

**Belleville Area District Library Board  
Regular Meeting Agenda  
April 9, 2024 at 7:30 PM**

**The Belleville Area District Library Board will meet in person in the library's 2<sup>nd</sup> floor Conference Room.**

**Agenda:**

1. Pledge of Allegiance
2. Roll Call: Cichewicz, Fleming, Hughes-Grubbs, Juriga, Peters, Priest, Stoudemire
3. Approve Agenda
4. Approve March 12, 2024, Regular Meeting Minutes
5. Public Comments
6. Committee Reports
  - A. Building-Cichewicz
  - B. Bylaws-Juriga
  - C. Finance-Stoudemire
  - D. Marketing-Hughes-Grubbs
  - E. Personnel-Priest
  - F. Policy-Fleming
  - G. Art
7. Approve Accounts Payable
8. Director's Report/Comments/Communications
9. Trustee Comments
10. Chair Comments
11. Adjournment

Any citizen wishing to provide input or ask questions about any agenda item may speak during the meeting's Public Comments section or forward comments to the Library Director in advance by leaving a message at 734-699-3291 or via the Contact Us link at [www.belleville.lib.mi.us](http://www.belleville.lib.mi.us). Any citizen requesting accommodation to attend this meeting may contact the library at least 24 hours prior to the meeting, using the above contact information.

Next Regular BADL Board Meeting: May 14, 2024, at 7:30 PM

**Belleville Area District Library  
Meeting Minutes  
March 12, 2024**

1. **Call to Order:** Chair Sharon Peters called the meeting to order at 7:32 pm.
2. **Roll Call:** The following board members were present: Joy Cichewicz, Dan Fleming, Alma Hughes-Grubbs, John Juriga, Sharon Peters, Linda Priest, and Tanya Stoudemire. Also present: Library Director Mary Jo Suchy.
3. **Approve Agenda:**  
Motion by Juriga, seconded by Cichewicz, to approve the agenda as presented. The motion carried unanimously.
4. **Approve February 13, 2024, Regular Meeting Minutes:** Motion by Cichewicz, seconded by Priest, to approve the February 13, 2024, minutes as presented. The motion carried unanimously.
5. **Public Comments:** None.
6. **Approve Calendar/Room Booking Software Purchase:** The library's current calendar and room booking software through Demco is no longer being offered. The library evaluated software from 5 vendors and selected SpringShare for a fee of \$2,499. The software was chosen for its affordability and ease of use by the public. No board action was necessary since the cost was under \$5,000.
7. **Committee Reports**
  - A. **Building:** The flag pole light replacement is pending.
  - B. **Bylaws:** No report.
  - C. **Finance:** No report.
  - D. **Marketing:** The committee will meet to discuss a program with the Friends of the Library.
  - E. **Personnel:** No report.
  - F. **Policy:** Motion by Fleming, seconded by Cichewicz, to eliminate Item #1 (Three year terms of service) from the Art Committee Members Policy. The motion carried unanimously. Each group (Friends of the Library, BACA, and Library Board) will determine how long their representative will serve.
  - G. **Art:** Michele Montour reported that the current exhibit is photographer Gary Washington. In addition, photos from Cheryl Martin are in the display case. Belleville High School student art will be exhibited in the spring. The library's exhibit space is booked through 2025 with a few bookings also in place for 2026.
8. **Approve Accounts Payable:** Motion by Stoudemire, seconded by Cichewicz, to approve the accounts payable as presented. The motion carried unanimously.

**9. Director's Report:** See attached. Suchy thanked assistant director Hilary Savage for preparing the director's report for her while she was out of town. She also thanked Jennifer Richardson and Jessamy Green-Husted for their work on the staff committee to choose new calendar/room booking software. Eclipse glasses will be handed out at the library on Saturday, March 30 from 12-5 pm, limit two pairs of glasses per family. The library will also host a live stream of the eclipse on April 8. Strangers on a Train will be the feature of this Thursday's Classic Movie Night.

**10. Trustee Comments:**

Juriga – The library celebrated its fourth birthday at the end of February. He announced that he is going to be a grandfather again.

Fleming – His niece is looking forward to the teen UNO tournament at the library tomorrow. He also noticed changes that have been made to the layout of the library's website.

Stoudemire – Discovered that she needs to update her library card.

Hughes-Grubbs – Thanked Michele Montour for everything that she does to assist the library.

Cichewicz – The Ypsilanti District Library Michigan Avenue Branch will reopen in June. She noted that the businesses have noticed their absence.

