

## MINUTES OF THE LIBRARY BOARD

August 13, 2008  
4:00 p.m.

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

**MEMBERS PRESENT:** Marjorie Gerdes, Obdúlia González, Tom Ward, Miley Clark, Pat Peterson,

**ABSENT:** Carla Stoffle, Frank Antenori, Annabelle Nuñez

**GUEST:**

**STAFF:** Library Director Nancy Ledebor, Deputy Director Pat Corella, Deputy Director Melody Ballard, Administrator Karen Thayer, Administrator Jere Voigt, Administrator Bonny Bruce, Mission Branch Manager Martin Rivera Sr., Marketing & Community Relations Manager Steff Koeneman, Youth Services Coordinator Gina Macaluso, Green Valley Manager Amber Mathewson, Coni Weatherford, Adult Services Coordinator Beth Mathias-Loghry, Assistant to District 5 Andrea Altamirano, Deputy County Administrator Hank Atha

### **1. CALL TO ORDER**

Meeting was called to order by Vice President Marjorie Gerdes at 4:10 pm.

### **2. MINUTES FOR July 9, 2008**

Revised minutes were distributed prior to the meeting. Library Director Nancy Ledebor noted that no substantive changes had been made. The revision was primarily to clarify and correct minor errors. Tom Ward moved to approve the minutes, Obdúlia González seconded the motion and the revised minutes were approved.

### **3. INTRODUCTIONS**

Marjorie Gerdes introduced the audience to the board members.

### **4. UPDATES FROM LIBRARY BOARD MEMBERS, FRIENDS GROUPS, AND FOUNDATION**

Pat Peterson reported on her visit to the newly opened Flowing Wells Library. She commented on how functional nature of the library and the friendly staff. While it is small the library provides computers, books and a wonderful place to read while looking out on the view of the mountains.

Tom Ward commented on how busy the Green Valley Library has been this summer. He was pleased to report that the library has been filled with children all summer long.

## 5. NEW BUSINESS

### A. Mission Branch Update:

Branch Manager Martin Rivera Sr. described the programs and services of the Mission Branch Library. This 10,000 sq. ft. library sits at the cross roads of Mission and Ajo and has served the community since 1978. The majority of the community is Latino with many mono-lingual Spanish speakers. The Library has 13 one hour computers and 4 20 minute computers as well as 12 laptops which are used for tutoring, homework and in various classes. The Library hosts English language classes provided by Literacy Volunteers of Tucson, an English conversation class led by a volunteer and GED preparation classes. The GED classes have been funded by a grant. Participants attend an 8 week session with 9 hours of instruction per week. If they pass the predictor test the library provides a voucher to take the GED for free. Twenty one participants have taken the test. Two reported getting jobs after they earned their GED and one student reported a promotion at work due to having his GED.

Martin noted that Summer Reading at Mission was very popular with 25% of the children reaching their reading goal. Of those 93% completed the extra reading challenges. Another successful program has been the Art Mural, funded by the Friends, TPAC and District 5. Four students were hired to work as apprentices to a nationally known artist in the creation of a mural for Mission. The completed work will be unveiled at the Mission 30<sup>th</sup> Anniversary in September.

Library Director Nancy Ledeboer commended Martin for persevering on the mural project. She noted that Mr. Rivera worked through the procurement process to hire the artist and found additional funding to match the Friends grant. She also complimented Mr. Rivera for embracing technology and integrating it into branch services. The laptops are used for many purposes to enhance educational programming and extend branch computer resources.

### B. Fines & Fees Proposal:

Youth Services Coordinator Gina Macaluso explained the proposed program to provide an opportunity for youth who owe fines to earn "book bucks" by reading. The "book bucks" can then be used to pay down fines. Ms. Macaluso indicated that many children are blocked because they lack transportation or parental support to pay their fines. Tom Ward indicated his support for the program and added the suggestion that children who read in the library should earn double the amount than children reading at home. This would encourage parents to bring children to the library and reinforce the importance of visiting the library. Pat Peterson agreed and felt that this would be an incentive for parents to bring their children to the library.

Nancy Ledeboer indicated that the library has budgeted revenue from fines at \$600,000 for the fiscal year. She was confident that the library would meet this goal if the program was implemented. Since fines and fees are a policy set by the Board of Supervisors she indicated that if the Library Advisory Board was supportive the next step would be to recommend the program to Board of Supervisors for their approval.

