

MINUTES OF THE LIBRARY BOARD

October 6, 2014
4:00 p.m.

Pima County Public Library
Joel D. Valdez
101 N. Stone Ave,
Tucson, AZ 85706

MEMBERS PRESENT: Cheryl Langer, Obdúlia González, Nancy Puckett, Libby Sullivan, Annabelle Nunez, Clarisa Barcelo and Rebecca Whitmer

ABSENT: David Ellington, Shirley Geile and Maureen Lueck

GUESTS: Ken Zambos, Library Associate, Joel D. Valdez Main Library

STAFF: Executive Director, Melinda Cervantes, Deputy Directors, Pat Corella, Karyn Prechtel, Library Service Managers, Jen Maney, Beth Matthias-Loghry and Jere Voigt, Dusenberry–River Center Library Manager, Dianna Thor, Librarians, Helene Woodhams, Emily Lane and James Walter, Graphic design Specialist, Lori Thayer, Library Associate, Ken Zambos

Call to order and Pledge

Meeting was called to order at 4 p.m. by Cheryl Langer and Pledge of Allegiance recited.

1. Minutes
Obdúlia González motioned to approve the August 4, 2014 minutes. Libby Sullivan seconded motion. Minutes were approved as written.
2. Introduction
Library Advisory Board member Rebecca Whitmer introduced herself as new appointee by Sharon Bronson, District 3.
3. Updates
Cheryl Langer reported that the Salazar- Ajo Friends are sponsoring an Authors series during November – March. Authors Ray Spitzer, Jenn McKinlay, Clark Lohr, Terry Patrick and Shona Patel will be featured.
4. New Business
 - A. Dusenberry-River Center Library Update:
Dianna Thor, Branch Manager, provided a history of the area and shopping center where the branch is located. She also provided information on how the branch has performed over the years and an update of the services provided at the branch. Helene Woodhams, Librarian, provided an update on programs provided at the branch. A handout of the branch newsletter was provided.

B. 2014 Summer Reading Program Update:

Beth Matthias-Loghry, Library Service Manager, provided an update on the 2014 Summer Reading program. Funding is provided by the Friends of the PCPL. Beth highlighted that the theme was Science and there were 33,000 participants of all ages with 9,000 hours provided by volunteers to assist with the program. Also more than 16,000 free books provided were given away. A total of approximately 29,207,000 minutes were read. The theme for 2015 will focus on Heros.

C. 2014 SummerMania Wrap-up:

Emily Lane and James Walter, Librarians, provided a wrap-up of 2014 SummerMania. They provided a brochure that highlighted all of the SummerMania activities. There were two smaller programs presented with Quincie Douglas Library hosting MakerMania on June 14, 2014 engaging participants with activities that included seed ball making, stomp rockets, robot snacks, giant Jenga, virtual fantasy using Oculus Rift, and many other activities. Eckstrom-Columbus Library hosted toMorrowMania on June 28, 2014, with various hands-on activities focusing on Science provided for participants. Activities included commanding a starship and battling space aliens, making an edible light saber and Angry Bird and Star Wars Lego games. The Oculus Rift virtual reality was available to be strapped on for virtual space dogfights. The finale to SummerMania was MegaMania held at the PCC downtown campus on July 12, 2014. This featured a wide variety of activities from 2 – 6 pm. The activities included Cosplay featuring showing off your costume or making one, DC vs. Marvel giant chess, Fun Ninja, Giant Angry Birds. Also featured were author and artists workshops, various Japanese related activities, an artist's alley and many more activities. An estimated 1,100 participants attended this year's event making it the largest and most successful one yet.

