



**Pima County Public Library Board's  
Retreat minutes**

**SATURDAY, May 10, 2014  
8:30 a.m. – 12:00 noon**

***Kirk-Bear Canyon Library, 8959 E. Tanque Verde Road***

**ATTENDEES:**

Board of Supervisors: Supervisor Ray Carroll

County Administration: Hank Atha, Deputy County Administrator

Library Advisory Board: Obdúlia González, Elizabeth Sullivan, Cheryl Langer, Hope Green, Annabelle Nuñez, Maureen Lueck, David Ellington and Clarisa Barcelo.

Library Foundation: John Byrnes, Dr. Linda Arzoumanian and Betty Holpert

Friends of Kirk-Bear Canyon Library: Glory Averaino, Pat Bergen, Dianne Thomas, Helen DeVries, Cindy Larson and Barbara Thompson

Friends of Oro Valley Library: Linda Donohue and Doug Forester

Friends of PCPL: Reilly Zoda and Libby Stone

Friends of Pima-Green Valley Library: Tia Ballantine and Arthur Dixon

Friends of Arivaca Library: Wendy Dresang and Pati Thornton

PCPL Staff: Melinda Cervantes, Executive Director; Pat Corella, Karyn Prechtel and Amber Mathewson, Deputy Directors; Jere Voigt, Bonny Bruce, Beth Matthias-Loghry and Jen Maney, Library Service Managers; Coni Weatherford, Donie Gignac and Sandra White, Branch Managers; Ken McDonald, Administration.

Youth Design Team: Eleanor Hall, Amelia Marsh, Miguel Moreno and Carlos Rodriguez.

Guests: Angie Smith, Smith and Dale Consulting and Alan Green.

**Introduction:** Melinda Cervantes, Executive Library Director, thanked everyone for attending and for their continued support of the Pima County Public Library system. She also gave updates on PCPL being a finalist for the National Medal for Museum and Library Service and the PCPL nurse program receiving national recognition.

**Welcome:** Supervisor Ray Carroll, District 4 provided a brief background on him and his family's participation with the Library. He explained that the Board of Supervisors supports the Library and its budget and how important it is that the Library meets the community needs. He thanked the Boards and Friends organizations for their continued support of libraries and their programs. He encouraged everyone to participate in the budget hearing process to ensure continued support of the Library Department.

**HIGHLIGHTS AND ACCOMPLISHMENTS**

**A. Pima County Library Advisory Board:** *Obdúlia González*, President, highlighted:

- Modification of language of HB 2379.
- Concern of possibility of closing branches due to HB 2379.
- Loft Theater showing of the Welcome to the Library Videos for Non-English Speakers.
- Health and Mental Health concerns dealing with Library patrons by staff.

Annabelle Nuñez highlighted:

- PCPL's great partnership with the Health Department.
- Health Literacy a major focus.

**B. Pima Library Foundation:** *John Byrnes*, President, highlighted:

- Donations to the Foundation have increased.
- Disappointed to have lost out on the Angel Charity Grant this year, will reapply next year.
- Corporate donations have decreased a little.
- A positive is an individual who normally donates \$20,000 to \$30,000 a year is increasing his donation this year.
- Updating strategic plan with the help of Smith and Dale Consulting, Angie Smith introduced.
- Left over bookmarks from Festival of Books are available for distribution to library branches.

**C. Friends of the Pima County Public Library:** *David Ellington*, highlighted:

- Meeting the challenge of PCPL's financial request this year.
- Zoning approved for parking lot expansion, property now needs to be brought up to city code.
- Hired part-time employee to oversee the bookstore at Main Library and book sale carts in 17 branches.

*Libby Stone*, highlighted:

- Online bookstore sales accounts for 50% of overall book sales.
- Formed various partnerships to sale books online for other non-profits.

**D. Friends of the Oro Valley Public Library:** *Linda Donohue*, Treasurer, highlighted:

- January 2013 Town of Oro Valley and Pima County signed IGA making the library an official branch.
- Funds that use to be used for the collection now used for a picture hanging system and furniture, etc.
- Fund programs like Job Search, Internet Assistance and others.
- Spring Book Sale was successful.
- Left over books are placed on free shelf.
- Sponsor \$25,000 scholarship program.
- To buy list: early childhood development furniture.
- Discussion with Oro Valley and Pima County to expand library & meeting room space and additional parking.

