COMIC CON!
The Boise Public Library sponsored and hosted the fifth annual Library Comic Con, August 26-27, at four venues on the 8th Street corridor, and the El Korah Temple for a cosplay event on Saturday night. The aggregate attendance for the event was over 11,000 and received excellent comments from attendees and staff. I want to thank Josh Shapel and his dynamic library team for producing another excellent event. This has become a highlight event for the library year and is anticipated by many people in our community. We will be conducting a “debrief” meeting in September to evaluate the successes and challenges of producing the event. Well done, staff! For more information on this year’s Con, as well as information on Boise Public’s newest piece of public art, please review the separate Library Comic Con 2017 entry below in the Administration and Management Reports section.

STRATEGIC OBJECTIVES FISCAL YEAR 2018
The Leadership Circle (LC) has completed a draft of objectives for the Library Board of Trustees’ review during the September meeting, and will ask for adoption of the Fiscal Year 2018 plan. The LC members met in a day-long planning session and another session to refine the objectives, and will work on a quarterly based timeline once adopted. The LC also engaged in the biennial Talent Review process and will be recruiting various library staff to assist with implementation of the Fiscal Year 2018 plan. Thanks to the LC members for the hard work crafting next fiscal year’s plan.

PERFORMANCE REVIEWS
Supervisors and managers are working on finishing annual staff performance reviews, which are due to me for review on August 31. Two library divisions, Information Services and the Library! at Cole & Ustick, are participating in a “beta” test project for revising the performance appraisal system throughout the City. We will keep you posted on the progress and outcomes of the effort.

CITIZEN SURVEY
Library staff received a report on the annual city-wide citizen survey, and the results included high marks for Boise Public. I plan to share the report with you at the October meeting, but please note that the areas we will seek to improve are services for the male population and minority populations. The Library received average ratings from each of these demographics. Stay tuned for more information—we will include this as a “trends and issues” session at next month’s meeting.

IDAHO LIBRARY ASSOCIATION
The Idaho Library Association annual conference will be in Boise, October 5-6. If any Trustee is interested in attending the conference, please let Kari Davis know and we will have you registered as a Trustee. The conference is a good opportunity for you to network with other library professionals and learn more about Idaho library issues.
ADMINISTRATION AND MANAGEMENT REPORTS:

MEDIA MATTERS
Two events drove Library media coverage in August: the solar eclipse and Library Comic Con 2017.

Several media outlets ran stories including photos and statistics around our August 1 eclipse glasses giveaway. Between the Main Library and our four branches, we gave away over 2,000 pairs of glasses in just under one hour. Mayor Bieter happened to be job-shadowing at the Library! at Cole & Ustick that day, and customers were thrilled when he took a turn behind the counter handing out glasses. The highlight media coverage was a call from the Boise office of the Associated Press. The story got picked up on the AP’s West Wire, meaning the Library appeared in TV, radio, and print outlets up and down the West Coast and into the Mid-West.

This year’s Comic Con also was a potent media driver. Events Coordinator and Comic Con founder Josh Shapel was interviewed on 94.9 FM, “The River,” and the event featured nicely in the Idaho Statesman’s “Scene” magazine. The August 17 unveiling of the “Imaginauts” public art piece generated the most coverage, however. The project was done in tandem with the Boise City Department of Arts & History, and served to commemorate the five-year anniversary of Library Comic Con. The unveiling was covered on television by channels 6 and 7, and in print in the Idaho Business Review, Boise Weekly, and Idaho Statesman.

In paid advertising, we tried something new for Comic Con 2017. As in years past, we aired short, 15-second spots on KBOI and the CW television networks. The CW is an especially good outlet, given its heavy slant toward comic book- and superhero-themed programming. However, given more and more viewers are getting their TV through set-top boxes such as Roku or Apple TV, or through gaming consoles such as X Box, we chose to air our commercials via those avenues as well. This is called Over the Top (OTT) programming. We were pleased to find our commercial generated a 97 percent “completion” rate, meaning just 3 percent of viewers chose to skip it. Our media buyer at KBOI said that number is extremely high, and we will look to leverage OTT advertising for future events.

In communications-related news surrounding the new Main Library/Civic Center and Education of Culture (CCEC), we are continuing to refine the project goals, vision statement, talking points, and case statements, and the project’s communications team continues to meet on a bi-weekly basis. The team has created a draft public-facing timeline but, as the project continues to evolve, will hold off on sharing it until we can be confident it is timely and accurate.

A Request for Proposal was issued August 11 to retain a creative firm to assist with CCEC naming, branding, and messaging - bids are due August 31. We hope to move quickly in the selection process; look for an update at next month’s meeting.

ECLIPSE PROGRAM AT THE MAIN LIBRARY
Youth Services hosted an all-ages pre-eclipse program in August presented by Brian Jackson, assistant professor in the physics department at Boise State University. Jackson worked at the Goddard Space Flight Center in Maryland and the Carnegie Institution of Washington before coming to Boise State. He discussed the geography, weather, and why Idaho was a good place to watch the eclipse. We also handed out 100 pairs of eclipse glasses at the program. On August 1, we handed out 900 pairs of glasses – which were gone in less than 20 minutes
LIBRARY COMIC CON 2017

While the final numbers are yet to come in, we believe attendance for this year’s Comic Con will exceed 10,000 people. In terms of attendees, events, venues, programs, and panels, this was by far the Library’s largest Comic Con to date.

The 2017 event, our fifth, stretched to two days and multiple venues. New for this year were events held at the former Idaho Linen Supply building and the Trailhead facility, both on 8th Street. We also hosted events at LongDrop Cider Company and White Dog Brewing (both on Capitol Boulevard), and a cosplay contest and ball at the El Korah Shrine on Idaho Street. The cosplay contest and ball was a new event for 2017, and we were thrilled to see over 200 people attend, 80 of them in costume.

This year also saw our biggest guest list, with two dozen comics authors, artists, and creators present from across the U.S. and Canada. Each year our guests remark at how much they enjoy the city and our Con, and this year was no different. We had several guests mention how well we treated them, and that our level of attention and hospitality surpasses even the biggest Cons.

To commemorate the Con’s five-year anniversary, we worked with the Boise City Department of Arts & History to commission a new piece of public art. Titled “Imaginauts,” the work was created by local comic artist Adam Rosenlund, and adds color and vitality to what was formerly a blank wall of concrete on the northwest corner of the Main Library. Please see the photos below.

All in all, it was another very successful year for what has become the Library’s signature event.
THE LETTER BOX PROJECT
This summer the Main Library hosted a Department of Arts & History grant-funded art installation called ‘The Letter Box Project.’ Artists from the Twoquarters Collective retrofitted a vintage vending machine to dispense hand-written letters in a variety of languages on a variety of topics. Staff received more than 250 comments and questions about it over the summer, with one customer commenting that “The Letter Box Project is so cool! I love how inclusive it is!” and another that “This is really cool! Wow!” The artists distributed more than 1,600 hand-written letters at the Library through this installation before taking it down on August 31. Thank you to the Twoquarters Collective and to the Department of Arts & History for bringing this innovative project to the Library!