Tom Ward moved that the President submit a letter on behalf of the Library Advisory Board to the Board of Supervisors recommending approval of the Book Buck program for youth to read off their fines and direct the staff to implement this new program.

Pat Peterson seconded the motion and it passed unanimously.

C. Fax Service Pilot Project:

Jere Voigt presented the report on the pilot Fax Service project. Three libraries offered this service for six months. They found that it had very little impact on staffing resources and it provided a great benefit to the public. She provided examples of how the service was used and comments of appreciation from customers.

Pat Peterson noted that providing this service at libraries contributed toward the “green” movement by saving gas.

Tom Ward inquired whether the long distance charges covered the cost of the service.

Martin Rivera Sr. spoke on behalf of the branches in support of the service. It required little time to provide and was very cost effective and efficient.

Pat Peterson asked how the library helps with resumes. Adult Services Coordinator Beth Mathias-Loghry described the many ways that staff assist by providing books, computer instruction and in some cases computer classes that explain the process of writing resumes and searching for jobs on-line. She indicated that this is a popular service that does not require much publicity. Deputy Director Hank Atha also noted that the One Stop Centers provide similar support on job hunting and resume writing.

Pat Peterson moved that the President send a letter to the Board of Supervisors recommending that the Fines and Fees schedule be amended to include fees for faxing pending legal review by the county attorney.

Tom Ward seconded and the motion passed unanimously.

D. Health Partnership/Get Fit::

Adult Services Coordinator Beth Matthias-Loghry reviewed the many ways in which the library partners with the Health Department and other health agencies to make accurate health information available to the public. Ms. Matthias-Loghry stressed that this partnership is about community building through partnerships. She noted the recent measles outbreak as an example of how the library helped to inform the public on a community health issue. Similarly the library is working with the health department and other consumer health agencies to raise awareness on lead issues and is planning displays and informational programs for October on breast cancer awareness.

She introduced Coni Weatherford who is serving as a librarian on the Get Fit Steering Committee. Ms. Weatherford took the board on a tour of the Get Fit website pointing out the various activities that are planned for the Wednesday Get Fit Downtown session as well as the Saturday Get Fit Outdoors programs. These programs are designed to build upon the many community assets that support healthy living. There will be demonstrations, speakers, prizes and activities in support of health and wellness. Ms. Matthias-Loghry described the Get Fit programs as “an ounce of treatment – a ton of fun”, stressing that all the activities will be fun and interactive. A list of partners demonstrated the wide range of organizations supporting healthy living in Pima County.

Pat Peterson suggested that the gyms who participate in the Silver Sneakers program might be a future partner appealing to mature residents. Ms. Matthias-Loghry indicated that the library is working with Oasis and the Drawing Studio among other partners to take this type of active living programming to branches.

Tom Ward suggested that Green Valley would be an ideal place to offer this type of programming. He suggested the library participate in the annual Health Fair that takes place in Green Valley.

Marjorie Gerdes commended staff for developing such an impressive list of partners. She encouraged staff to continue extending resources and expanding services through this type of partnerships.

Pat Peterson also complimented staff on this exciting program. She asked if we are documenting the planning process so that it can be used as a model for future program and event planning. Ms. Matthias-Loghry responded that we are hoping it will set the standard for planning other system-wide programs. Nancy Ledeboer added that Coni Weatherford has been instrumental in the planning and she has introduced many new tools, such as wikis, that maximize communication and staff time in planning the event.

E. Strategic Plan Update:

Amber Mathewson and Gina Macaluso updated the board on the planning process. Several community forums have been completed and a contract is almost complete to begin the surveys. Staff will also be conducting interviews with key individuals to gather more community input. This information will be brought back to the staff planning team and the Library Advisory Board. Ms. Macaluso explained that they have modified their approach to gathering information from Spanish speakers. Instead of holding bi-lingual sessions they have scheduled a session in Spanish. In addition, they will visit groups that speak Spanish and conduct the forum. This will provide an opportunity to experience the same process as the other community forums. A list of dates was distributed including the Spanish forum and forums in Sahuarita and Vail.

Tom Ward indicated that people he meets in Green Valley have asked about issues they want to discuss. He asked how these issues will be addressed. Ms. Macaluso indicated that the facilitators have all been trained to keep the process on track. Ms. Mathewson explained that participants are given comment cards to ask questions that may not be addressed directly during the planning process. They can request a response and staff will follow up after the meeting.