**E. Hank Atha**, Deputy County Administrator, highlighted:

- Thank you to the Board, Foundation and Friends organizations for their continued support of the Library.
- Secondary tax increase will be part of upcoming FY 2014/2015 budget hearings.
- Encourage everyone to participate in the budget hearing process.
- Thank you to Melinda, Pat, Karyn and Amber for budget preparation and maintaining high level of programing.
- HB 2379 did not pass this legislative session.
- Thank you to librarians who are helpful to all including the homeless, mentally ill, aggressive and violent and handle difficult situations professionally and with compassion.
- Will look into the parking situation at the Oro Valley Public Library.

**F. Friends of the Pima-Green Valley Library:** *Arthur Dixon*, highlighted:

- Support both the Green Valley and Sahuarita branch libraries.
- Sahuarita is in temporary accommodations and look forward to a future permanent location and building.
- Support various programs including: art, children's, and knitting.
- Provide outreach to Amado through Youth Center.
- Provided bus transportation to Tucson Festival of Books.
- Support students going to Library school through scholarship program.
- Support student continuing education.
- Book sales and online book sales help support programs.

**G. Friends of the Arivaca Branch Library:** *Wendy Dresang*, President, highlighted:

- Support various library programs.
- Meeting place for the surrounding area.
- Providing financial gifts to 5 high school seniors this year.
- Support received from local authors in area.

**H. Friends of the Kirk-Bear Canyon Library:** *Pat Bergen*, President, highlighted:

- Scholarships/Gifts to: Literacy Connects \$682 for texts, \$600 for News for You, \$900 for dictionaries; KARE (Kinship and Adoption Resource and Education) \$1,000 for children backpacks.
- Sponsor various programs and special events.
- Book cart sales and 1 major book sale each year.
- This year purchased a bakers rack for the staff work room and will purchase a portable sound system for meeting room.

*Helen DeVries*, Membership Chairman, highlighted:

- Became friends with shopping center shops.
- Friends membership incentives bring back 10 books earn a book buck.
- Working on specials for members from shopping center merchants

**I. Friends of the Ajo Library:** *Cheryl Landers*, highlighted:

- Book sales – bag of book sales.
- Donations from estates for book sales.
- Purchased equipment for library.
- Support various programs.

**OrangeBoy, Inc - Webinar:** *Skype presentation*, highlights:

- Overall trends
- Trends in Library space
- Virtual Libraries and eBooks
- Trends in Service
- Age Distribution
- Active Cardholder Distribution and Density by Zip Code
- Population Growth
- Ethnicity
- Language Spoken at Home
- Education
- Households with People Under 18, Median Age, Average Household Size, and Median Household Income
- Household Income
- Length of Residence

**Learning Labs Presentation:** *Jen Maney, Eleanor Hall, Amelia Marsh, Miguel Moreno and Carlos Rodriguez*, highlighted:

- Video shown explaining background and need for project.

About the project:

- PCPL was awarded a \$100,000 planning grant from the Institute of Museum and Library Services and the John D. and Catherine T. MacArthur Foundation to work with youth to plan and design a community learning lab for Tucson's youth to learn to dream, learn, take action, and fulfill their potential.
- The Library's Youth Design Team planned the creation of a learning lab for the youth in our community using a research based education model known as connected Learning, which promotes discovery, creativity, critical thinking, and real world learning.
- Incorporating a "Lean Startup" approach, our Youth Design Team developed skills in the areas of critical thinking, presentation skills, digital media, planning, communication, analysis, and research.

Our Challenge:

- To create innovative programs and spaces planned and designed for youth by youth.

Our Vision:

- Our vision is a thriving youth community where all youth are passionate, empowered, connected, and use their voice to create a better world.
- We will do this by providing opportunities for young people to explore and develop their interests in collaboration with adult and peer mentors.
- We're building a space that is safe, youth driven, comfortable, welcoming, diverse, accessible, and inclusive – a space where youth will connect to their interests, have a leadership role, and take part in their community.

**Wrap Up:** Karyn Prechtel thanked attendees for their continued support and participation.