D. BiblioCommons and Brandraising Project Updates:

Lori Thayer, Graphic Design Specialist explained that the brandraising project at Pima County Public Library will be a year-long project with the primary work lasting about five months. It will include selection of a brandraising team, review of the mission, vision, and values of the Library, and development of the Library's core identity. The launch of the brand will be with the new BiblioCommons website in late November. Highlights of the project include: branding team selection, strategic planning, research of existing brand, rebrand: core identity, launch of the new brand and website and campaigning for the Library. Lori distributed a hand-out describing the project overview in detail.

Jen Maney, Library Service Manager passed out two hand-outs the first being BiblioCommons – new website talking points for the public. The second was BiblioCommons – new website marketing plan. She demonstrated the actual new website as it appears now and that the soft launch is scheduled for October 20th and the hard launch is November 17th. She encouraged the Board to look at the website on October 20th to get a feel of how it works. She also encouraged the Board to utilize the talking points when talking to friends, family and the public.

5. Library Reports

- A. **Deputy County Administrator**, Hank Atha, Executive Director, Melinda Cervantes reported for Hank:
- October 10th Bond Advisory Committee meeting to narrow list of bond proposals for the November 2015 ballot. The meeting to be held at the Double Tree-Reid Park, 445 S. Alvernon Way beginning at 8 am. Agenda includes Library projects.
 - The 2015 bonds currently include a new library for Sahuarita, replacement of the Southwest Library and a new library for the Southeast. This would possibly be in the Rita Road area in collaboration with the YMCA. The bond also currently includes remodel/expansion plans for Green Valley and Flowing Wells libraries.
 - Proposition 415, would authorize Pima County to issue \$22 million in general obligation bonds to improve and expand Pima Animal Care Center.
- B. **Director's Report** – Executive Director, Melinda Cervantes added the following to her written report:
- Former Advisory Board Chair and member Tom Ward passed away earlier this month.
 - The new school year is under way with libraries becoming busier throughout the day.
 - The 2015/2016 budget process is underway.
 - Arizona Secretary of State Ken Bennett extends an invitation to Arizona's voters to attend a town hall meeting on the statewide ballot propositions. The Tucson area town hall meetings are: Friday, October 10th, Oro Valley Library, Noon and Wednesday, October 15th, Joel D. Valdez Main Library, 6:30 pm.
- C. **Public Services Report** – Deputy Director, Karyn Prechtel added the following to her written report:
- El Pueblo Library is experiencing safety and security issues that are being addressed by Tucson Police Department, the PC Sheriff's Department, El Pueblo Community Center and PCPL. The El Pueblo Library will be closing on Saturdays beginning the week of October 27th.
 - Branch manager changes effective October 6th: Donie Gignac will manage Valencia Library, Readrunners (Bookmobile) and oversee El Pueblo Library. Kathy Konecny will manage Green Valley Library and oversee the Sahuarita Library.
- D. **Strategic Initiatives Report** – Deputy Director, Amber Mathewson was on vacation, Executive Director, Melinda Cervantes added the following to Amber's written report:
- PCPL is reviewing Library Service hours of operation at the Juvenile Detention Center with the Pima County School Superintendent's Office.
- E. **Support Services** – Deputy Director, Pat Corella added to his written report that projects are more moving forward. These include:
- Exterior signage for El Pueblo will be relocated to better identify the building.
 - Refurbishing of Mission
 - New carpet and flooring for Dusenberry-River Center
 - New vinyl tile to replace carpet on first floor of Joel D. Valdez Main Library

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- Joel D. Valdez Main Library 2nd floor reallocation of space to accommodate new “101” learning lab and Idea+Space

F. *Communications Report* – Community Relations Manager, Kenya Johnson was on vacation.

6. **Call to the Audience** – No comments or discussion

7. **Adjournment**

Obdúlia González motioned to adjourn meeting, Clarisa Barcelo seconded the motion. Motion approved. Meeting adjourned at 6 p.m.

NEXT MEETING: November 3, 2014
Joel D. Valdez Main Library
101 N. Stone Ave.

Respectfully submitted,

Ken

Ken McDonald

Administrative Support Specialist