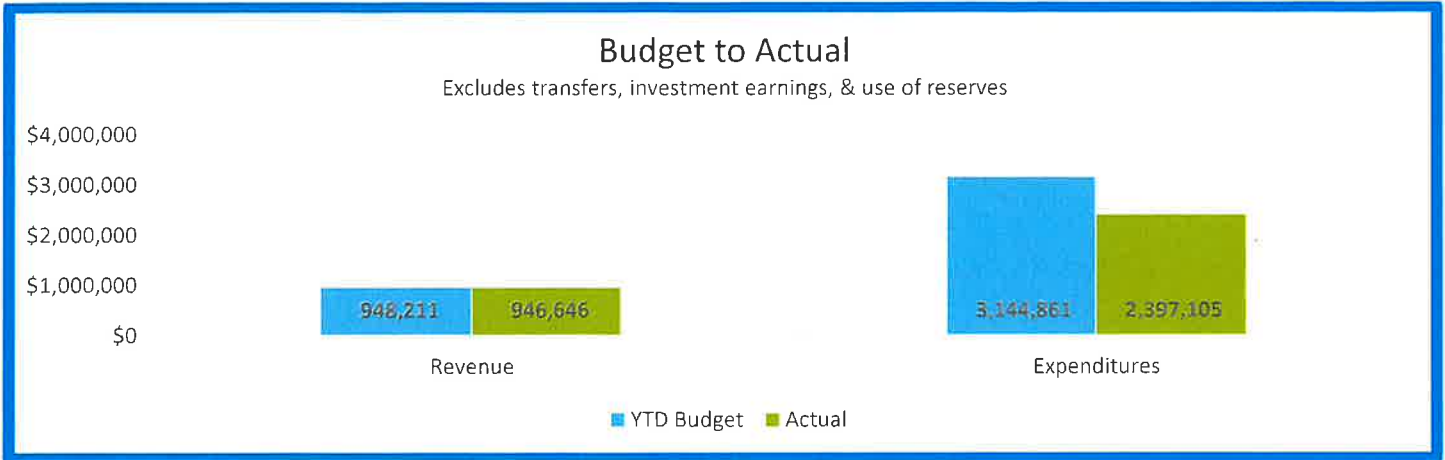
Restricted Activity (Quarter-End Reporting)

As of March 31:

- Restricted Revenue (YTD): \$177,556
- Restricted Expenditures (YTD): \$331,362

Restricted expenditures currently exceed restricted revenue received by \$153,806. This is primarily due to timing and planned use of restricted funds carried forward from the prior year. The 2026 restricted revenue budget includes

approximately \$17,977 of prior-year funds, which is available for current-year use but will not be received as new revenue this year.



Library Operations
Fayetteville Public Library
 Budget to Actual (Unrestricted)
 As of March 31, 2026

Preliminary: Subject to Audit

	Year Ending 12/31/2026			Year To Date 03/31/2026	Period Ending 03/31/2026	Month Ending 03/31/2026	03/31/2026	ANNUAL BUDGET	
	Adopted Budget	IN-YEAR BUDGET ADJ	Amended Budget	YTD Budget	YTD ACTUAL	ACTUAL	ENCUMBRANCES	REMAINING BUDGET	% Used/Rec'd
Revenue									
Local Tax Support									
4882 - Ext. Transfer from Washington Co. - Property Tax Rev.	7,117,664.00	0.00	7,117,664.00	420,447.00	445,883.73	21,092.76	0.00	6,671,780	6.3 %
Local Tax Support	<u>7,117,664.00</u>	<u>0.00</u>	<u>7,117,664.00</u>	<u>420,447.00</u>	<u>445,883.73</u>	<u>21,092.76</u>	<u>0.00</u>	<u>6,671,780</u>	<u>6.3 %</u>
City of Fayetteville Transfers									
4880 - Ext. Transfer from City - Operations	1,812,401.00	0.00	1,812,401.00	453,104.00	453,100.26	151,033.42	0.00	1,359,301	25.0 %
City of Fayetteville Transfers	<u>1,812,401.00</u>	<u>0.00</u>	<u>1,812,401.00</u>	<u>453,104.00</u>	<u>453,100.26</u>	<u>151,033.42</u>	<u>0.00</u>	<u>1,359,301</u>	<u>25.0 %</u>
State Aid & Grant Revenue									
4010 - State Library Turnback	135,000.00	0.00	135,000.00	33,750.00	0.00	0.00	0.00	135,000	0.0 %
State Aid & Grant Revenue	<u>135,000.00</u>	<u>0.00</u>	<u>135,000.00</u>	<u>33,750.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>135,000</u>	<u>0.0 %</u>
Charges for Services									
4201 - Lease Income	50,400.00	0.00	50,400.00	12,600.00	0.00	0.00	0.00	50,400	0.0 %
4202 - Rental Income	22,000.00	0.00	22,000.00	5,500.00	0.00	0.00	0.00	22,000	0.0 %
4203 - Nontaxable Rental Fees	41,200.00	0.00	41,200.00	6,525.00	25,140.00	8,920.00	0.00	16,060	61.0 %
4205 - Copier & Printer Income	6,000.00	0.00	6,000.00	1,633.00	4,965.57	2,273.07	0.00	1,034	82.8 %
4220 - Merchandise Sales	800.00	0.00	800.00	205.00	103.00	0.00	0.00	697	12.9 %
4225 - Taxable Merchandise Sales	0.00	0.00	0.00	0.00	309.98	62.85	0.00	(310)	0.0 %
4240 - Discounts	0.00	0.00	0.00	0.00	(140.00)	(140.00)	0.00	140	0.0 %
4302 - Fees	70,000.00	0.00	70,000.00	14,447.00	17,141.99	6,110.02	0.00	52,858	24.5 %
4995 - Cash Over and Short	0.00	0.00	0.00	0.00	(61.55)	0.50	0.00	62	0.0 %
Charges for Services	<u>190,400.00</u>	<u>0.00</u>	<u>190,400.00</u>	<u>40,910.00</u>	<u>47,458.99</u>	<u>17,226.44</u>	<u>0.00</u>	<u>142,941</u>	<u>24.9 %</u>
Contributions & Donations									
4650 - Contributions - Undesignated	0.00	0.00	0.00	0.00	197.04	51.42	0.00	(197)	0.0 %
Contributions & Donations	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>197.04</u>	<u>51.42</u>	<u>0.00</u>	<u>(197)</u>	<u>0.0 %</u>
Miscellaneous Revenue									
4992 - Misc. Revenue	0.00	0.00	0.00	0.00	5.99	4.32	0.00	(6)	0.0 %
Miscellaneous Revenue	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5.99</u>	<u>4.32</u>	<u>0.00</u>	<u>(6)</u>	<u>0.0 %</u>
Transfers In									
6010 - Int. Transfer In	270,000.00	0.00	270,000.00	50,000.00	0.00	0.00	0.00	270,000	0.0 %

This report reflects only unrestricted funds within Fund 10.

Library Operations
Fayetteville Public Library
 Budget to Actual (Unrestricted)
 As of March 31, 2026

Preliminary: Subject to Audit

	Year Ending 12/31/2026			Year To Date	Period Ending	Month Ending	03/31/2026	ANNUAL BUDGET	
	Adopted Budget	IN-YEAR BUDGET ADJ	Amended Budget	YTD Budget	03/31/2026	03/31/2026	ENCUMBRANCES	REMAINING BUDGET	% Used/Rec'd
4899 - Ext. Transfer In	125,626.00	0.00	125,626.00	0.00	33,989.00	0.00	0.00	91,637	27.1 %
Transfers In	395,626.00	0.00	395,626.00	50,000.00	33,989.00	0.00	0.00	361,637	8.6 %
Investment Earnings									
Investment Income	0.00	0.00	0.00	0.00	16,187.19	4,032.59	0.00	(16,187)	0.0 %
Total Investment Earnings	0.00	0.00	0.00	0.00	16,187.19	4,032.59	0.00	(16,187)	0.0 %
Use of Reserves	0.00	764,000.00	764,000.00	764,000.00	0.00	0.00	0.00	764,000	0.0 %
Total Revenue	9,651,091.00	764,000.00	10,415,091.00	1,762,211.00	996,822.20	193,440.95	0.00	9,418,269	9.6 %