Priest – Encouraged everyone to come to the Classic Movie Night on Thursday.

**11. Chair Comments:**

Peters – Observed that Hilary did a fantastic job while Mary Jo was out of town. She thanked John and Debbie Juriga for sending flowers to celebrate the library's February 29<sup>th</sup> birthday.

**12. Adjournment:**

Motion by Juriga, seconded by Priest to adjourn. The meeting adjourned at 8:08 pm.

## Belleville Area District Library

Date: 04/02/2024

Time: 4:43 PM

Page: 1

### Operating:

Check Date	Vendor Name	Check Description	Amount
03/05/2024	AMAZON CAPITAL SERVICES	Office Supplies & Books	585.27
03/05/2024	APPLIED INNOVATION	Copier/Printer Usage	657.92
03/05/2024	BELLEVILLE AREA INDEPENDENT	Advertising 2/22/24	216.00
03/05/2024	CHASE CARDMEMBER SERVICE	Office/bldg Suppl; Postage	279.82
03/05/2024	CROCHET WORLD	Annual Subscription	40.00
03/05/2024	DC LAWN & SNOW	February Salting	250.00
03/05/2024	DTE ENERGY	Gas Service 4th St	944.17
03/05/2024	DTE ENERGY	Electric Service 4th St	2,863.66
03/05/2024	ODP BUSINESS SOLUTIONS LLC	Office/bldg Supplies	836.92
03/05/2024	OTIS ELEVATOR COMPANY	Maintenance Service	1,202.04
03/05/2024	STANDARD INSURANCE COMPANY	Long/Short Term Disability Plan	1,367.80
03/05/2024	TERENCE O'LEARY	Library Program 3/12/24	100.00
03/05/2024	THE LIBRARY NETWORK	Shared Automation Charges	9,504.12
03/05/2024	TYLER TECHNOLOGIES	Fundbalance Annual Fee	771.95
03/05/2024	UNIFIRST CORP	Maintenance/Mats	143.32
03/05/2024	UNITED HEALTHCARE	Health Insurance	16,580.35
03/05/2024	WASTE MANAGEMENT OF MI, INC	Dumpster Service	449.29
03/05/2024	WOODLANDS LIBRARY COOPERATIVE	2024 Labor Law Posters	60.00
03/05/2024	AMAZON CAPITAL SERVICES	Books & supplies	440.58
03/19/2024	A PRODUCTION BUILDING SOLUTION	March Monthly Cleaning	3,565.00
03/19/2024	AMAZON CAPITAL SERVICES	Books & supplies	369.48
03/19/2024	BELLEVILLE AREA INDEPENDENT	Advertising 3/7/24	216.00
03/19/2024	BLUE CROSS BLUE SHIELD OF MICH	Dental	1,005.19
03/19/2024	BRODART CO.	Library Supplies	112.21
03/19/2024	CENTRAL MICHIGAN UNIVERSITY	Microfilming Newspaper	500.00
03/19/2024	CLEAR RATE COMMUNICATIONS	Fax Service	297.27
03/19/2024	CSLP	SRP Supplies	376.34
03/19/2024	DEMCO	Library Supplies	85.70
03/19/2024	DTE ENERGY	Gas/Electric Sumpter	219.91
03/19/2024	FRIENDS OF THE BELLEVILLE AREA	February Payout	608.55
03/19/2024	GA BUSINESS PURCHASER LLC	Alarm Service Sumpter Br.	52.05
03/19/2024	JESSI MCKENNA	Library Program April 1	200.00
03/19/2024	LONG MECHANICAL SERVICE	Maintenance Visit	1,442.00
03/19/2024	MICHIGAN LIBRARY ASSOCIATION	Membership Renewal	85.00
03/19/2024	ODP BUSINESS SOLUTIONS LLC	Bldg Supplies	259.72
03/19/2024	THE LIBRARY NETWORK	Bookbilling	6,043.48
03/19/2024	THOUSAND OAKS OPTICAL	Program Supplies	100.39
03/19/2024	UNIQUE MANAGEMENT SERVICES INC	February Placements	85.05
03/19/2024	UNITED HEALTHCARE	Cust. 04M1319	16,592.35
03/19/2024	AMAZON CAPITAL SERVICES	Books & supplies	487.55
04/02/2024	A PRODUCTION BUILDING SOLUTION	Monthly cleaning February	3,565.00
04/02/2024	AMAZON CAPITAL SERVICES	Supplies and Books	628.50
04/02/2024	APPLIED INNOVATION	Copier/Printer Usage	834.32
04/02/2024	BEVERLY MEYER	Music Program 4/13/24	400.00
04/02/2024	CHASE CARDMEMBER SERVICE	Supplies, Postage	196.66
04/02/2024	DTE ENERGY	Gas 4th St	817.30
04/02/2024	DTE ENERGY	Electric - 4th Street	2,821.01
04/02/2024	ENVISIONWARE, INC	Annual Maintenance Subscrip	7,408.30
04/02/2024	HOWELL NATURE CENTER	Library Program Deposit	50.00
04/02/2024	KANOPY, INC.	Annual Fee PPU Preogram	3,000.00

