

MINUTES OF THE LIBRARY BOARD

October 10, 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, Frank Antenori, Carla Stoffle, Tom Ward

ABSENT:

GUEST: Pat Corella, Deputy Director, PCPL, Bonny Bruce, Administrator, PCPL, Steffannie Koeneman, Public Relations Manager, PCPL, Nancy Ledebor, PCPL Library Director, , Karen Thayer, Administrator, PCPL, Jere Voigt, PCPL Administrator, John Byrnes, President, Foundation, Bob Graninger, President, Friends of PCPL, Rich DiRusso, Collection Dev Manager

1. CALL TO ORDER

Meeting started at 4:10 pm

2. MINUTES FOR September 19, 2007

One correction to minutes, spelling of Ellie Towne, Flowing Wells.

Obdulia Gonzalez moved the minutes be approved as corrected. Marjorie Gerdes seconded.

The motion was approved.

3. INTRODUCTIONS

Pat Peterson went around the room to acknowledge everyone present.

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

Pat Peterson thanked Steff for her efforts coordinating the Eckstrom-Columbus Library renaming celebration.

Marjorie Gerdes reported that the Friends of Oro Valley Library will hold a book sale Oct 24-27. They are also holding Friends helping Friends workshop on November 4th. The purpose is to bring the various friends groups together to discuss experiences and share best practices. Green Valley, Bear Canyon, Arivaca and Pima County Library friends groups have been invited to attend.

Tom Ward also commented on the success of the Eckstrom-Columbus event and congratulated staff on their efforts.

Pat Peterson noted the importance of involving the community in library events. The entire community had ownership for this program and the future of the library.

5. NEW BUSINESS

A. Pima County Library Foundation (Foundation) Goals/Strategic Plans:

John Byrnes presented a short overview of the Foundation for the benefit of the new members. The mission of the foundation is to create a perpetual endowment fund to provide resources to the library system in addition to tax based funding. The Foundation is a fully chartered 501 (c)(3) non-profit organization founded in 1999. A seed grant from the Friends helped the Foundation get started. The Foundation fund raising efforts focus on the following areas:

1. Large community donors
2. Grants from other corporation and other foundations
3. Annual fundraising drives
4. Legacy gifts
5. Circle of Books
6. Tucson Business Community

The Foundation's goal is to establish a \$1.5 million endowment. To date this goal is about two thirds complete. Projections indicate reaching the goal by mid year 2008.

Mr. Byrnes responded to questions from Board members. The Foundation has a strategy in place to follow up with prospective donors on a regular basis. The plan is to build the endowment. Once the fund goal is reached the Foundation will consider requests from the library to fund projects from the earnings. At this time the Foundation does not accept restricted gifts unless they are significant enough to warrant the added expense of tracking dedicated funds. Funds are invested with the Community Foundation of Southern Arizona.

B. Friends of Pima County Public Library (Friends) Goals/Strategic Plans:

Presented by Bob Graninger, President. Friends was formed in the 1960's and is comprised of volunteers generously donate their time. The Friends support Library system programs through multiple fundraising vehicles:

1. Book sales 3 times a year
 - o Annual Book Lover's Holiday Sales (Oct)
 - o Annual Book Sale (Feb)
 - o Annual Spring Book Sale (May)
2. Memberships - approximately 1000 members
3. Online book sales
4. Branch Library book carts

Friends generate money through donations, grants and bequests. They own 2 buildings, have approximately 120 volunteers working at the warehouse. Warehouse stores approximately 400,000+ books, paperbacks, CDs, etc. They sell both library discards and books donated by the community. They recently received donations of law and medical books and other language books. Donations from the public account for 60% of their inventory and the other 40% is from library discards.

The Friends hired a Managing Director, Libby Stone, who is a real achiever and is working hard to increase revenue. Over the past ten years the Friends have donated over \$1 million to support library programs. The last two years they have given over \$220K per year. At this rate they will be donating \$1M every five years. They hope to do this by working smarter. They are investigating ways to manage the inventory, increase on line sales, offer more book sales and possible sales directed at niche markets. For example sales for teachers. They have also increased their online sale of text books.