Expenditures

Personnel Services

Salary & Wages

5100 - Salaries	2,509,933.00	0.00	2,509,933.00	615,183.00	641,064.93	213,688.31	0.00	1,868,868	25.5 %
5102 - Hourly Wages	2,645,836.00	0.00	2,645,836.00	648,488.00	483,022.51	167,379.61	0.00	2,162,813	18.3 %
5103 - Overtime	0.00	0.00	0.00	0.00	6,023.64	2,538.66	0.00	(6,024)	0.0 %
5105 - Vacation Pay	0.00	0.00	0.00	0.00	51,049.70	19,824.55	0.00	(51,050)	0.0 %
5106 - Sick Pay	0.00	0.00	0.00	0.00	25,817.50	4,272.22	0.00	(25,818)	0.0 %
5112 - Holiday Pay	0.00	0.00	0.00	0.00	54,683.53	529.42	0.00	(54,684)	0.0 %
5113 - Social Security Taxes	394,419.00	0.00	394,419.00	96,669.00	91,652.73	29,593.78	0.00	302,766	23.2 %
5115 - Unemployment	7,264.00	0.00	7,264.00	7,264.00	2,751.87	281.11	0.00	4,512	37.9 %
5116 - Workers Compensation	45,000.00	0.00	45,000.00	45,000.00	26,501.32	0.00	0.00	18,499	58.9 %
Total Salary & Wages	5,602,452.00	0.00	5,602,452.00	1,412,604.00	1,382,567.73	438,107.66	0.00	4,219,884	24.7 %

Employee Benefits

5110 - Salary Contingency	115,522.00	0.00	115,522.00	0.00	0.00	0.00	0.00	115,522	0.0 %
5120 - Health Insurance	454,174.00	0.00	454,174.00	113,547.00	98,398.75	31,812.87	0.00	355,775	21.7 %
5121 - Health Savings Account	85,335.00	0.00	85,335.00	21,339.00	18,768.33	6,345.69	0.00	66,567	22.0 %
5122 - Life Insurance	18,497.00	0.00	18,497.00	4,539.00	4,406.78	1,477.86	0.00	14,090	23.8 %
5135 - Retirement Saving Plan	433,133.00	0.00	433,133.00	106,161.00	98,767.22	32,708.75	0.00	334,366	22.8 %
Employee Benefits	1,106,661.00	0.00	1,106,661.00	245,586.00	220,341.08	72,345.17	0.00	886,320	19.9 %
Total Personnel Services	6,709,113.00	0.00	6,709,113.00	1,658,190.00	1,602,908.81	510,452.83	0.00	5,106,204	23.9 %

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Fayetteville Public Library
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	Adopted Budget	IN-YEAR BUDGET ADJ	Amended Budget	YTD Budget	YTD ACTUAL	ACTUAL	ENCUMBRANCES	REMAINING BUDGET	% Used/Rec'd
Materials & Supplies									
5200 - Office Supplies & Printing	89,986.00	0.00	89,986.00	24,373.00	12,361.77	4,147.87	0.00	77,624	13.7 %
5201 - Small Tools & Equipment	25,000.00	0.00	25,000.00	7,100.00	1,310.90	1,259.68	0.00	23,689	5.2 %
5203 - Medical Supplies	2,025.00	0.00	2,025.00	0.00	0.00	0.00	0.00	2,025	0.0 %
5210 - Food & Catering for Events	5,350.00	0.00	5,350.00	853.00	297.22	163.72	0.00	5,053	5.6 %
5218 - Cleaning Supplies	60,050.00	0.00	60,050.00	15,000.00	21,818.83	4,989.63	0.00	38,231	36.3 %
5220 - Tech Supplies	21,700.00	0.00	21,700.00	5,300.00	10,107.90	3,309.94	0.00	11,592	46.6 %
5224 - Landscape Materials	11,400.00	0.00	11,400.00	2,400.00	0.00	0.00	0.00	11,400	0.0 %
5226 - Merchandise for Resale	1,300.00	0.00	1,300.00	1,200.00	1,426.75	126.75	0.00	(127)	109.8 %
5230 - Computer Hardware Supplies	53,000.00	0.00	53,000.00	12,750.00	12,612.59	6,753.55	0.00	40,387	23.8 %
5235 - Signage	6,805.00	0.00	6,805.00	1,711.00	7,358.43	234.29	0.00	(553)	108.1 %
5250 - On-line Database	1,000.00	0.00	1,000.00	0.00	1,500.00	0.00	0.00	(500)	150.0 %
5251 - Programming Materials & Supplies	88,872.00	0.00	88,872.00	30,337.00	20,952.57	7,971.45	0.00	67,919	23.6 %
5252 - Repair Parts & Damaged Repairs	1,500.00	0.00	1,500.00	300.00	143.28	0.00	0.00	1,357	9.6 %
5255 - Circulating Equipment	200.00	0.00	200.00	0.00	191.62	39.49	0.00	8	95.8 %
5260 - Print Books	33,750.00	0.00	33,750.00	8,437.00	0.00	0.00	0.00	33,750	0.0 %
5265 - E-Book	63,360.00	0.00	63,360.00	15,839.00	0.00	0.00	0.00	63,360	0.0 %
5900 - Miscellaneous Expense	0.00	0.00	0.00	0.00	102.01	102.01	0.00	(102)	0.0 %
Materials & Supplies	465,298.00	0.00	465,298.00	125,600.00	90,183.87	29,098.38	0.00	375,114	19.4 %
Services & Charges									
5301 - Advertisement	10,191.00	0.00	10,191.00	3,264.00	2,742.97	609.00	0.00	7,448	26.9 %
5303 - Subscriptions, Publications and Dues	107,476.00	0.00	107,476.00	28,334.00	23,899.21	2,702.00	0.00	83,577	22.2 %
5304 - Licenses & Permits	600.00	0.00	600.00	600.00	0.00	0.00	0.00	600	0.0 %
5305 - Postage	20,000.00	0.00	20,000.00	4,998.00	51.94	11.33	0.00	19,948	0.3 %
5350 - Programming Services	172,170.00	0.00	172,170.00	128,945.00	17,759.99	7,972.58	0.00	154,410	10.3 %
5358 - Hospitality	1,400.00	0.00	1,400.00	300.00	0.00	0.00	0.00	1,400	0.0 %
5360 - Mileage Reimbursement	5,692.00	0.00	5,692.00	1,192.00	43.50	0.00	0.00	5,649	0.8 %
5361 - Training & Development	70,911.00	0.00	70,911.00	21,690.00	17,046.43	1,546.89	0.00	53,865	24.0 %
5362 - Travel	71,904.00	0.00	71,904.00	17,675.00	17,083.68	10,947.82	0.00	54,820	23.8 %
5375 - Employee Recognition	37,842.00	0.00	37,842.00	4,555.00	5,583.95	792.25	0.00	32,258	14.8 %
5385 - Board & Volunteer Recognition	4,000.00	0.00	4,000.00	0.00	405.70	0.00	0.00	3,594	10.1 %
5390 - Uniform Expense	14,400.00	0.00	14,400.00	3,600.00	4,838.47	1,470.10	0.00	9,562	33.6 %
5424 - Equipment Lease/Rental	7,000.00	0.00	7,000.00	1,247.00	1,403.61	0.00	0.00	5,596	20.1 %
5421 - Insurance - Building	200,000.00	(6,800.00)	193,200.00	193,200.00	135,242.41	0.00	0.00	57,958	70.0 %
5422 - Insurance - Liability	17,810.00	0.00	17,810.00	0.00	3,154.25	0.00	0.00	14,656	17.7 %
5423 - Other Rental	19,200.00	0.00	19,200.00	4,800.00	6,766.15	152.55	0.00	12,434	35.2 %

This report reflects only unrestricted funds within Fund 10.

Library Operations
Fayetteville Public Library
 Budget to Actual (Unrestricted)
 As of March 31, 2026