04/02/2024	LONG MECHANICAL SERVICE	Furnace Maintenance	1,950.00
04/02/2024	ODP BUSINESS SOLUTIONS LLC	Office/bldg Supplies	733.51
04/02/2024	SHARON DUCKWORTH, CPA	Accounting Services March	1,025.00
04/02/2024	THE LIBRARY NETWORK	Shared Automation/telecomm.	14,438.49
04/02/2024	UNIFIRST CORP	Maintenance/Mats	143.32
04/02/2024	UNITED STATES POSTAL SERVICE	Postage to our account	2,000.00
04/02/2024	WILCOX BROS.	2024 PRI Renewal	685.00

57	Checks Total:	110,692.86
----	---------------	------------

57	Bank Total:	110,692.86
----	-------------	------------

57	Grand Total:	110,692.86
----	--------------	------------

# DIRECTOR'S REPORT

April 2024

## LIBRARY PROGRAMS

March: Adults: 12 Youth: 15

LIBRARY VISITS	2023/24	2022/23	% change
March	10,769	10,536	2.21%
Fiscal Year	100,432	89,532	12.17%

TOTAL CIRC	2023/24	2022/23	% change
March	21,513	23,405	-8.08%
Fiscal Year	191,153	189,604	0.82%

ADULT PROGRAMMING	2023/24	2022/23	% change
March	248	156	58.97%
Fiscal Year	1,273	1,123	13.36%

YOUTH/TEEN PROGRAMMING	2023/24	2022/23	% change
March	324	474	-31.65%
Fiscal Year	3,706	3,124	18.63%

ALL AGES PROGRAMMING: March: 0 Fiscal Year: 450

REF. QUESTIONS	2023/24	2022/23	% change
March	1,730	1,747	-0.97%
Fiscal Year	14,715	13,673	7.62%

INTERNET USE	2023/24	2022/23	% change
March	952	1015	-6.21%
Fiscal Year	8,867	8,489	4.45%

YOUTH/TEEN INTERNET	2023/24	2022/23	% change
March	251	246	2.03%
Fiscal Year	2,505	1,707	46.75%

**BUILDING:** The flagpole light has been successfully replaced and is fully functional.

**FINANCE:** Tanya Stoudemire and I met with representatives from Chase Bank regarding the investment of some of our savings account revenue into certificates of deposit. The CDs could be laddered (redeemable every three months) and could be set up to automatically roll over when they mature. Current CD rates are at about 4.5-4.7%. Our current interest rate in our savings account is 0.01%.

We also received information from our bank regarding their JPMorgan Access Service. This service would give us enhanced fraud protection services at a fee of approximately \$200-\$250 per month.

**PROGRAMMING:** National Library Week is April 8-13. The theme this year is "Ready, Set, Library!" The library is kicking the week off with the solar eclipse on April 8 with a livestream of the eclipse as well as a variety of craft projects and snacks for the afternoon. National Library Week celebrations end on Saturday, April 13 at 11 am with a family concert by the Music Lady, Beverly Meyer. In this very special program she is joining with music therapist Danielle Saval. Hear the magical story of the role our library has played in their lives!

The library kicks off its Seed Library on Saturday, April 20 at 10:30 am with a presentation by Alex Ball of Old City Acres. A complete list of seeds that are available can be found on the library's website at: <https://www.belleville.lib.mi.us/seed-library>.

The Perennial Plant Swap will take place on Saturday, May 4 at Noon.

**STAFF:** The library will be closed to the public on Monday, April 29 for its annual staff in-service training day. Topics will include reviews of safety/emergency procedures review, instruction on the new calendar software, and updates from each department. Each department will also have the opportunity for department level meetings/trainings.

Outgoing staff: Library assistant Danielle Sugai.

**LIBRARY CALENDAR/EVENT SOFTWARE:** Library staff are receiving training and are working with Springshare to set up the LibCal event and room booking software. We will go live with the new system in May.