Mr. Graninger commented that book carts (5) at libraries (with money containers) produce about \$200.00 per month per book cart. The book carts are new this year and the intent is to have book carts in all the libraries. Eventually the Friends would like to have a retail outlet at the Main Library or nearby in the downtown area.

Mr. Graninger thanked the library staff for their support of the Friends. Branch Managers have all been very supportive of the volunteers who stock the book carts and who hold occasional book sales at libraries.

Mr. Graninger noted that one challenge they face is the widening of Grant Road which will impact their parking. Space is also an issue as the volume of their sales has increased.

C. Holiday Closures:

Nancy asked the members for approval to close all branches early on Christmas Eve and New Year's Eve so staff can be home early to be with their families. Staff would rearrange their schedules to accommodate hours and close the branches at 5:00 p.m. on both days. She also requested to close all the Branches on Easter Sunday. Again staff would rearrange their schedules to accommodate hours.

Tom Ward moved to close the libraries at 5pm on New Year's Eve and Christmas Eve and to close on Easter. Miley Clark seconded the motion.

The motion was approved.

6. LIBRARY REPORTS:

Director's Report

Nancy mentioned highlights from her written report:

- Bond Meetings have started up again. Next meeting is October 24, Public Works Building. Committee will be prioritizing proposals. On November 2, Chairs of the subcommittees will present recommendations to the Bond Commission. Mr. Huckleberry will present a budget forecast to help the members understand the future bonding capacity of the county.
- State Librarian Gladys Ann Wells and Maricopa Library Director Harry Courtright are working with Pima County Library to negotiate pricing that will allow direct access to databases for students.

- The Library continues to work with SEIU on pilot projects that will allow staff and management to work on Innovation and Quality (IQ) projects.
- We received a proposal to lease additional space at the River Branch. This will cost less than building a new library.

Carla Stoffle asked about the status of the State Historical Society and the E-Library. She has heard that the U of A may purchase the Historical Society property. Nancy reported that the Historical Society is eager to move forward. However, the City does not have access to funding to front the costs for the buildings at this time. The TIF funds will be collected over time so the City is looking at financing options. Deputy Director Pat Corella indicated that we are preparing for a time frame that will hopefully see a new library by 2012.

Ms. Stoffle inquired about the tax legislation that was a concern to the Library District last year. Nancy offered to put this on an upcoming agenda to bring the Board up to date on legislative issues concerning the library. The current status of the tax cap legislation is that a group is attempting to collect signatures for an initiative that would put restrictions on property tax increases. She offered to bring more information to a future meeting.

Public Services Report

Deputy Director Melody Ballard was in Baltimore attending an Executive Leadership training with her fellow, Sharla Darby. Pat Peterson commented that the programs and services at that the branches report is impressive. She complemented staff on their creativity and efforts to provide services to the community. She appreciates knowing what is happening at the branches so that she is informed when talking about the library to community members.

Support Services Report

Pat Corella reported that the architect selection committee will meet on October 18th to make a final selection for the Wilmot project. He noted that excavation has begun at the Flowing Wells site. The Library ground breaking has been moved to November 29.

Community Relations Report

Steff Koeneman reported that:

Ms. Koeneman reported that a committee is being formed to plan the Flowing Wells ground breaking. Representatives from Sharon Bronson's office are on the committee and Elle Towne has been contacted. Pat Peterson recommended that we include representatives from the neighboring schools and from Karen Uhlich's office.

Nancy invited members to attend an awards luncheon at the Arizona Library Association that will be held on Thursday November 15th at the Mesa Convention Center. Two library staff will be honored, Dognic Gignac and Gina Macaluso. The Board of Supervisors will also be honored as Decision Makers of the Year. If members would like to carpool we can arrange for the Library Van to be available. Luncheon is in Mesa from 12 noon to 2:00 p.m.

7. CALL TO AUDIENCE

None

8. FUTURE AGENDA ITEMS

Health Partnerships
Literacy Update
Foundation background
Friend's background
Directors and Officers (D&O) Insurance Liability
Legislative Issues impacting libraries

9. ADJOURNMENT

Meeting was adjourned at 5:40 p.m.

Respectfully submitted,
Laura L. Galvez
Executive Administrative Assistant