Preliminary: Subject to Audit

	Year Ending 12/31/2026			Year To Date 03/31/2026	Period Ending 03/31/2026	Month Ending 03/31/2026	03/31/2026	ANNUAL BUDGET	
	Adopted Budget	IN-YEAR BUDGET ADJ	Amended Budget	YTD Budget	YTD ACTUAL	ACTUAL	ENCUMBRANCES	REMAINING BUDGET	% Used/Rec'd
5394 - Admin & Management Fees	32,000.00	0.00	32,000.00	8,000.00	7,251.12	0.00	0.00	24,749	22.7 %
5395 - Bank Service Charges	25,000.00	0.00	25,000.00	6,252.00	6,566.18	2,009.29	0.00	18,434	26.3 %
5905 - Operating Contingency	70,000.00	80,000.00	150,000.00	150,000.00	0.00	0.00	0.00	150,000	0.0 %
Total Services & Charges	887,596.00	73,200.00	960,796.00	578,652.00	249,839.56	28,213.81	0.00	710,956	26.0 %
5340 - Audit	56,000.00	0.00	56,000.00	4,148.00	7,500.00	7,500.00	45,500.00	3,000	94.6 %
5341 - Legal	17,550.00	0.00	17,550.00	5,351.00	5,689.50	1,125.00	0.00	11,861	32.4 %
5344 - Contract Services	398,250.00	103,237.00	501,487.00	318,666.00	47,490.96	14,397.70	0.00	453,996	9.5 %
Purchased Professional and Technical Services	471,800.00	103,237.00	575,037.00	328,165.00	60,680.46	23,022.70	45,500.00	468,857	18.5 %
5310 - Telecommunications	36,360.00	0.00	36,360.00	9,090.00	7,087.80	1,163.12	0.00	29,272	19.5 %
5312 - Natural Gas	35,000.00	0.00	35,000.00	20,000.00	22,929.48	7,948.64	0.00	12,071	65.5 %
5314 - Electricity	286,000.00	0.00	286,000.00	56,000.00	46,686.21	17,982.58	0.00	239,314	16.3 %
5316 - Municipal Water	27,600.00	0.00	27,600.00	6,900.00	5,487.52	1,811.58	0.00	22,112	19.9 %
Utilities	384,960.00	0.00	384,960.00	91,990.00	82,191.01	28,905.92	0.00	302,769	21.4 %
Services & Charges	1,744,356.00	176,437.00	1,920,793.00	998,807.00	392,711.03	80,142.43	45,500.00	1,482,582	22.8 %
Maintenance									
5401 - Building Maintenance	63,600.00	0.00	63,600.00	15,900.00	31,124.49	5,080.56	0.00	32,476	48.9 %
5405 - Landscape Maintenance	10,000.00	0.00	10,000.00	2,700.00	225.00	0.00	0.00	9,775	2.3 %
5410 - Equipment Maintenance	66,778.00	0.00	66,778.00	47,514.00	18,409.04	0.00	0.00	48,369	27.6 %
Maintenance	140,378.00	0.00	140,378.00	66,114.00	49,758.53	5,080.56	0.00	90,619	35.4 %
Transfers Out									
6020 - Int. Transfer Out	0.00	577,730.00	577,730.00	577,730.00	0.00	0.00	0.00	577,730	0.0 %
Transfers Out	0.00	577,730.00	577,730.00	577,730.00	0.00	0.00	0.00	577,730	0.0 %
Capital Outlay	587,047.00	9,833.00	596,880.00	296,150.00	195,316.45	50,502.67	20,726.48	380,837	36.2 %
Total Expenditures	9,646,192.00	764,000.00	10,410,192.00	3,722,591.00	2,330,878.69	675,276.87	66,226.48	8,013,087	23.0 %
Change in Net Assets	4,899.00	0.00	4,899.00	(1,960,380.00)	(1,334,056.49)	(481,835.92)	(66,226.48)	1,405,182	(28,583.0) %

Library
Fayetteville Public Library
 Summarized Budget to Actual
 As of March 31, 2026

Preliminary: Subject to Audit

	Year Ending 12/31/2026	10--Library Operations	15--Expansion - Operations	20--Long Term - Reserve	30--Facility Reserve	40--Furniture & Equipment Reserve	50--Technology Equipment Reserve	70--Bond Debt Service Fund	85--Events	All Funds	Year To Date Remaining Budget
	Amended Budget	YTD Actual	YTD Actual	YTD Actual	YTD Actual	YTD Actual	YTD Actual	YTD Actual	YTD Actual	YTD Actual	Includes Encumbrance
Revenue											
Local Tax Support	11,057,977.00	445,883.73	0.00	0.00	0.00	0.00	0.00	214,023.89	0.00	659,907.62	10,398,069.38
City of Fayetteville Transfers	2,412,401.00	578,100.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	578,100.28	1,834,300.72
State Aid & Grant Revenue	151,500.00	47,556.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	47,556.45	103,943.55
Charges for Services	503,220.00	47,458.99	0.00	0.00	0.00	0.00	0.00	0.00	74,095.00	121,553.99	381,666.01
Contributions & Donations	2,311.55	5,197.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,197.04	(2,885.49)
Miscellaneous Revenue	0.00	5.99	0.00	0.00	0.00	0.00	0.00	0.00	1.88	7.87	(7.87)
Transfers In	495,626.00	33,989.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33,989.00	461,637.00
Investment Earnings											
Investment Income	0.00	16,187.19	4,567.95	9,769.92	4,246.30	1,836.10	2,526.64	0.00	659.83	39,793.93	(39,793.93)
Gain/Loss - Unrealized	0.00	0.00	0.00	(5,104.87)	(2,104.13)	(988.63)	(1,039.67)	0.00	0.00	(9,237.30)	9,237.30
Investment Management Fees & Expenses	0.00	0.00	0.00	(1,155.00)	(544.00)	(274.00)	(410.00)	0.00	0.00	(2,383.00)	2,383.00
Total Investment Earnings	0.00	16,187.19	4,567.95	3,510.05	1,598.17	573.47	1,076.97	0.00	659.83	28,173.63	(28,173.63)
Use of Reserves	796,195.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	796,195.17
Total Revenue	15,419,230.72	1,174,378.67	4,567.95	3,510.05	1,598.17	573.47	1,076.97	214,023.89	74,756.71	1,474,485.88	13,944,744.84
Expenditures											
Personnel Services											
Salary & Wages	5,770,472.00	1,416,942.73	0.00	0.00	0.00	0.00	0.00	0.00	41,001.66	1,457,944.39	4,312,527.61
Employee Benefits	1,140,723.00	228,058.05	0.00	0.00	0.00	0.00	0.00	0.00	8,075.97	236,134.02	904,588.98
Total Personnel Services	6,911,195.00	1,645,000.78	0.00	0.00	0.00	0.00	0.00	0.00	49,077.63	1,694,078.41	5,217,116.59
Materials & Supplies	967,509.55	339,452.88	0.00	0.00	0.00	0.00	0.00	0.00	32.93	339,485.81	628,023.74
Services & Charges	1,955,827.00	410,963.03	0.00	0.00	0.00	0.00	0.00	0.00	7,302.38	418,265.41	1,492,333.06
Maintenance	141,878.00	51,643.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	51,643.26	90,234.74
Transfers Out	4,888,043.00	0.00	0.00	0.00	0.00	0.00	0.00	214,023.89	0.00	214,023.89	4,674,019.11
Capital Outlay	1,046,119.17	215,180.76	0.00	0.00	0.00	0.00	108,440.24	0.00	16,753.77	340,374.77	641,929.01
Total Expenditures	15,910,571.72	2,662,240.71	0.00	0.00	0.00	0.00	108,440.24	214,023.89	73,166.71	3,057,871.55	12,743,656.25
Change in Net Assets	(491,341.00)	(1,487,862.04)	4,567.95	3,510.05	1,598.17	573.47	(107,363.27)	0.00	1,590.00	(1,583,385.67)	1,201,088.59

Filter tab and prompt selections:

As of date: 03/31/2026 ; Department: All; Include subdimensions: Off; Hide inactives: Off ; Fund: Library; Include subdimensions: Off; Hide inactives: Off ; Client or Donor: All; Include subdimensions: Off ; Client or Donor type: All; Include subdimensions: Off ; Vendor: All; Include subdimensions: Off ; Vendor type: All; Include subdimensions: Off ; Employee: All; Include subdimensions: Off ; Employee type: All; Include subdimensions: Off ; Item: All ; Product line: All; Include subdimensions: Off ; Restriction: All; Include subdimensions: Off ; Project: All; Include subdimensions: Off ; Project type: All; Include subdimensions: Off ;