**FRIENDS:** The Friends of the Library are busy preparing for their used book sale which will take place on Saturday and Sunday, May 4<sup>th</sup> and 5<sup>th</sup>.

# Libraries struggle to afford the demand for e-books and seek new state laws in fight with publishers

3/12/2024

---

HARTFORD, Conn. (AP) — Whenever bestselling author Robin Cook releases a new medical thriller, the head of the public library in West Haven knows demand for digital copies will be high. So will the price.

Like many libraries, West Haven has been grappling with the soaring costs of e-books and audiobooks. The digital titles often come with a price tag that's far higher than what consumers pay. While one hardcover copy of Cook's latest novel costs the library \$18, it costs \$55 to lease a digital copy — a price that can't be haggled with publishers.

And for that, the e-book expires after a limited time, usually after one or two years, or after 26 checkouts, whichever comes first. While e-books purchased by consumers can last into perpetuity, libraries need to renew their leased e-material.

The modestly funded West Haven Library has spent more than \$12,000 over the last three years to lease just 276 additional digital titles beyond what patrons can access through a consortium of public libraries. Eighty-four of those books are no longer available. If that same amount had been spent on paper books, it would have covered about 800 titles.

"Imagine if a playground was built at a school with tax dollars, only to be taken down after two years of use," librarian Colleen Bailie said at a recent public hearing.

Publishers, however, argue the arrangement is fair considering e-book licenses for libraries allow numerous patrons to "borrow" them and the per-reader cost is much less expensive than the per-reader rate.

Librarians in several states have been pushing for legislation to rein in the costs and restrictions on electronic material, which has been growing in popularity since the COVID-19 pandemic. Patrons are stuck on long waiting lists for audio and e-books, and digital offerings are limited.

This year, lawmakers in states including Connecticut, Massachusetts, Illinois, Hawaii and New Hampshire have proposed bills aimed at closing the affordability gap. A bill was introduced in Virginia but was tabled in February.



They face strong opposition from the publishing industry, which argues the legislation undermines intellectual property values and will harm the publishing ecosystem.

“They do have a funding problem, but the answer is not to take it out of the pockets of authors and destroy the rights of creators and pass unconstitutional legislation,” said Shelley Husband, senior vice president of government affairs at the Association of American Publishers, noting how more people than ever can access e-material that might otherwise have been purchased from booksellers.

Readers across the globe borrowed 662 million e-books, audiobooks and digital magazines last year, up 19% since 2022, according to data provided by OverDrive, the main distributor of digital content for libraries and schools.

Libraries Online Inc., a Connecticut interlibrary consortium, is currently spending roughly \$20,000 a month on e-books for its 38 members. Replacing expired titles consumes 20% of the consortium’s budget, said e-book committee chair, Rebecca Harlow.

“If we replaced all of the content that has expired this year, the cost would exceed our entire annual budget for e-books,” Harlow recently told lawmakers. “We have completely lost the ability to build a library collection.”

The consortium leases fewer than 30 books a month for children and 30 books a month for teens, she said.

Dumping e-books and audio books isn’t considered an option for libraries with patrons like Casey Rosseau, 53, of West Hartford, Connecticut.

Rosseau, an information technology worker, has worsening eyesight. He reads about 200 audiobooks a year using OverDrive’s Libby app on his phone, and is typically on waiting lists for months at a time for the most coveted titles.

“I’ve always gone to the library to get the latest John Grisham or the latest James Patterson (novel),” he said. “Those come out so often that you have to have really deep pockets in order to be able to afford to buy them.”

In 2021, Maryland passed a law that would have required publishers to make e-books available on “reasonable terms” to libraries if they were being offered to the general public. That was struck down by a judge in 2022, after publishers successfully argued that federal copyright law bars states from regulating publishing transactions. New York Gov. Kathy Hochul vetoed a similar measure in 2021.

Many of the latest legislative proposals try a different approach.

An Illinois bill would void contracts between libraries and publishers that include certain provisions, such as restricting a library’s right to determine loan periods for licensed electronic material. Massachusetts and Connecticut are looking at similar proposals.

“Basically, rather than telling the publishers that they have to do anything in particular, our bill would tell the libraries on what terms they can make deals with the publishers,” said Connecticut state Rep. Matt Blumenthal, a Democrat.

Husband, of the Association of American Publishers, said she sees no real difference between the overturned Maryland law and these latest efforts. Last year, organizations representing publishers, booksellers and authors formed The Protect the Creative Economy Coalition to oppose state legislation.

