

MINUTES OF THE LIBRARY BOARD

August 8, 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, Miley Clark, Annabelle Nuñez

ABSENT: Frank Antenori, Carla Stoffle

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, Karen Thayer, Administrator, PCPL, Jere Voigt, PCPL Administrator

1. CALL TO ORDER

Meeting started at 4:05 pm

2. MINUTES FOR July 11, 2007

Minutes were approved.

3. INTRODUCTIONS

Nancy Ledeboer, Library Director introduced two new Advisory Board members. Nancy gave a very brief overview for the new members, how the meetings are organized, reports from Board members, Friends and Foundation, and agenda items. Each member gave a short introduction of themselves.

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

Pat Peterson, brought regards from Sofia Abrams, former Library Board member. Pat also pointed out how important it is for Board members to attend public ceremonies and events. It is heartwarming for the community to see that Board members are interested in the community. Nancy will notify and invite members to library sponsored events.

Betty Holpert informed members that the PCPL Foundation's goal is to build a permanent endowment for the library. The Foundation will hold a Donor Recognition ceremony on September 27th. A special piece of art with donor names will be installed at the Joel D. Valdez Main library, first floor. Supervisor Ann Day will be the guest speaker. Ceremony begins at 6:00 pm.

Annabelle Nunez mentioned that U of A Health Sciences Library had an event last month in collaboration with the Library school program at the University. She acknowledged library staff for their participation in the conference. Nancy said that staff who attended the conference were encouraged to hear Supervisor Elias talk about how the public libraries are working together with the Health Department on community health issues.

5. NEW BUSINESS

A. Fit for Life.

Gina Macaluso, Youth Services coordinator, explained a \$20,000.00 grant received from MetLife to develop library programming that would engage young people and provide information about fitness and healthy lifestyles. This grant is intended to help address the increasing rate of obesity among youth in the U.S. Over the course of the past year staff developed system-wide programming that was held at every branch. This involved classes in nutrition, exercise and health for teens and their families. The library also developed a teen health and wellness section on the PCPL's Teen Zone website.

There were 800 teens in attendance at Fit for Life programs. Participants received bags with pedometers and Frisbee's. There was a lot of collaboration and many partnerships formed. The YMCA donated 7-visit passes and 120 full scholarships for summer camp. Public Health provided story time information on 5-a-day for children in the libraries and they also provided speakers for programs. Tucson Marathon will provide trainers and training workshops on running/walking the 2007 Tucson Marathon and Half Marathon which will be in December. The U of A and Parks and Recreation also provided program speakers.

We have learned that many service providers in our community share the same goals. These providers offer different strengths, that when combined, create a strong impact on the community. The library plans to expand health programming for all ages. A new collaboration with SEIU will focus on diabetes awareness.

B. Parking Report

Karyn Prechtel provided an overview of the parking situation at the Main Library. One hour parking validation at Main Library was reinstated in October 2006. Over the course of the past year, staff kept record of the number of validations compared to the previous year. The parking validation changes visibly impacted storytime attendance and circulation figures. The Library requested the City extend the one hour parking to two hours for families attending library programs. The 2 hour parking was approved by the City and procedures are in place so that anyone attending a library sponsored program can request two hour validation. We anticipate that we will still remain well under the \$3,000 per month for parking validation approved by the City.

C. FY 2006-2007 Review

Nancy reviewed last year's Work Plan, outlining the major tasks that were undertaken in that year. The work plan identified major tasks outside of normal duties that would be accomplished as the Library transitioned from the City to the County. During the transition staff was trained by various County departments.

The Library Business Office successfully set up contracts with library materials vendors to purchase books, audio visual materials and electronic resources. Staff learned how to submit work orders for Facilities and Business office using Synergyn. County Human Resources has been very helpful and has revised hiring practices to meet our needs. County Youth Employment programs are working with the library to place youth in Page positions. Finance and Budget are working with the library to track expenditures and submit the annual budget.

Technology staff completed goals to replace computers and move all staff over to County email. They've worked on several projects during the year plus the unplanned migration of the Innovative Interfaces Inc (III) data from the old server to a new, fully supported server. The eventual migration from City network to County network is still in the plans and will be a major effort this fiscal year.

Library policies have all been revised and approved by the Library Advisory Board and the Board of Supervisors. An Administrative, unplanned, assignment was the support for the Internet Filtering citizen committee that deliberated between August and January 2006/07.

The County Administrator's Office and County Legal staff negotiated an IGA for the Town of OroValley Library. The IGA has been completed and submitted to the Town Manager for approval. It will then go the Board of Supervisors for their approval.

The Library has strengthened the relationships between Library Board, Foundation and Friends. This has been a very productive year for the various support groups of the library.

D. Work Plan 2007-2008

Information and Technology is focused on moving from the City network to the County network. In order to move forward on streamlining work flow and improving efficiencies several IT projects are critical. These are:

- Network Services
- Filtering Portal
- E-Commerce
- Cash Drawer
- Telephone System
- Wilmot remodel
- Abbett and Flowing Wells
- Annual replacement of PCs
- Upgrading of software
- Cross Training Library IT and County IT

Community Relations - Steff will focus on the logo campaign, getting out new library cards, replacing signage, reprinting informational materials, and adding the new logo on the library website. Also working on a marketing plan, Spanish translation of core materials, promoting the Sunday hours and other special events such as the Eckstrom-Columbus Library renaming, ground breaking for Flowing Wells and grand openings for libraries in the spring.