**Library
Balance Sheet
Fayetteville Public Library**

Preliminary: Subject to Audit

	10--Library Operations Month Ending 03/31/2026	15--Expansion - Operations Month Ending 03/31/2026	20--Long Term - Reserve Month Ending 03/31/2026	30--Facility Reserve Month Ending 03/31/2026	40--Furniture & Equipment Reserve Month Ending 03/31/2026	50--Technology Equipment Reserve Month Ending 03/31/2026	60--Capital Construction Fund Month Ending 03/31/2026	70--Bond Debt Service Fund Month Ending 03/31/2026	85--Events Month Ending 03/31/2026	All Funds Month Ending 03/31/2026
Assets										
Cash & Investments										
1000 - Undeposited Funds	1,328	0	0	0	0	0	0	0	0	1,328
1003 - Petty Cash	1,189	0	0	0	0	0	0	0	0	1,189
1009 - Bank of Fayetteville - FPL	70,325	0	0	0	0	0	0	0	(274)	70,051
1020 - Arvest - Library Operations	515,588	0	0	0	0	0	0	0	0	515,588
1025 - Arvest - Events	0	0	0	0	0	0	0	0	171,968	171,969
1030 - First Security - FPL	426,041	0	0	0	0	0	0	0	0	426,040
1100 - Schwab FPL - Operating	916,615	0	0	0	0	0	0	0	0	916,615
1105 - Schwab FPL - Expansion O&M	0	679,825	0	0	0	0	0	0	0	679,825
1110 - Schwab FPL - Long Term	0	0	1,853,271	0	0	0	0	0	0	1,853,272
1115 - Schwab FPL - Facilities Replacement	0	0	0	868,187	0	0	0	0	0	868,187
1120 - Schwab FPL - Furniture & Equip.	0	0	0	0	438,214	0	0	0	0	438,213
1125 - Schwab FPL - Technology	0	0	0	0	0	612,935	0	0	0	612,935
1130 - Schwab FPL - Expansion Capital	0	0	0	0	0	0	4	0	0	5
Total Cash & Investment	1,931,086	679,825	1,853,271	868,187	438,214	612,935	4	0	171,694	6,555,217
Receivables										
1200 - Claims Pending	36	0	0	0	0	0	0	0	0	36
1240 - Accounts Receivable	3,879	0	0	0	0	0	0	0	34,115	37,993
1243 - Grants Receivable	8,023	0	0	0	0	0	0	0	0	8,024
1265 - Sales Tax Rebate Receivable	941	0	0	0	0	574	0	0	0	1,515
1270 - Due From Other Funds	339,996	0	76,241	30	0	123,656	0	0	49	539,970
1271 - Due From Other Governments (Property Tax & Debt Service)	7,556,175	0	0	0	0	0	0	3,626,964	0	11,183,139
1275 - 10 Due From 91	328,774	0	0	0	0	0	0	0	0	328,774
1281 - 10 Due From 85	487,461	0	0	0	0	0	0	0	0	487,461
1282 - 85 Due From 10	0	0	0	0	0	0	0	0	633,148	633,149
1400 - Interfund	(1,232,239)	3,899,883	(1,115,400)	3,787	43,381	365,371	(192,504)	(1,772,280)	0	0
Total Receivables	7,493,046	3,899,883	(1,039,159)	3,817	43,381	489,601	(192,504)	1,854,684	667,312	13,220,061
Prepaid Expenses										
1500 - Prepaid Expenses	86,098	0	0	0	0	0	0	0	0	86,098
Prepaid Expenses	86,098	0	0	0	0	0	0	0	0	86,098
Fixed Assets										
Depreciable Assets										
1801 - Building	22,132,023	0	0	0	0	0	0	0	0	22,132,023
1802 - Vehicles	91,190	0	0	0	0	0	0	0	0	91,190
1805 - Software	179,737	0	0	0	0	0	0	0	0	179,736
1811 - Books & Publications	2,636,385	0	0	0	0	0	0	0	0	2,636,386
1813 - Equipment	3,876,066	0	0	0	0	0	0	0	0	3,876,065
1815 - Furniture & Fixtures	263,427	0	0	0	0	0	0	0	60,681	324,108
1890 - Construction In Progress (CIP)	15,048	0	0	3,140	0	0	0	0	0	18,189
1999 - Accumulated Depreciation	(12,761,037)	0	0	0	0	0	0	0	(29,618)	(12,790,655)
Total Depreciable Assets	16,432,839	0	0	3,140	0	0	0	0	31,063	16,467,042
Non Depreciable Assets	1,605,676	0	0	0	0	0	0	0	0	1,605,675
Total Fixed Assets, Net	18,038,515	0	0	3,140	0	0	0	0	31,063	18,072,717
Total Assets	\$ 27,548,745	\$ 4,579,708	\$ 814,112	\$ 875,144	\$ 481,595	\$ 1,102,536	\$ (192,500)	\$ 1,854,684	\$ 870,069	\$ 37,934,093

Library
Balance Sheet
Fayetteville Public Library

Preliminary: Subject to Audit

	10--Library Operations Month Ending 03/31/2026	15--Expansion - Operations Month Ending 03/31/2026	20--Long Term - Reserve Month Ending 03/31/2026	30--Facility Reserve Month Ending 03/31/2026	40--Furniture & Equipment Reserve Month Ending 03/31/2026	50--Technology Equipment Reserve Month Ending 03/31/2026	60--Capital Construction Fund Month Ending 03/31/2026	70--Bond Debt Service Fund Month Ending 03/31/2026	85--Events Month Ending 03/31/2026	All Funds Month Ending 03/31/2026
Liabilities and Fund Balances										
Liabilities										
Accounts Payable										
2001 - Accounts Payable	126,406	0	0	0	0	0	0	0	0	126,406
2004 - Friends of FPL Pass through	2,299	0	0	0	0	0	0	0	0	2,299
2005 - FDN Designated Pass Through to FPL	(100,438)	0	0	0	0	0	0	0	0	(100,438)
2099 - AR State Library Scholarship Pass Through	793	0	0	0	0	0	0	0	0	793
2415 - Security Deposits	6,125	0	0	0	0	0	0	20,478	0	26,603
2414 - Convenience Fee	44	0	0	0	0	0	0	0	0	43
2020 - Accrued Accounts Payable	104,177	0	0	0	0	0	0	0	0	104,178
Total Accounts Payable	139,406	0	0	0	0	0	0	0	20,478	159,884
Salaries & Benefits Payable										
2125 - Accrued Salaries & Wages	113,834	0	0	0	0	0	0	0	3,277	117,111
2130 - Voluntary Vision Insurance	1,010	0	0	0	0	0	0	0	0	1,010
2140 - Voluntary Life, STD & AD&D	1,981	0	0	0	0	0	0	0	0	1,982
2145 - Accrued Vacation	292,618	0	0	0	0	0	0	0	3,486	296,103
2147 - Voluntary Supp Ins - Cancer	74	0	0	0	0	0	0	0	0	74
2148 - Voluntary Supp Ins - AC, CR, HI	297	0	0	0	0	0	0	0	0	297
2149 - Voluntary Supp Ins - Will	83	0	0	0	0	0	0	0	0	83
2150 - Retirement Contributions	64,777	0	0	0	0	0	0	0	0	64,777
2155 - Voluntary Dental Insurance	2,350	0	0	0	0	0	0	0	0	2,351
2160 - Accrued Sick Time	150,979	0	0	0	0	0	0	1,538	0	152,515
2165 - FICA Payable	0	0	0	0	0	0	0	0	0	0
2175 - Health Insurance Liability	58,167	0	0	0	0	0	0	0	0	58,168
2184 - FSA - Limited	25	0	0	0	0	0	0	0	0	25
2185 - FSA - Medical	240	0	0	0	0	0	0	0	0	240
2186 - FSA - Dependent Care	725	0	0	0	0	0	0	0	0	725
2187 - Health Savings Account Liability	14,400	0	0	0	0	0	0	0	0	14,399
2196 - Caring Committee	93	0	0	0	0	0	0	0	0	94
2197 - Healthy Habits	3,176	0	0	0	0	0	0	0	0	3,176
2198 - Annual Fund Liability	30	0	0	0	0	0	0	0	0	30
Total Salaries & Benefits Payable	704,859	0	0	0	0	0	0	0	8,301	713,160
Other Payables										
2057 - Sales Tax	228	0	0	0	0	0	0	0	36	263
2025 - Accrued Sales Tax Payable	937	0	0	0	0	0	0	0	0	937
2061 - Short Term Tax	0	0	0	0	0	0	0	0	3	4
Total Other Payables	1,165	0	0	0	0	0	0	0	39	1,204
Deferred Revenue										
2410 - Deferred Revenue	496,045	0	0	0	0	0	0	0	28,950	524,995
Total Deferred Revenue	496,045	0	0	0	0	0	0	0	28,950	524,995
Due to Other Funds										

Library
Balance Sheet
Fayetteville Public Library

Preliminary: Subject to Audit

	10--Library Operations Month Ending 03/31/2026	15--Expansion - Operations Month Ending 03/31/2026	20--Long Term - Reserve Month Ending 03/31/2026	30--Facility Reserve Month Ending 03/31/2026	40--Furniture & Equipment Reserve Month Ending 03/31/2026	50--Technology Equipment Reserve Month Ending 03/31/2026	60--Capital Construction Fund Month Ending 03/31/2026	70--Bond Debt Service Fund Month Ending 03/31/2026	85--Events Month Ending 03/31/2026	All Funds Month Ending 03/31/2026
Due to Foundation	41	0	0	0	0	0	0	0	0	41
Due to Library	0	0	0	0	0	0	0	0	487,461	487,461
Due to Others	199,925	0	0	68,517	0	193,900	77,580	0	0	539,922
Internal Due To	633,149	0	0	0	0	0	0	0	0	633,148
Total Due to Other Funds	833,115	0	0	68,517	0	193,900	77,580	0	487,461	1,660,572
Total Liabilities	2,174,590	0	0	68,517	0	193,900	77,580	0	545,229	3,059,815
Fund Balance	25,374,155	4,579,708	814,112	806,627	481,595	908,636	(270,080)	1,854,684	324,840	34,874,278
Total Liabilities and Fund Balances	\$ 27,548,745	\$ 4,579,708	\$ 814,112	\$ 875,144	\$ 481,595	\$ 1,102,536	\$ (192,500)	\$ 1,854,684	\$ 870,069	\$ 37,934,093

FAYETTEVILLE PUBLIC LIBRARY

Communications & Marketing Department

Board Report | April 20, 2026

Reporting Period: February – March 2026

This report covers a two-month period in which the Communications & Marketing team focused on building sustainable systems, deepening community engagement, and expanding FPL’s visibility across both social media and traditional media channels. While the December–January period was defined by extraordinary viral moments, February–March represents the steady, strategic work that turns momentum into infrastructure.