But Julie Holden, assistant library director for the Cranston Public Library in Rhode Island, said that without legislative change, local librarians will not only continue to face financial strain, they’ll be bogged down examining lists of expiring digital leases to decide whether they can justify spending more money to renew each one.

“Taxpayers who fund our public libraries deserve better. Way better,” she said.

## Unknown Title

Matt Enis

# Full Stream Ahead: The State of Library Streaming Services

Library entertainment platforms gain on commercial streaming services as consumers balk at subscription costs. With “subscription fatigue” on the rise, libraries are seeing a growing popularity in streaming services—and deciding how best to provide them.

### **Library entertainment platforms gain on commercial streaming services as consumers balk at subscription costs**

Streaming has become ubiquitous in the United States. According to a demographically diverse survey of 1,000 people by market research company OnePoll and Forbes Home published in February, Americans now spend, on average, a little over three hours per day streaming various forms of digital media. Ninety-nine percent of respondents said they have a subscription to at least one streaming service, with Netflix the most popular paid service for streaming movies and TV shows. However, global consultancy Simon-Kucher notes in its most recent Global Streaming Study, published in July 2023, that “subscription fatigue” is on the rise, with the overall budget people are willing to spend on streaming services declining.

Subscription fatigue is leading to two separate trends. The average number of streaming services per consumer declined by 13 percent in the



*Illustration by John W. Tomac*

United States between 2022 and 2023, with people becoming more inclined to cancel an existing subscription if they add a new one. And free ad-supported services, such as Amazon's Freevee, are becoming more popular for movies and TV shows, according to the Simon-Kucher report. Free services now account for 36 percent of the total time people around the world spend streaming, up from 29 percent in 2022. These trends could be partly responsible for the growing popularity of library streaming services such as hoopla, Kanopy, and Bibliotheca's cloudLibrary streaming video, which launched as biblio+ in October 2021.

## **GREAT GROWTH**

OverDrive's Kanopy streaming video service achieved new records in 2023, adding 3.6 million new users, representing 6 percent growth over 2022; 13 million hours watched, up 14 percent; and 24 million total plays, up 9 percent. While those numbers are global, OverDrive President and CEO Steve Potash explains that "North America still dominates our business, but the growth was pretty much universal.... What is driving that is new libraries signing up, or more users finding out about Kanopy from libraries marketing it well. It varies by territory and audience."

Hoopla also "had a great year," says Jeff Jankowski, cofounder of hoopla digital and president of the service's parent company Midwest Tape. "We grew 26 percent in 2023, which was outstanding, and we added 1.7 million new users to the platform."

As Potash notes, some of the growth is from new libraries signing up for the services. Librarians at three major U.S. public library systems interviewed for this story all described usage as steady or growing modestly.

At Boston Public Library (BPL)—which offers hoopla, Kanopy, and cloudLibrary Streaming Video/biblio+—streaming usage is "slowly climbing, but it's not at the [COVID-19] pandemic spike levels," says Melissa Andrews, chief of collection management for BPL. She adds that during the height of the pandemic, the library temporarily boosted the number of number of titles patrons could stream via pay-per-use licenses. BPL has since scaled back. "We have limited our offers in terms of how many things you can watch per month, which [had been] abnormally high," Andrews says.

Jennifer Fleck, selection librarian, digital, for King County Library System (KCLS), WA, says that usage of hoopla and Kanopy "has remained steady at our system. The patrons who discovered streaming services through the library have stayed, and they seem to watch about the same amount. We don't have that giant [pandemic] spike anymore, but we didn't have the big drop we anticipated.... We also see a steady number of new patrons trying out the system every month—especially during winter months. We're seeing very gradual growth."

Usage of hoopla and Kanopy picked up during the past year at Queens Public Library (QPL) in New York, but Hong Yao, director of technical services, says that when the library launched hoopla during the pandemic, "surprisingly, it didn't take off like we had expected," and growth was initially slow.

## LICENSING MODELS

Yao adds that QPL is generally cautious about offering content via pay-per-use licensing. “Pay-per-use can be very, very hard to manage” in terms of budgeting, she says. Budgets can rise and fall from year to year and usage of pay-per-use resources can fluctuate as well, making the expense a moving target. “We were really hesitant. It requires a lot of guts to get into it,” she says. During the pandemic, the library’s budget for digital resources temporarily grew, easing concerns about offering hoopla. But more recently, rather than offering pay-per-use access to Kanopy, QPL opted for a special pricing package, paying a flat fee annually for seven curated collections including Kanopy Kids, World Cinema, and more.

