

MINUTES OF THE LIBRARY BOARD

July 11, 2007
4:00 p.m.

Pima County Public Library
Joel D. Valdez Main Library
101 N. Stone Ave
Tucson, AZ 85701

MEMBERS PRESENT: Pat Peterson, Marjorie Gerdes, Obdúlia González, Frank Antenori, Carla Stoffle

ABSENT:

GUEST: Pat Corella, Deputy Director, PCPL, Melody Ballard, Deputy Director, PCPL, Bonny Bruce, Administrator, PCPL, Steffannie Koeneman, Public Relations Manager, PCPL, Nancy Ledeboer, PCPL Library Director, Betty Holpert, Library Foundation, Jen Maney, PCPL Virtual Library, John Byrnes, Library Foundation

1. CALL TO ORDER

Meeting started at 4:00 pm.

Deleted:

2. MINUTES FOR MAY 9, 2007

Members agreed to dispense with the approval of minutes due to new advisory board members.

3. INTRODUCTIONS

Nancy Ledeboer, Library Director introduced all the new Advisory Board members to guests and other Library staff. Nancy gave a brief overview of how the meetings are organized, reports from Board members, Friends and Foundation, and agenda items. She explained that until officers are elected she will facilitate the meetings.

4. REPORTS FROM LIBRARY BOARD MEMBERS, FRIENDS GROUPS, AND FOUNDATION

John Byrnes from the Foundation reported that they are close to reaching their match for the \$100,000.00, the Thomas Brown Foundation challenge grant. The Foundation is hoping to seek new challenge grants. On September 27th the Donor Recognition Wall event is planned. Every one is working diligently on this.

Marjorie Gerdes reported that Oro Valley Friends are planning Friends helping friends workshop. The purpose is to provide a forum for Friends to share information on how to do book sales, recruit volunteer and grow membership.

5. NEW BUSINESS

a. Logo Roll out

Steffannie Koeneman presented the new logo to the Board. The new logo is a Century plant which is a desert symbol and easily recognizable using desert hues. It represents flexibility, growth and a strong presence. Press releases and promotion of Homework Help, Virtual Library, Sunday extended hours at the branches will introduce the new logo. We will be hanging out banners and posters with the new logo. Signage outside of libraries will be replaced over time. Steff is working on a written plan and gathering all the initial costs. The cost of the signage is in the budget for this year. Frank Antenori inquired about how new signs will be funded. Nancy explained the library is funded by a Library District tax as well as from grants such as Friends of the library. The library does not receive any money from the County general fund. As we enter our second year with Pima County it is an excellent time to build our "corporate identity" using our new name and logo.

Members expressed their support for the new logo and plans to replace all references to the former name of the library. They endorse plans to install signs at all library locations and to implement a year long campaign to introduce and reinforce the Pima County Public Library brand using the new logo. They complimented Steffannie on a great presentation.

b. Board Orientation

Nancy went over the member notebooks which contained information on the Pima County Public Library, By-laws, Strategic Plan, Library Guidelines, Open Meeting Law and other pertinent information. Nancy explained that the By-Laws will be presented to the Board of Supervisors on July 24 or August 7 for their approval. Board discussed nominating officers but since this was not a complete Board body they agreed to wait to elect officers until all Board members have been appointed. Members discussed meeting with Nancy one on one to become familiar with Nancy's job and the library.

Jen Maney, Virtual Branch Manager presented an overview of the library website to show the various services. Jen demonstrated how to navigate through the website and find all the services we offer in our libraries and online at www.library.pima.gov

Nancy went over this year's Budget with the members. Our biggest expense is for Personnel at \$17,010,779.00 which includes 264 permanent and 93.5 part-time library staff. Funding is available to expand Sunday hours to 14 library branches. The Library District tax levy was increased 3 cents. Supplies amount for \$7,151,185.00 and includes \$6 million for the purchase of Library materials. We also have Services and other charges at \$7,679,331.00 for house-keeping costs such as building maintenance, utilities, telephone/telecommunications, security, administrative overhead, intra-departmental charges, leases, etc. Capital Outlay \$1,777,300.00 is for furniture for Flowing Wells, computer software, and a new Bookmobile. Contingency \$3,000,000.00 is held in reserve in anticipation

of the City of Tucson reducing its financial support of \$2 million for the Library system incrementally each year until the year 2010.

Nancy explained the new Express Reads to the Board. She went over the new floating collections and explained how these programs will provide greater access to Library materials and reduce staff handling of materials.

Arizona Public Libraries – Statewide Survey

Nancy presented information from a survey conducted by Northern Arizona University on behalf of the State Library. This telephone survey took place December 27, 2006 through Jan 9, 2007 with 1,202 randomly-selected Arizona adults. Results from Maricopa County and Pima County were separate, with all other counties aggregated.

General perceptions of Arizona public libraries showed the following ratings:

38% very good
30 % good
13 % fair
04% poor
01% very poor
15% don't know

Overall the survey indicates that the public supports and appreciates Libraries statewide and in Pima County. While Pima County users were a bit more critical of Library service there is strong indication that they value the library and use it often. Nancy suggested that by using data from other studies, such as this, we can learn how well we are performing.

6. LIBRARY REPORTS:

Director's Report

Nancy reported to the Board the following:

- REFORMA was honored by Chair Richard Elias for their partnership with the Library in presenting Nuestras Raices.
- Nancy attended Town Hall and participated in a discussion centered on education, workforce development, cultural arts, water and transportation.
- Library Board retreat was held in May.
- 2007-08 Budget was approved by the Board of Supervisors on June 19th.
- Work continues with the architects and interior designers on the Flowing Wells Library and Wheeler Abbett Library.
- Plans are underway to rename the Arizona Collection in honor of long time resident Cele Peterson in August.
- Library is participating in Tucson Birthday celebration.

Public Services Report

Melody Ballard pointed out highlights from the Public Services Report

- Summer Reading Program is going well
- Branch reports are focusing on 3 key areas: Children, teens and families, community partnerships and image.

Support Services Report

Pat Corella reported that all projects have continued to move forward. He stated that Abbett Marana is moving at an unbelievable pace and will be completed in March. Ground breaking for Flowing Wells will be in October and this project is anticipated to be completed in early 2008. We have also started with Rio Nuevo. The City of Tucson has given funding for a 10,000 SqFt library which will be a part of the Arizona Historical Society's new facility. Pat also commented that Abbett Marana, Flowing Wells and a satellite in Sahuarita are included in the 07/08 Budget. Pat commented that we have plans for 14 new library projects under construction for a future County bond issue. Nancy explained that 4 new libraries made the short list of the Bond Sub-Committee; SoWest Branch, Vail, Sahuarita and Marana, along with expansion of the Columbus Branch and Flowing Wells

Community Relations Report

Steffannie reported that April through June the library had 17 news briefs; 11 stories; four television interviews. We had good media coverage for Summer Reading Programs, Storytimes, Summer Health Series and Harry Potter events.

We also reformatted our print calendars into two separate calendars – one for families and children and the second for adults.

We are preparing for the renaming of Columbus Branch library to Dan Eckstrom – Columbus Branch library on October 6.

7. CALL TO AUDIENCE

None

8. FUTURE AGENDA ITEMS

Open Meeting Law – Karen Friar, Pima County Attorney
Election of officers
Information on Annual Statistics
Leadership and Literacy Communities – Sharla Darby

9. ADJOURNMENT

Meeting was adjourned at 6:00 p.m.

Respectfully submitted,
Laura L. Galvez
Administrative Support Specialist