1. Community Connection

This period marks a shift from viral community moments to sustained, organic community trust. Rather than a single breakout post, the data tells a story of people actively seeking out the library—through search, through reviews, and through follows.

Audience Growth

- **Total Followers:** 34,880 across all platforms (+53.57%). Facebook: 21,970 (+1.10%), Instagram: 11,840 (net gain of 394 followers), LinkedIn: 1,066 (+8.55%).
- **Instagram Demographics:** Our Instagram audience skews 25–44 years old and 61.93% female—a strong community-builder demographic. Fayetteville accounts for 40.98% of followers, with Springdale, Rogers, Bentonville, and Farmington rounding out the top five.
- **LinkedIn Growth:** The fastest-growing platform this period. Followers up 8.55%, impressions up 173%, interactions up 213%, and clicks up 313%. Education, consumer services, and professional services lead our follower industries—exactly the audience we want seeing FPL as a professional resource.

Google Business Profile: The Community Finds Us

Google Business Profile continues to be one of our strongest indicators of real-world intent. When someone searches for us and clicks “driving directions,” that’s a person coming through our doors.

- **Total Reach:** 18,600 impressions (+20.13%), split between Google Search (57.39%) and Google Maps (42.61%).
- **Driving Directions:** 6,391 requests (+29.71%)—the clearest digital-to-physical conversion metric we track.
- **Website Clicks from Google:** 9,648 (+3.25%), showing sustained search-driven traffic to our site.
- **Reviews:** 18 new reviews with a 4.83-star rating (+6.10%). One reviewer wrote that the library is “the single best use of tax dollars ever. Period.”

Content Production

- **Total Posts:** 216 pieces of content across all platforms (+113.86%)—more than double the prior period. This reflects a deliberate strategy to increase cadence and diversify content types across Facebook (110 posts), Instagram (94 posts), and LinkedIn (12 posts).

2. Media Growth & Earned Media Value

We continue to expand our presence across both social and traditional media. This period introduced a meaningful new development: the first systematic tracking of traditional earned media coverage alongside our social metrics.

- **Zero Reputational Risk:** Consistent with previous periods, there were no negative or concerning stories reported across any monitored channels.

Traditional Media Coverage

Local outlets are covering FPL programming without prompting—a strong signal of earned media credibility. The following coverage was documented during this period:

Outlet	Story	Date	Est. Reach	Est. EMV
KFSM (TV Broadcast)	Master Gardener spring planting	Mar 12	111,000	\$2775.00
NWA Daily (Newsletter)	School's Out Series	Mar 24	46,000	\$552.00
NWA Daily (Newsletter)	Writers Weekend	Mar 30	46,000	\$552.00
KUAF (Radio)	Arkansas Math Discovery Day	Feb 25	7,500	\$112.50
Traditional Media Total:				\$3991.50

Note: Traditional media EMV uses conservative industry CPMs: \$25 for local TV broadcast, \$15 for radio, and \$12 for community newsletters. The KFSM broadcast alone reached an estimated 111,000 viewers.

Top Social Media Posts: EMV Breakdown

Using our established benchmarks of \$10 CPM and \$0.40 per engagement, the following top-performing posts demonstrate the advertising value of our organic content. Where content was cross-posted to both Facebook and Instagram, metrics are combined.

Content Piece	Metrics (FB + IG)	Reach Value (\$10 CPM)	Engagement Value (\$0.40/ea)	Total EMV
Seed Library Restock (Feb 13)	35,518 Views / 1,459 Interactions	\$355.18	\$583.60	\$938.78
Free Library Card (Mar 11)	33,540 Views / 887 Interactions	\$335.40	\$354.80	\$690.20
Library Lovers' Day (Feb 14)	20,513 Views / 1,239 Interactions	\$205.13	\$495.60	\$700.73
Law Firm Forms (Feb 21)	22,470 Views / 1,290 Interactions	\$224.70	\$516.00	\$740.70
FPL in the 90s (Mar 16)	19,185 Views / 1,215 Interactions	\$191.85	\$486.00	\$677.85
Social Media Total (5 Posts):				\$3748.26

Combined Earned Media Value (Traditional + Social): \$7739.76

Note: This total represents only four traditional media placements and five top social posts. The full scope of 216 social media posts and additional media mentions during this period would yield a significantly higher cumulative EMV. The Media Tracker and Marketing Workbook, both on track for completion by end of Q2, will provide comprehensive cumulative tracking.

3. Performance Snapshot

This section provides a multi-channel view of digital performance, combining social media metrics with website engagement data reported through GA4 (Google Analytics) for the first time.

A Note on Context

The December–January reporting period included the Jim Blair memorial post, which reached nearly 60,000 people with a 21.89% engagement rate—an extraordinary community moment unlikely to repeat every period. The period-over-period declines in Facebook and Instagram impressions reflect a normalization from that outlier, not a decline in performance. We are now tracking against a more sustainable baseline.

Social Media Performance

Channel	Metric	Feb–Mar 2026	vs. Prior Period	Assessment
All Platforms	Total Followers	34,880	▲ +53.57%	Strong Growth
All Platforms	Total Posts Published	216	▲ +113.86%	Doubled Output
LinkedIn	Impressions	5,210	▲ +173.06%	Breakout Channel
LinkedIn	Interactions	339	▲ +213.89%	Breakout Channel
Google Business	Total Reach	18,600	▲ +20.13%	Strong Growth
Google Business	Driving Directions	6,391	▲ +29.71%	Digital → Physical
Facebook	Impressions	258,870	▼ -28.48%	Normalizing*
Instagram	Impressions	251,110	▼ -30.15%	Normalizing*
Facebook Reels	Engagement Rate	2.94	▲ +42.62%	Quality Up
Instagram Reels	Engagement Rate	9.24	▲ +25.33%	Quality Up

***Normalizing:** FB/IG impression declines reflect the absence of outlier viral content (Jim Blair memorial) from the prior period, not a decline in organic reach performance. Reel engagement rates are up significantly on both platforms, indicating higher content quality even as total reach settles to a sustainable baseline.

Website Engagement (GA4)

For the first time, we are reporting website engagement data from Google Analytics (GA4) to the Board. This data has been refined to exclude known sources of bot traffic, providing a cleaner and more accurate picture of real user behavior.

Metric	Value	What It Means
Active Users	29,380	Total engaged audience on the website
Total Sessions	59,879	Overall website usage volume
Engaged Sessions	28,803	Sessions with meaningful interactions
Engagement Rate	48.1%	Nearly 1 in 2 visitors actively engage with content
Avg. Engagement Time	34 seconds	Consistent, intentional usage per session

Top Traffic Source	Organic Search	Users finding the library via search engines
Primary Audience	Local (NWA)	Strong community reach from Fayetteville and surrounding areas

Traffic patterns confirm that the library is primarily reaching its local and regional audience, with mobile devices accounting for the largest share of visits while desktop users exhibit deeper engagement. These trends reinforce the library’s role as a trusted and accessible digital resource for the community.

Board Summary

The library enters the April meeting with zero negative media stories, growing follower counts across every platform, and the first-ever clean website analytics baseline. While total social impressions normalized from the extraordinary December–January period, engagement quality is up across the board—Reel engagement rose 42% on Facebook and 25% on Instagram. Google driving directions increased nearly 30%, translating digital interest into physical visits. Combined earned media value from traditional and social channels for this period exceeded \$7,740 from just nine tracked placements.

Team Wins:

- **Writers Weekend:** Marketed to nearly 80% registration capacity.
- **Website Rebuild:** New ADA-compliant template pages are on track for the April 24 deadline. The new template will make ongoing accessibility maintenance significantly easier for staff.
- **Weekly Recommendation Videos:** Collaborative series with staff and community partners launched and running on social channels.
- **Bot Traffic Resolution:** Identified and resolved sources of bot traffic from Asia, producing cleaner analytics going forward.

Looking ahead: The Media Tracker and 2026 Marketing Workbook are both on track for completion before the end of Q2. These tools will enable the team to tell better stories around the FPL brand through comprehensive analytics, help maximize our limited marketing budget, and continue to develop the organic growth that has become a hallmark of our communications strategy.

Fayetteville Public Library Foundation
CY 2026 Monthly Financial Update
Month Ending February 28, 2026
(Preliminary: Subject to Audit)

Where We Stand

Status: Slightly ahead of plan
Revenue: Ahead of plan
Expenses: On track (excluding Library support transfers)
Cash: Stable

Overall, the Foundation is **slightly ahead** compared the approved budget.

Revenue is higher than planned at this point in the year, driven by strong Annual Fund contributions, Reading the Greens sponsorships, and investment earnings. Spending appears higher than budget largely due to a non-cash asset transfer to the Library.