Fleck also says that she prefers flat fee services. “It makes budgeting really easy. Let’s say I’m buying the Criterion Collection, and everyone can watch as much as they want, and no one has to wait, and I know exactly how much it costs. That being said, it has to be affordable, and it has to make sense with our patron usage. So, I might opt for pay-per-circ until I see an audience build up enough that it’s worth it” to pay for the flat fee license.

“Flat fee is obviously a preferred model,” Andrews says. “We can plan throughout the year how much it costs, and then we can really promote it widely as we know [the cost] won’t go up with patrons discovering it.”

The flat-fee subscription packages offered by Kanopy, along with its pay-per-use ticket system that offers patrons full seasons of some TV series and other episodic content for a single checkout/instant borrow, are a couple of ways the platform is helping libraries that would prefer more predictable licensing costs.

**“I’ve noticed that hoopla and Kanopy both seem to be trying to get more mainstream content that’s popular, and much more quickly than they used to.”**

**JENNIFER FLECK | KING  
COUNTY LIBRARY SYSTEM**

Similarly, hoopla’s BingePass system, which the platform launched in December 2021, offers unlimited streaming for seven days for content including Hallmark Movies—Jankowski says that the average number of movies watched by patrons using the Hallmark BingePasses gets cost-per-circ down to about 35 cents per title—film festivals around the globe from Filmocracy, documentaries from Curiosity Stream, and more for a single instant borrow. And hoopla’s Bonus Borrows promotions offer a selection of movies, TV shows, and other content that is free to libraries and doesn’t deduct from a patron’s allotment of instant borrows. The company recently announced that the program will now be active every month.

“We want libraries to have a sustainable model where they’re going to get the maximum benefit from their budget,” says Ann Ford, VP of sales and customer support for Midwest Tape.

Bibliotheca’s cloudLibrary Streaming Video service is exclusively flat fee with unlimited simultaneous use. Pay per use “can be very expensive; that’s one of the downsides that we hear from our librarians,” says Jordan Hanlon, VP of digital products for Bibliotheca, adding that the model can also disappoint patrons if they are watching a series and run out of Kanopy tickets or hoopla instant borrows. “That’s really a big

difference [between cloudLibrary Streaming Video] and really most of the platforms that are out there” offering TV shows, movies, and documentaries.

“I think that more vendors are looking at those models and offering hybrid ways to make it more sustainable and affordable” for libraries, Andrews says. “It all goes back to the deals that [vendors] make with the distributors and the publishers of this content, too. It seems like they are making headway with some of those distributors showing that [libraries] aren’t eating into the commercial market.” This could potentially lead to more flexible licensing options and an increase in content available through library services in the future.

## WHAT’S ON?

Ten or 15 years ago, libraries were “at the bottom of the food chain,” Potash says. “The studios and the suppliers wouldn’t talk to us until they exhausted all of these other [markets]. I’m proud to say thanks to the success and the global reach of Kanopy and OverDrive, filmmakers, studios, and artists are now seeing... libraries as a real commercial market that doesn’t cannibalize other markets. We are in the mix negotiating much earlier, and...we are now involved in building a future model where we hope to have the premiere of some of these streaming films first and foremost only from your library.” Another factor that filmmakers and artists appreciate, Potash says, is that unlike most commercial streaming services, library services such as Kanopy do not have subscription tiers that include ads.

Recently, popular content on Kanopy has included films such as the 2023 Best Picture Oscar–winning action movie *Everything Everywhere All at Once*—which the service debuted last summer—documentaries such as *The YouTube Effect*, and TV series including Manhattan and British Broadcasting Corporation (BBC) shows such as *Shakespeare and Hathaway: Private Investigators* and *SS-GB*.

“I’ve noticed that hoopla and Kanopy both seem to be trying to get more mainstream content that’s popular, and much more quickly than they used to,” Fleck says.

“We’re getting shows that are close to day-and-date [release] and making them available” to library patrons, says Jankowski.

Ford notes that hoopla also recently partnered with A24, the entertainment company that distributes *Everything Everywhere All at Once*, as well as other recent, critically acclaimed films such as *The Whale* and *Uncut Gems*, and the service currently has an exclusive arrangement with Acorn TV, which offers mysteries, dramas, and comedies from the UK and commonwealth countries.

On Bibliotheca’s cloudLibrary Streaming Video service, “cozy mysteries, documentaries, [and] foreign films are consistently pretty popular within our system” as well as BBC TV shows and movies, Hanlon says.

