

MINUTES OF THE LIBRARY BOARD

October 8, 2008
4:00 p.m.

Quincie Douglas Branch Library
1585 E. 36th Street
Tucson, AZ

MEMBERS PRESENT: Marjorie Gerdes, Obdúlia González, Tom Ward, Miley Clark, Frank Antenori

ABSENT: Carla Stoffle, Annabelle Nuñez, Pat Peterson

GUEST:

STAFF: Library Director Nancy Ledebor, Deputy Director, Melody Ballard, Administrator, Bonny Bruce, Quincie Douglas Branch Manager Elva Smithwhite, Community Relations Manager, Steff Koeneman, Deputy Director Pat Corella, Administrator Karen Thayer, Youth Services Coordinator Gina Macaluso, Green Valley Branch Manager Amber Mathewson

1. CALL TO ORDER

Meeting was called to order at 4:05 pm by Vice President Marjorie Gerdes who presided over meeting until Frank Antenori; President arrived at 4:15 p.m.

2. MINUTES FOR September 10, 2008

Tom Ward requested a change/addition to page 3 at the end of 1st paragraph. Include statement regarding his suggestion to write to Board of Supervisors recommending the change in Fines and Fees policy. Obdulia González asked that the spelling of her last name on the last page be corrected. Marjorie Gerdes moved to approve minutes as amended. Tom Ward seconded the motion.

Minutes were approved as amended.

3. INTRODUCTIONS

There were no new introductions.

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

Marjorie Gerdes just returned from Maine, where she visited the Wells Library. She described it as a beautiful stone building and she enjoys seeing libraries in other communities.

Library Director Nancy Ledebor said the Friends book sale is going on now. She also indicated that the Foundation will be hosting a thank you event for their donors and is planning an event to honor Betty Holpert.

5. NEW BUSINESS

A. Quincie Douglas Branch Update:

Elva Smithwhite, branch manager showed a slide presentation of the branch. She commented that Quincie was chosen as the backdrop for the new "2009 Acura MDX" ad. It was chosen because it is an award winning building. Acura gave the Friends of the Library a donation for use of the branch in their ad. Architects and architectural students still come to see the building. Ms. Smithwhite is very proud of her branch.

The major strength of the branch's programs is emphasis on providing high quality educational experiences for children, youth and families in a neighborhood with very limited resources. Ms. Smithwhite highlighted a substantial array of programs offered for children. Of all the libraries in the system Quincie Douglas' Homework Help site is the busiest. They offer four days of homework help, with two tutors and four volunteers from Raytheon. Youth of all ages up through college use the branch for homework help and resources.

Other programs at Quincie include Read to a Dog, Chess Club, Tweens Book Club, Moneywise Cats, Digital Storytelling, Reading Partners and many more. Non-English speaking parents bring their children to the library to participate in Reading Partners. Volunteers listen to the children read to fulfill weekly homework requirements. The Chess Club has 37 participants including children and older adults. Moneywise Cats helps prepare youth to manage money through a seven week course on credit management and investments taught by the Moneywise Cats from the U of A. Students compete to earn a prize of \$500 for their club. The library is starting a grant funded digital story telling program for teens to tell their personal/neighborhood stories, using cutting edge technology.

Elva is very involved with the Community. Workforce development activities, 2 interns from Arbor, U of A and One Stop. There is so much going on at this branch. Community involvement is very big here. Biggest challenge is maintenance of this facility. Have lost lighting due to vandals.

Nancy Ledebor commended Ms. Smithwhite for community partnerships. Even before the branch opened Elva was engaging the community to plan programs that promote education. Elva and her staff continue to build alliances and provide positive programming that reflects the needs and interests of the community. Elva is an excellent mentor to new staff and she provides many workforce development opportunities for interns and youth workers.

Nancy provided background on some of the facilities issues that have plagued the building. Facilities staff has evaluated the construction and design in order to address the immediate issues. The roof continues to be an issue and may need to be replaced in the near future.

B. Strategic Plan Update

Gina Macaluso and Amber Mathewson gave an update on Strategic Planning. Ms. Macaluso reported that seventeen community forums have been completed. Ms. Mathewson reviewed the strategic directions that are emerging to date:

1. Create Young Readers (by far the number 1)
2. Visit a comfortable place

3. Satisfy curiosity (has moved up on list)
4. Learn to Read and Write
5. Welcome to the United states
6. Be an informed citizen

These roles have emerged at all size libraries serving both rural and urban communities.

The Library is working with FMR, a local firm, to conduct surveys that will provide additional data for planning. They will conduct a survey of non-users to determine what barrier exist that keep people from using the library. We also hope to find out who might be potential users. In addition there will be an online survey to gather input from customers who use the library website as well as a staff survey. After all the data is compiled the staff planning committee will review the top service roles and evaluate the strengths of the library in these areas. They will then determine which of these roles the library is best suited to address in the coming years. From there they will put together goals and objectives in each area as well as begin to identify potential partners to help us achieve our goals.

C. OCLC Study:

Nancy invited discussion regarding the study conducted by OCLC. The study indicated that people who support libraries in elections often are not library users themselves. Conversely, many library users don't vote. The study analyzed market segments and provided descriptions of those who could be influenced to support libraries. Board members shared their thoughts on how the library might build an advocacy campaign to support libraries.

D. Boundaries/Out of County Use:

Nancy provided statistics showing use by library card holders who live in the City of Tucson, Pima County and other jurisdictions including Cochise, Maricopa, Pinal, Santa Cruz and other counties. While out of county use is higher in some areas as a whole it is a very low percent of the Library's total circulation. Board members agreed that there is no need to pursue use fees for out of county cardholders at this time.

6. **LIBRARY REPORTS:**

County Administration

Deputy County Administrator, Hank Atha was not in attendance at the meeting. However, Nancy read a memo that Mr. Atha sent library staff congratulating them on year end achievements.

Director's Report

Nancy asked if members had questions about her report. She noted that the Get Fit festival at the Library had over 1,000 in attendance on Wednesday and about 2,000 on Saturday. The new book mobile made its debut at the Saturday event. She shared an article on the SIRLS program

Public Services Report

Deputy Director Melody Ballard encouraged members to read the Collection Development and Virtual Library sections. Gina Macaluso went to New York as a presenter for the MetLife Fit for Life conference.

Support Services Report

Deputy Director Pat Corella offered to answer questions about his report.

Community Relations Report

Steff Koeneman noted that there was lots of coverage for the new bookmobile and the Get Fit Festival. The October calendar is out and the Nov/Dec calendar will be out soon. Mary Sanchez and Mary Margaret Mercado were on Channel 12 to promote library services to youth.

7. CALL TO AUDIENCE

None

8. FUTURE AGENDA ITEMS

Nancy brought a conflict for December to the attention of the Board. The Arizona Library Association is holding its conference on the date that the Board would be scheduled to meet. This is the day that several PCPL staff will be honored at the awards luncheon. She suggested that the Board reschedule or cancel the December meeting. Obdulia González, moved that the December meeting be cancelled, Miley Clark seconded the motion. The motion was approved unanimously.

9. ADJOURNMENT

Obdulia González, moved to adjourn meeting, Tom Ward seconded the motion. The meeting was adjourned at 6 p.m.

Respectfully submitted,



Laura L. Galvez
Executive Administrative Assistant