When that transfer is set aside, operational spending is generally in line with expectations. Cash remains stable and the Foundation continues to operate as planned.

Money Coming In (Unrestricted)

Revenue: \$116,694 actual | \$17,032 planned

Fundraising Snapshot

Annual Fund | \$37,147 raised
Reading the Greens | \$28,312 raised | Goal: \$90,000
Library Giving Day (Apr 1) | Goal: \$30,000

So far this year, we have received **\$116,694**, compared to **\$17,032** planned.

Revenue higher than expected primarily due to:

- Early Reading the Greens sponsorships
- Strong Annual Fund contributions
- A \$32,861 in-kind donation representing a fish tank that was donated to the Foundation and transferred to the Library.

Note: The fish tank donation represents donated goods rather than cash contributions.

Summary: Cash contributions are performing well, and total revenue also reflects donated support for the Library.

Money Going Out

Expenses: \$106,335 actual | \$68,364 planned

Spending appears higher primarily due to support provided to the Library.

Library Support Summary (Year-to-Date)

Cash support provided to the Library: **\$1,608**
Non-cash support provided to the Library: **\$32,861**
Total Support provided: **\$34,469**

Excluding these transfers, Foundation operating expenses are generally in line with expectations.

Summary: Most of the spending variance reflects support provided to the Library rather than Foundation operating costs.

Staffing Overview

The temporary intern position discussed previously has not yet started; staffing costs will continue to be monitored once that role begins.

Summary: Staffing costs remain stable.

Restricted Funds Overview

Restricted gifts designated for the Library totaled \$2,311 year-to-date.

These funds will be used to support the Library for their intended purposes..

Summary: Restricted funds remain available for transfer to the Library when needed.

Cash on Hand

Cash remains stable, and the Foundation has sufficient funds available to support current commitments.

Summary: The Foundation can comfortably cover its obligations.

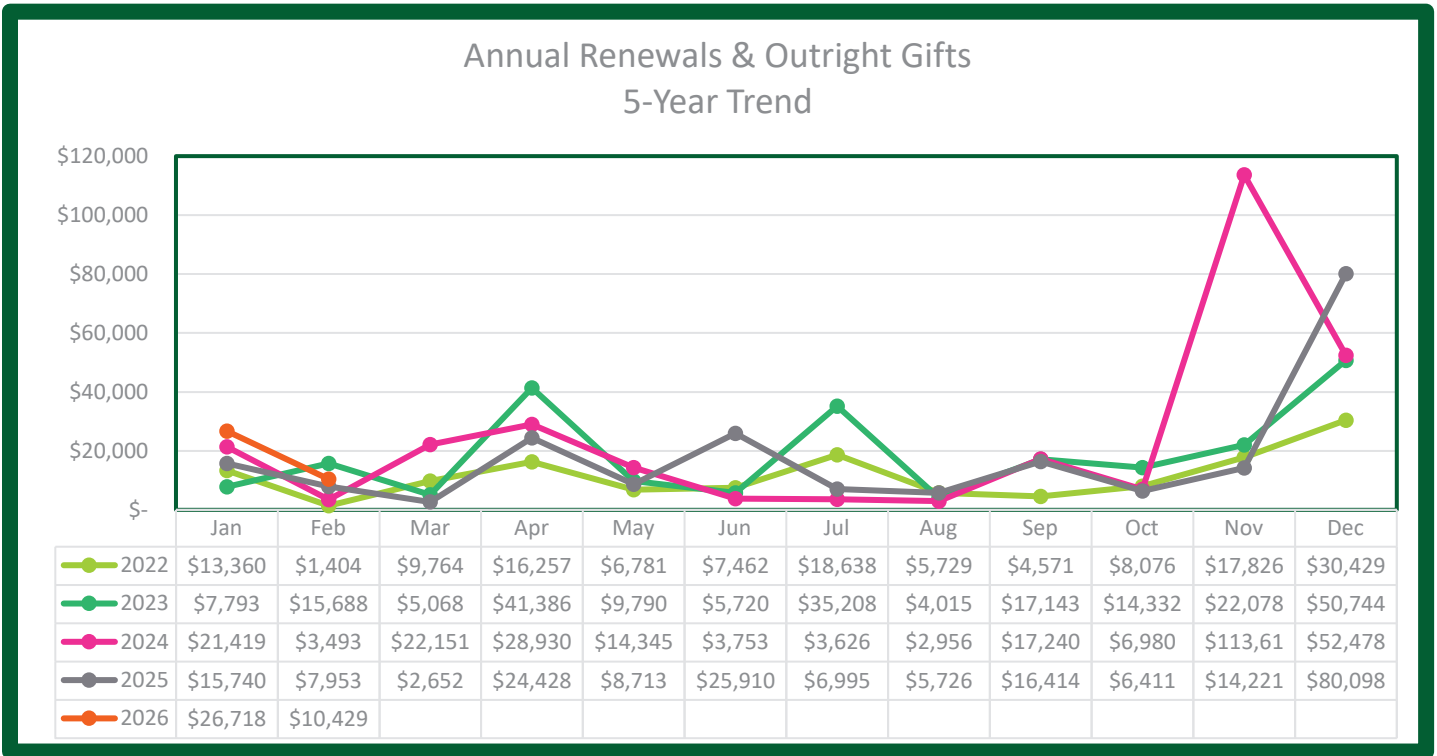
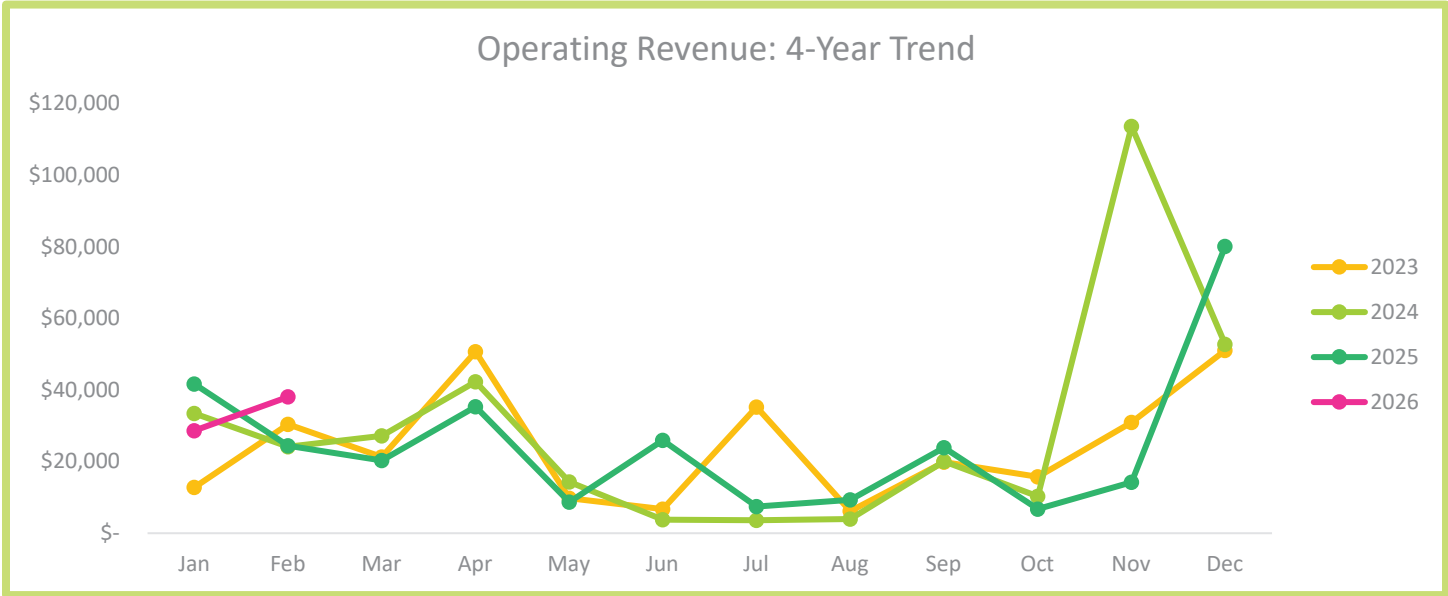
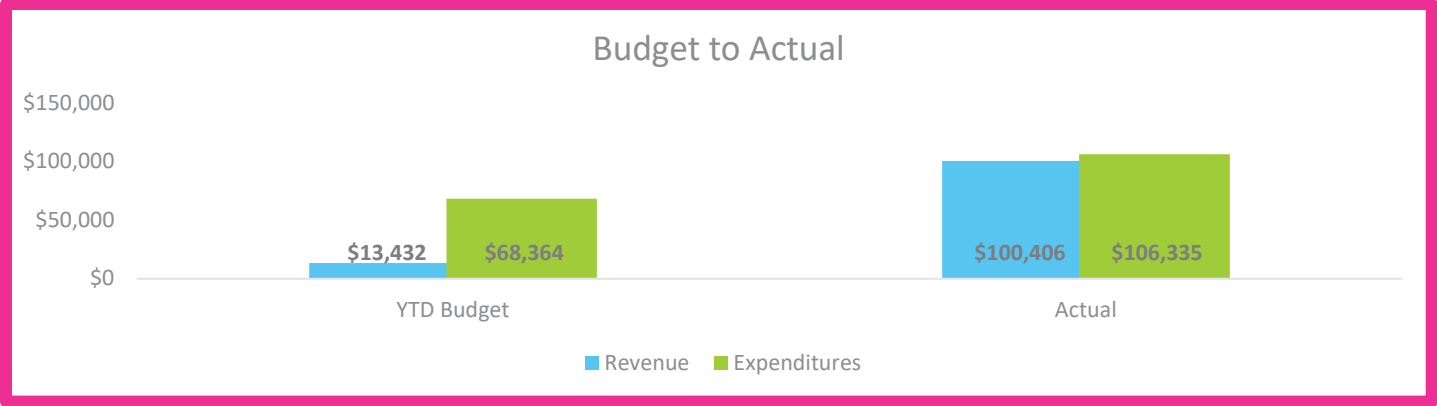
Looking Ahead