“BBC content is popular across all three” streaming services at BPL, Andrews says. The Great Courses, available on both Kanopy and hoopla, are also consistently popular, along with classic films and indie films “that are harder to get on [commercial] streaming services,” she adds.



## PROMOTING WISELY

While streaming services offer patrons a convenient way to access high-quality entertainment content from their

library, some libraries may be cautious about how aggressively they promote these services. As with any pay-per-use model, the more popular a service becomes, the more expensive it becomes. Yao notes that it is important to offer services that patrons want—and digital resources are now a part of that—but libraries have to strike a balance with other needs as well. “You don’t want to lose your customers permanently, but we really have to juggle what we have” in terms of resources, she says.

“It seems like they are making headway with some of those distributors showing that [libraries] aren’t eating into the commercial market.”

**MELISSA ANDREWS**  
BOSTON PUBLIC LIBRARY

At BPL, “we do a lot of word of mouth, and we have links on our website, but we’re not putting ads in newspapers” or otherwise heavily promoting the services, says Andrews. She believes it’s better to focus on marketing content rather than any specific platform. “A list of great classic movies—we have it through Kanopy, [or] we have the DVD. We should be promoting content and not necessarily the [service], because the truth is there might be another vendor who comes out with a better model or a better platform. I think we want to be really mindful of not marrying ourselves to our vendor partner.”

KCLS has a more comprehensive approach, promoting hoopla and Kanopy on its website and in branches with displays and informational materials in multiple languages. Recently, hoopla’s Hallmark BingePass was spotlighted on the website, and “a lot of people tried it,” Fleck says. “Our Maple Valley Library has been very clever—they’ve put QR codes next to their DVDs, so if you didn’t find what you were looking for in the stacks, see if you can stream it on your device right now.... We also promote on social media—especially Facebook.”

## MEETING PATRON PRIORITIES

For libraries that can afford to offer these services, the future looks bright for movie and TV streaming. According to the Simon-Kucher study, subscription price is currently the most important criterion for consumers when choosing a streaming platform, ranked first by more than four out of five respondents to their global survey. The second and third most important criteria are the service’s selection of content and the frequency with which new content is added, and studios and distributors are beginning to view library vendors as important partners. Fourth and fifth are “the flexibility to cancel anytime” and the absence of advertisements, neither of which are concerns for library streaming options.

Streaming is an entertainment option that gets the library into patron homes, and as Fleck says about KCLS, “we don’t have to do very aggressive marketing for it. Folks seem to discover it, try it, and stick around.”

**Get Print. Get Digital. Get Both!**



Matt Enis

[menis@mediasourceinc.com](mailto:menis@mediasourceinc.com)

[@MatthewEnis](#)

Matt Enis ([matthewenis.com](http://matthewenis.com)) is Senior Editor, Technology for *Library Journal*.

## Add Comment :-

UUID :

Name :

Email :

URL :

Comment :



**Saturday, April 13 at 11:00 am**



**DANIELLE SAVAL**   **BEVERLY MEYER**  
**MUSIC THERAPIST**   **THE MUSIC LADY**

*Music, Movement and Stories for all ages  
Help us celebrate National Library Week*

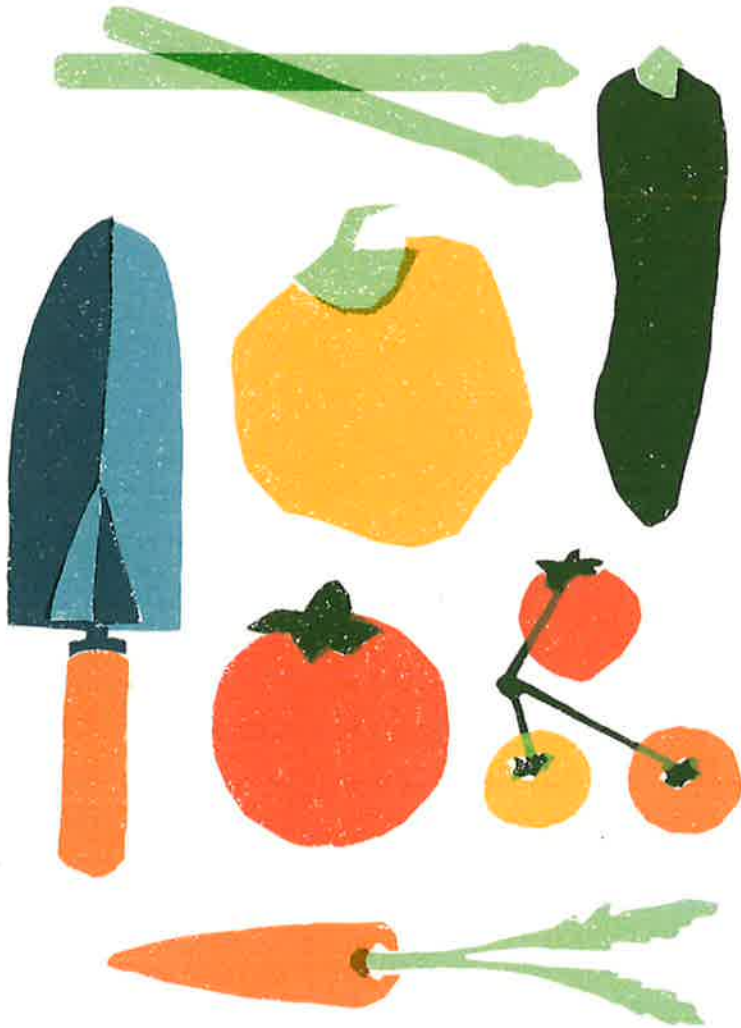
**Meet Us At The Library**  
*we have such a great story to tell*



