



DOWNTOWN LIBRARY
610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.6139

RAPIDCITYLIBRARY.ORG



Date: September 13, 2021
To: Rapid City Public Library Board
From: Emily Tupa, Policy Committee Chair
Re: Service Agreements

Date: September 8, 2021
To: Emily Tupa, Policy Committee Chair
From: Terri Davis, Library Director
Re: Service Agreements

Motion: Move to approve service agreements with Communico and Patron Point as presented.

Background: The Library Director may approve contracts and agreements up to \$25,000. Because the cumulative cost for each of the two agreements presented would exceed that amount, they are being presented to the Library Board for approval.

Communico is the platform used to create our new website, publicize library events, and book meeting rooms. The initial agreement with Communico was approved in 2019 for a two-year period; the agreement presented here is for the first year of a three-year service extension. There is no cost benefit in paying for all three years at one time, therefore we propose to pay one year at a time.

Patron Point is a new service that enhances patron engagement and automates a number of marketing functions. Its unique library marketing platform provides personalized emails and notices that are more detailed and visually engaging than are currently possible. These communications can provide targeted information about events, research databases, the digital library, and even recommend specific titles of interest. It will aid the community in learning about how the library is relevant to them and will equip them to explore more of the educational resources we offer.

Both systems integrate with our current library database, and the costs for both agreements are allocated for in the library budget.