Over the next few months, staff will keep an eye on:

- Library Giving Day on April 1, with a fundraising goal of \$30,000
- Reading the Greens, scheduled for April 11, with a fundraising goal of \$90,000
- Ongoing Annual Fund contributions
- The timing of the temporary intern position and related staffing costs.

Key Message

Overall, the Foundation is slightly ahead of plan. Fundraising is off to a strong start this year, and spending is generally in line with expectations once we account for support provided to the Library.





MEMO

TO: Fayetteville Public Library Board of Trustees
FROM: Tamika Ball, Director of Accounting & HR
DATE: April 20, 2026
RE: Update of Library-Issued Payment Card Policy

Background

The Use of Library-issued Credit Cards (FC-2) has been renamed, reviewed, and updated as part of the Library's ongoing effort to review financial policies and keep them clear, current, and practical.

The prior version of this policy was dated and did not provide enough clarity in several areas. As a result, some expectations around card use, documentation, approvals, and follow-up were not as clear as they should be.

Discussion

The revised policy updates the language and structure of FC-2 and provides clearer direction on the use of Library-issued payment cards.

The revised draft:

- adds definitions for key terms such as business meals, hospitality expenses, and employee recognition expenses
- clarifies approved and prohibited uses
- strengthens expectations for receipts, supporting documentation, and monthly expense reports
- clarifies reporting requirements for lost, stolen, or unauthorized card activity
- updates oversight responsibilities
- strengthens compliance language for unauthorized charges and repeated reporting or documentation issues
- aligns the policy with related policies, including FP-1 and PA-83

Overall, the revised policy is intended to reduce ambiguity, support good stewardship of public funds, and make expectations easier to apply consistently across the Library.

Recommendation

It is recommended that the Board accept Policy FC-2, Use of Library-Issued Payment Cards, as presented.

Policy Name Use of Library-Issued Payment Cards

1. PURPOSE

The purpose of this policy is to establish clear rules for the issuance, use, security, documentation, review, and oversight of Library-issued payment cards.

2. SCOPE

This policy applies to all employees issued or authorized to use a Library-issued payment card for official Library business.

3. DEFINITIONS

Library-issued payment card means any physical card or electronic card number issued or authorized by the Library for official Library business, including purchasing cards, credit cards, charge cards, and e-cards.

Business meals are reasonable meal expenses incurred in connection with official Library business when the business purpose cannot reasonably be conducted except during a meal period or when a scheduled meeting extends through a normal mealtime.

Hospitality expenses are reasonable food, beverage, or related costs for an approved Library meeting, event, or function that serves an official Library purpose.

Employee recognition expenses are reasonable costs for approved events or activities intended to recognize service or support employee morale.

4. POLICY STATEMENT

Library-issued payment cards may be used only for authorized Library business. Use of a Library-issued card is a privilege, not a right. The Library may deny, suspend, limit, or cancel payment card privileges at any time.

All payment card purchases must be for a valid Library business purpose, be reasonable and necessary, comply with the approved budget, and comply with Library purchasing, travel, and reimbursement policies, as well as any other Library policy that applies to the purchase. Payment cards may not be used to avoid normal purchasing, approval, or documentation requirements.

CARD ISSUANCE

A Library-issued payment card may be issued or authorized only when there is a documented business need, the issuance or authorization is approved by the Director of Finance, spending limit is established, the employee completes required training, and the employee signs a payment card agreement form before receiving or using the payment card.

Each payment card shall be assigned to one employee. A payment card may be used only by the employee to whom it is assigned or who is authorized to use it.

SPENDING LIMITS AND RESTRICTIONS

Each payment card shall be subject to limits or restrictions established by the Finance Director and to any applicable purchasing thresholds and requirements in FP-1, as amended from time to time. Limits or restrictions may include single transaction limits, monthly spending limits, and vendor or merchant restrictions. The Library may change payment card limits or restrictions at any time.

AUTHORIZED USE

A Library-issued payment card may be used only for approved Library business expenses permitted under Library policy. Authorized uses may include approved supplies, approved registrations or training costs, other approved travel or training expenses allowed by Library policy, business meals that serve an official Library purpose, and other approved operational purchases.

Business meals, hospitality expenses, and employee recognition expenses may be charged to a payment card only when approved in advance in writing or otherwise documented. Business meals must serve an official Library purpose. Meals during travel or training covered by PA-83 shall not be charged to a payment card.

Use of a payment card does not replace required approvals.

PROHIBITED USE

A Library-issued payment card shall not be used for:

- personal purchases of any kind
- alcoholic beverages
- cash advances
- purchases prohibited by Library policy

- purchases that exceed established limits
- purchases not supported by required documentation
- split purchases made to avoid approval requirements or spending limits
- use of another employee's payment card to avoid spending limits, approval requirements, or procurement rules
- use by anyone other than the assigned or authorized employee
- purchases shipped to a personal address unless specifically approved for Library business
- fuel or gas purchases for personal vehicles or other personal use
- meals during travel or training covered by PA-83
- gift cards, gift certificates, or similar cash-equivalent items, unless approved in advance for an authorized Library program or activity and otherwise permitted by Library policy
- gift cards, gift certificates, or similar cash-equivalent items for employees are not allowed
- extravagant gifts or awards

CARDHOLDER RESPONSIBILITIES

The cardholder or authorized user is responsible for: using the payment card only for authorized Library business, making purchases on behalf of the Library with sound judgment and at fair and reasonable prices, keeping the payment card and payment card information secure, obtaining and maintaining required receipts and supporting documentation for each transaction, providing a clear business purpose for each transaction, submitting a complete and properly documented monthly expense report by the required deadline, reviewing transactions for accuracy, reporting a lost or stolen card or unauthorized use immediately, and returning the payment card when required.

The employee is personally responsible for any unauthorized, personal, or unsupported purchase and may be required to reimburse the Library.

DOCUMENTATION REQUIREMENTS

The employee must obtain and retain complete supporting documentation for each transaction at the time of purchase.

Required documentation must include:

- itemized receipt or invoice
- date of purchase
- vendor name
- amount
- business purpose
- any additional approval or support required by Library policy

For business meals charged to a payment card, documentation must also include the names of attendees and the business purpose of the meal. Meals during travel or training covered by PA-83 shall not be charged to a payment card.

If a required receipt cannot be provided, the employee must submit a completed missing receipt form with the monthly expense report by the required deadline. The use of a missing receipt form is expected to be rare.

EXPENSE REPORT SUBMISSION

All payment card transactions for the prior month must be included on the required monthly expense report and submitted with complete supporting documentation no later than the first business day of the following month.

Receipts and supporting documentation may be scanned or uploaded during the month; however, a transaction is not considered submitted until the complete monthly expense report and all required supporting documentation are submitted. The employee is responsible for making sure the monthly expense report includes all payment card transactions for that reporting period. Submitting an expense report early does not relieve the employee of responsibility for ensuring the report is complete.

Each payment card transaction must be reviewed and reconciled timely. Missing receipts, incomplete documentation, or unexplained charges must be resolved promptly.

SECURITY

The employee must safeguard the payment card and payment card information at all times. The employee shall not lend the payment card to another person, share the payment card number except as needed for an authorized purchase, or store payment card information in an unsecured location.

The employee is responsible for the security of the assigned or authorized payment card until it is returned or cancelled.

LOST, STOLEN, or UNAUTHORIZED USE

A lost or stolen payment card, suspected fraud, or unauthorized transaction must be reported immediately to the card issuer, the Program Administrator or designated Finance staff, and the employee's manager.