**BELLEVILLE AREA DISTRICT LIBRARY**  
101 Fourth St. Belleville, MI 48111 • 734-699-1291 • Serving Belleville, Newport and Van Buren



# GRAND OPENING of the BADL SEED LIBRARY



Learn about growing  
from seed!

Make a newspaper pot!  
Start your own plants  
from seed!

Take home more seeds  
and get ready to start  
your garden!

COMING SOON  
a brand new  
gardening tool  
collection in our  
Library of Things

Vegetable AND Flower seeds available!

**SATURDAY  
APRIL 20TH**

**Drop in  
10:30 am-1:30 pm**

speaker Alex Ball  
**at 11 am**

Registration  
**NOT** required

# Classic Movies Series



## Citizen Kane (1941)

**Thursday, April 11 @ 6:30 pm**  
**at the Belleville Area District Library**

Charles Foster Kane, millionaire newspaper tycoon utters one final word on his deathbed, "rosebud." But what does it mean? The film follows Kane's life, and the search by reporters for the meaning of "Rosebud." Come watch the often called the best film ever made, *Citizen Kane*, directed by and starring Orson Welles.

Brought to you by the Friends of the  
Belleville Area District Library and the  
Belleville Area Council for the Arts





**Do you**

- own a business?
- run a club or organization?
- want to up your social media game?



**Join our  
HANDS-ON Workshop**

## **Using Canva for Graphic Design**

And learn to access and use thousands of templates for making:

- flyers
- signs
- logos
- brochures
- documents
- infographics
- videos
- Facebook posts
- Instagram Stories
- business cards
- t-shirts
- the list goes on...

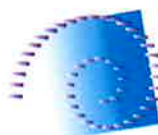


**Thursday,  
May 9th  
10:30 - 11:30 AM**



**At the  
Sumpter Media Center  
23645 Sumpter Rd**

**MAIN LIBRARY  
167 4th St.  
Belleville, MI 48101  
(734) 699-3291**



**BELLEVILLE AREA  
DISTRICT LIBRARY**

[www.belleville.lib.mi.us](http://www.belleville.lib.mi.us)

**SUMPTER MEDIA CENTER  
23465 Sumpter Rd.  
Belleville, MI 48101  
(734) 699-3291**



# Perennial Plant Swap



Saturday, May 4, 2024

12:00 pm-1:00 pm

On the lawn in front of the Library

**Bring your perennials to trade with other gardeners.  
Clean up your beds and bring home new beauties!**





# "What's the Buzz?"

## Used Book Sale



**Saturday, May 4, 12-3 p.m.**

**Sunday, May 5, 1-4 p.m.**

Saturday, 11-12 Presale for Members Only

Sunday Only: "Bag Sale" Fill a Bag for \$4.00

ADULTS AND TEENS:

Hardcover 2 for \$1.00

All Paperbacks 4 for \$1.00

CHILDREN'S BOOKS: 4 for \$1.00

DVD'S AND CD'S: 4 for \$1.00

AUDIO BOOKS: 4 for \$1.00

**CREDIT CARDS ACCEPTED**



167 4<sup>th</sup> Street, Belleville, MI 48111

[www.belleville.lib.mi.us](http://www.belleville.lib.mi.us)