Ms. Mathewson shared two benefits that are already resulting from the planning process. The staff planning team brings together a diverse group of staff who are learning more about the library, other branches and building stronger internal communication. Staff feels valued that they are able to contribute to the planning process. In addition the library will benefit from the facilitators who are gaining experience in group dynamics and community information gathering.

F. Meeting Sites:

Nancy Ledeboer presented the schedule that is proposed for upcoming board meetings. Tom Ward asked that the September meeting be moved to the Wheeler Taft Abbett Sr. Library if possible to make up for the meeting that was canceled in June. Everyone agreed that continuing to have some meetings at branches was a good idea and the proposed schedule was approved with the addition of the change in September, as long as the Abbett Library meeting room is available.

**6. LIBRARY REPORTS:**

*County Administration*

Deputy County Administrator Hank Atha was unable to stay for the whole meeting.

### ***Director's Report***

Library Director Nancy Ledebuer shared information about the Tucson Festival of Books. The Library is actively involved in the author committee and this project has contributed to a very busy and interesting summer. She offered to answer questions regarding her report.

Ms. Ledebuer alerted the board to a complaint from a customer who was concerned about the lack of information against same sex attraction in the collection and on the website. She has responded to the customer. Several titles have been added to the collection and staff is reviewing the website to ensure that balanced information is provided on appropriate web pages. Some web pages are intended to reach out to the community and promote local resources. These pages are outreach tools and not research oriented. She noted that her August report would provide fuller background.

Pat Peterson commended staff for the level of programming and services that the library is providing to the community. She has been on the board a long time and has never seen so much activity in support of the community. There was discussion among the board members on writing a letter to the Board of Supervisors thanking them for their support and showcasing the many improvements that have been made in recent years. Of particular note that staff involvement is apparent throughout the organization and the library is not operating in isolation. The Library is connecting to the community and is having a significant economic impact through its efforts to build strong communities. Members encouraged the past and present Presidents to write a letter to the Board of Supervisors sharing this transformation with them.

Pat Peterson and Marjorie Gerdes agreed to do so. Marjorie Gerdes also indicated that the letter recommending the Read for Fines program and the fax services will also reflect the many positive services the library is implementing to meet community needs.

Pat Peterson encouraged fellow board members to communicate with the Supervisor who appointed each of them and to keep their District office informed and up to date on library programs and activities.

### ***Public Services Report***

Deputy Director Melody Ballard encouraged the board to review her report highlighting the many interesting programs happening at branches across the system. Marjorie Gerdes inquired about the role of the Retired Librarians who have been touring libraries. Nancy Ledebuer responded that this is a group of retired staff who often gather for lunch to socialize.

### ***Support Services Report***

Deputy Director Pat Corella stated that the Flowing Wells Library is open for business. He is still working on getting the art installed. This has been delayed due to the size and weight of the tile art piece and requirements for hanging it. Wilmot has entered phase two and the architect is ready to finalize schematics and begin working on construction documents. This project has an extended time line that may be collapsed as we move forward. Under the current timeline construction will not begin until the end of 2009. The City of Tucson

announced that they have awarded \$5 million for a neighborhood library on the west side. This is the project that we hope to complete in collaboration with the Arizona Historical Society. The Sahuarita Express Library is underway with a small remodel that includes fresh

paint and carpet. We hope to have it open in the late fall. Tom Ward noted that the community is looking forward to this new library.

Tom Ward asked to be excused. The quorum was broken but as no further votes were required the meeting continued.

***Community Relations Report***

Marketing and Community Relations Manager reviewed her report and offered to answer questions. She noted that Friday the Library will participate in a NASA downlink. This is believed to be the first program of this nature in a public library.

She also alerted the board members to be on the look out for new signs that are being installed at all libraries.

7. **CALL TO AUDIENCE**

None

8. **FUTURE AGENDA ITEMS**

Volunteers

Filtering update/Annual Review of Computer Policies

**ADJOURNMENT**

Obdúlia González moved to adjourn meeting, Miley Clark seconded the motion.  
Meeting was adjourned at 6:00 p.m.

Respectfully submitted,



Laura L. Galvez  
Executive Administrative Assistant