Failure to report promptly may result in the cardholder being held responsible for resulting charges, to the extent permitted by law and card issuer rules.

The employee must cooperate in resolving disputes and unauthorized charges.

REVIEW and OVERSIGHT

The Director of Finance shall serve as Program Administrator for the Library-issued payment card program. The Program Administrator is responsible for maintaining cardholder records, coordinating with the card issuer, monitoring payment card activity, and supporting payment card issuance, changes, and cancellations.

Finance staff shall review payment card transactions for completeness of documentation, business purpose, policy compliance, reasonableness, and proper coding, if applicable. The employee's supervisor or other designated approver shall review and approve payment card activity. No employee shall have sole control over use, approval, and review of the same transaction.

RETURN, SUSPENSION, and CANCELLATION

The employee must return the payment card no later than the employee's last day in the role requiring the card, or sooner upon request by the Library.

The Library may suspend, revoke, or cancel payment card privileges at any time for business, control, or compliance reasons, including misuse of the card, failure to provide required documentation, repeated late submission of the monthly expense report, violation of Library policy, change in job duties, or lack of continued business need.

5. COMPLIANCE

Any personal, unauthorized, or otherwise noncompliant charge, including an accidental personal charge, must be reimbursed to the Library within five (5) business days after the transaction is identified.

Missing or incomplete receipts, late submission of the monthly expense report, and failure to include all transactions for the reporting period are violations of this policy.

The following consequences apply to repeated violations under this policy, based on the timing described below:

- **First violation:** First written warning
- **Second violation:** Second written warning
- **Third violation:** suspension of payment card privileges for three (3) months; during the suspension period, the employee may check out and use the general Library card, if otherwise authorized
- **Fourth violation:** if another violation occurs within six (6) months after the employee's payment card privileges are reinstated following a third violation, payment card privileges will be revoked for one (1) year and the employee may not participate in the payment card program during that time.

Violations are tracked using a rolling six (6) month period. If an employee has no additional violations within six (6) months after the most recent violation, the process resets and the next violation is treated as a first violation.

This same reset applies after reinstatement following a third violation. If no further violations occur within six (6) months after payment card privileges are reinstated, the next violation is treated as a first violation.

Failure to comply with this policy may result in suspension or revocation of payment card privileges, disciplinary action, up to and including termination, and any other action the Library determines is appropriate.

RELATED POLICIES

- Purchasing Policy (FP-1)
- Travel and training (PA-83)

**Fayetteville Public Library
Payment Card Agreement Form**

Printed Name: _____

Department: _____

As an authorized and approved Fayetteville Public Library (FPL) Payment Cardholder, I fully understand and agree to the following terms and conditions regarding the use and safekeeping of the credit card and account number(s) entrusted to me:

1. I have received, reviewed, and understand the information presented in the payment card training.
2. I accept full responsibility for the safekeeping of the payment card and account number(s) assigned to me. No one, other than me, has authority to use the card and/or account number assigned to me or make charges on the card and/or account.
3. I will make purchases on behalf of the Library with sound judgment and obtain fair and reasonable prices.
4. I will not use the payment card and/or account information for unauthorized or non-business (personal) purchases. If such charges occur, I will be required to reimburse the Fayetteville Public Library for all incurred charges and/or related fees within five (5) business days.
5. I will immediately report the theft or loss of the payment card and/or account number to the issuing financial institution by calling the phone number on the back of the card, notify the Finance Department, and notify my manager. Failure to notify the appropriate authority of the immediate theft, loss, or the misplacement of the payment card and/or account number will make me personally responsible for any fraudulent or unauthorized use.
6. I will report any fraudulent card transactions immediately to the issuing financial institution by calling the phone number on the back of the card, the Finance Department, and my manager. I understand the issuing financial institution may require fraudulent transactions to be reported within thirty (30) days of the transaction date in order to investigate or take action. Failure to report promptly may result in me being held responsible for those charges.
7. I understand that I am responsible for obtaining and maintaining all required receipts and supporting documentation and for submitting a complete, accurate, and properly documented expense report in accordance with Library policies. If a receipt is lost or otherwise unavailable, I will submit a completed Missing Receipt Affidavit signed by me and my manager.
8. I understand that purchases made with a payment card must comply with the purchasing thresholds and requirements within the Purchasing Policy (FP-1), as amended from time to time, and that purchases requiring the traditional purchasing process must not be made with a payment card.
9. I understand purchases must never be artificially divided to avoid the approval requirements, spending limits, or any other procurement policies.
10. I will surrender my payment card and/or account number no later than my last day in the role requiring the card, or sooner upon request.
11. I understand the Library may suspend, revoke, or cancel payment card privileges at any time for business, control, or compliance reasons, including misuse of the card, failure to provide required documentation, repeated late submission of monthly expense report, violation of Library Policy, change in job duties, or lack of continued business need.
12. I understand that I am required to submit a complete and accurate monthly expense report by the deadline established by the Finance Department. I further understand that repeated violations related to monthly expense report and documentation requirements will be handled in accordance with FC-2, Use of Library-Issued Payment Cards.

Repeated violations related to monthly expense report and documentation requirements may result in the following progressive enforcement actions:

First violation: First written warning.

Second violation: Second written warning.

Third violation: Suspension of payment card privileges for three (3) months

Fourth violation: If another violation occurs within six (6) months after my payment card privileges are reinstated following a third violation, payment card privileges will be revoked for one (1) year and I may not participate in the Payment Card Program during that time.

13. I understand that incomplete submissions (including missing receipts and missing payment card transactions) will be considered non-compliant under the Library policy.

14. I understand that if I do not follow these requirements or misuse the payment card, I may lose my card privileges, may be subject to disciplinary action up to and including termination of employment, and may also face criminal investigation or charges, if appropriate.

This agreement applies to all future payment card accounts assigned to me as a cardholder and/or account custodian.

Employee Signature

Date Signed



MEMO

To: Fayetteville Public Library Board of Trustees
From: David Johnson, Executive Director
Date: April 20, 2026
Re: Fee Schedule Policy Updates

Background

This update to the Fee Schedule policy for the Fayetteville Public Library reflects minor adjustments to keep fees aligned with current costs and practices. The policy provides a clear and consistent framework for fees related to services, materials, and spaces, while balancing accessibility with responsible use of resources.

As part of a regular review process, the following updates to the policy have been proposed:

Updates

- Updates the non-resident fee structure to provide a more equitable and accessible rate for patrons outside the service area
- Directs patrons to the rental pricing form rather than listing all event fees within the policy
- Adds that any price changes exceeding 20% within a calendar year will be brought to the board for review and approval

Recommendation

Staff recommend that the Board of Trustees approve the proposed edits as presented.

Code: JF

Date: 1/20/03

Date Revised: 4/1/03; 12/4/03; 12/8/03; 2/18/04; 3/23/04; 10/26/04; 1/13/05; 5/1/05; 12/30/05; 1/26/06; 7/17/06; 2/19/07; 6/16/08; 12/15/08; 8/17/09; 12/21/09; 12/20/10; 2/18/2013; 10/26/15; 02/28/17; 11/28/17; 11/3/20; 7/8/21, 9/6/2021, 8/21/23, 4/20/26

Policy: Fee Schedule

The Executive Director is authorized to adjust existing fee amounts on a periodic basis to reflect operational costs and market conditions. Any changes that introduce new fees, eliminate existing fees, or substantially alter the structure or purpose of a fee must be approved by the Library Board.

Fee	Amount
Library cards non-resident	The non-resident library card fee is based on the estimated average annual per-capita property tax contribution made by Fayetteville residents. This amount is calculated using total library property tax revenue, the number of dwelling units, and average household size as reported by the U.S. Census Bureau. The fee is reviewed every three years and rounded to the nearest ten dollars. The Library Board may set the fee below the calculated amount to reduce barriers to access and support regional use. \$60 in 2026-2029.
Replacement	\$1
Late materials Exceptions:	\$.25/day (\$5 maximum), exceptions listed below
• Circulating equipment and objects	\$5/day (\$50 maximum)
• In-house use equipment	\$1/hour (\$5 maximum)
Items returned with missing parts	\$5 processing fee per item
Damaged materials	Depends on condition of material + \$5 processing fee



Lost materials	Material list price + \$5 processing fee Replacement discs that can be ordered individually are \$10 each plus a \$5 processing fee
Copies & printing <i>including mistakes</i>	\$0.10 per side; color \$0.25 per side
Faxing	\$1 per page
Interlibrary loans (ILL)	\$2 non-refundable processing fee for each request
Lost or damaged ILL items	Cost of the item plus a \$10 processing fee
Genealogy research	\$20/hour (1 hour minimum, includes copies and postage)
Obituary research	\$10/each (includes postage)
Event space and meeting room rental charges	Rental fees are published on the library's website under Rent Our Space and in the official Pricing Form . Any price change exceeding 20% within a single calendar year must be submitted to the Board for review and approval.