Facilities -Southwest Library improvements will be completed and will re-open by September. Himmel, South Tucson, River, Wilmot, Main and Nanini have projects planned. Wheeler Taft Abbett's grand opening is planned for spring of 2008. Flowing Wells is planning its ground breaking for fall and a grand opening for spring of 2008 also.

Staff will continue to support the bond sub-committee for the library, health and public facilities. Bond planning is on-going and staff will continue to work with the community representatives who are interested in participating in the process.

Finance staff will work with IT and Public Services staff to implement procedures and provide staff training for processing e-commerce payments for fines and fees.

Finance will also be working on lease negotiations for Wilmot Library's temporary location and possible River Library expansion. Will also be working on procurement efforts, library materials and electronic databases to support Collection Development and Technical Services staff.

Collection Development/Technical Services will be implementing the Express Books and Floating Collections. They will be working with Branch Managers and vendors to provide Opening Day Collections for Abbett and Flowing Wells by spring of 2008.

The invitations for the Cele Peterson reception will be mailed out to the board members. We have received lots of memorabilia for our website. The reception honoring the renaming of the Cele Peterson Arizona Collection will be August 27 at 2:30 pm on the 3rd floor.

The renaming of the Eckstrom-Columbus library will be Saturday, October 6 from 10:30 to 2:00. There will be a community festival, food and entertainment will be provided.

6. LIBRARY REPORTS:

Director's Report

Nancy reported to the Board the following:

- PCPL has been selected to receive the "Distinguished Organization Award" by the Arizona Humanities Council. Award will be presented on October 28 at the Mesa Arts Center.
- Nancy and Melody have begun a round of visits to branches to hear staff concerns and ideas for service enhancements.
- Summer Reading came to a close with increases in participation. As of July 13 there were 31,666 children signed up, and increase of 3,200 youth registering over last year. The Teen program had 6,101 participants, and increase of 550 teens over last year. Adults did not register but many parents expressed pleasure at being able to serve as role models for their children by participating in the program.

- A group of River Library customers met with Supervisor Ann Day to discuss the possibility of a River Library expansion. The current library is 10,000 sq ft and very crowded. A proposal was presented for a 5,000 sq ft expansion.
- Nancy and Pat Corella met with County Facilities to discuss work orders and building projects for the coming year.
- Pat Corella, Robin Samitz and Nancy also met with County Budget staff to review goals, objectives and measurements for budget document. Narrative and performance measures were revised to track in the County budget document.
- Nancy, Pat Corella, Karen Friar, County Attorney and Hank Atha, Deputy County Administrator met with Town of Oro Valley to review final draft of the Intergovernmental Agreement (IGA) for library services.
- PCPL has submitted a grant to the NASD and ALA to fund the enhancement of the Library's Dollars and Sense programming.
- Nancy accepted an appointment to the Literacy Volunteers of Tucson (LVOT) Board. LVOT has been a partner with the library in providing Language Learning Instruction and hope to expand this partnership in the future.
- Library Administrators Bonny Bruce, Karen Thayer and Jere Voigt have been working with Human Resources Manager Jonathan Altman to plan the recruitment, interviews and hiring of Customer Service Clerks, Substitute Librarians, Computer Instructors, Computer Monitors and Pages in order to expand Sunday hours.

Public Services Report

Melody Ballard pointed out highlights from the Public Services Report

- Summer Reading was a tremendous success! There were many more participants.
- PCPL Friends reported the first month of the Wilmot bookstore was a resounding success, netting more than \$900.00.
- Staff continues to focus on Children, Teens and Families, Community Partnerships and Public Awareness.

Support Services Report

- Abbett-Marana Library continues to progress at rapid speed. Interior slabs are down and contractor has moved to installing the columns that will support the roof.
- Flowing Wells project is out for bid, barring major problems this project should be complete by early 2008
- Have not hired an architectural firm yet for the Murphy-Wilmot Library renovation. Daphne Daly is revising the building program to integrate concepts from recent work shop attendance.
- Rio Nuevo E-Library is coming closer to being a reality. The Arizona Historical Society, whom we have partnered with, has many administrative issues to address before they can move forward with this project. Still too early to say when project will be complete.
- All library buildings have been experiencing a large number of roof leaks and power outages due to the monsoon weather. Facilities Management has been trying to stay on top of this problem with no luck.

Community Relations Report

- Library had two big bits of coverage with the release of the last Harry Potter book and Bonnie Henry spoke at the launching of our Community Forum to share Tucsonan's memories on our website. Martin Rivera, Mission Library Manager was interviewed in Spanish for a Channel 12 piece on getting a library card.
- Work continues on getting out the new logo and branding. We have begun ordering library items with the new logo. Employees were asked for ideas for the new taglines, resulting in dozens of ideas.

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
Executive Assistant