

## MINUTES OF THE LIBRARY BOARD

December 1, 2014  
4:00 p.m.

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

**MEMBERS PRESENT:** David Ellington, Cheryl Langer, Obdúlia González, Elizabeth Sullivan, Annabelle Nunez, Maureen Lueck, Rebecca Whitmer, Clarisa Barcelo and Shirley Geile

**ABSENT:** Nancy Puckett

**GUESTS:** Cody Cassidy, Office of the Pima County School Superintendent

**STAFF:** Executive Director, Melinda Cervantes, Deputy Directors, Pat Corella, Karyn Prechtel, Amber Mathewson, Library Service Managers, Jen Maney, Beth Matthias-Loghry and Jere Voigt, and Community Relations Manager, Kenya Johnson

### Call to order and Pledge

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

#### 1. Minutes

Obdúlia González motioned to approve the October 6, 2014 minutes. Elizabeth Sullivan seconded motion. Minutes were approved as written.

#### 2. Introduction

Cody Cassidy, Office of the Pima County School Superintendent

#### 3. Updates

David Ellington reported the Friends of the Pima County Public Library had sent a donation of \$60,000 to the Pima County Public Library. He also reported that the zoning was approved by the City of Tucson on the Country Club property but it still has to be brought up to code.

Melinda Cervantes reported the Pima County Public Library Foundation had completed interviews for the first Executive Director. The selection committee narrowed it to two candidates and was negotiating with their first choice.

#### 4. New Business

##### A. Love of Reading Month 2015:

Cody Cassidy, Office of the Pima County School Superintendent explained this is the 4<sup>th</sup> year for celebrating the Love of Reading month. Representatives from Literacy Connects, Pima County School Superintendent's Office, Mayor Jonathan Rothschild's Office, Pima

County Public Library, Girl Scouts of Southern Arizona and other community partners are working together to collect more than 10,000 books for high-risk children as part of a month long “Love of Reading” celebration this February.

The goals for February 2015 are:

- Donate 10,000 books
- Read to Head Start students
- Participate in the Mayor’s Reading Challenge

Additional information can be found at <http://www.loveofreadingtucson.com/>

Any questions or suggestions can be sent to Cody at [cody.cassidy@schools.pima.gov](mailto:cody.cassidy@schools.pima.gov)

*B. Bookbike book drive:*

Kenya Johnson, Community Relations Manager, reported that PCPL received a generous donation from a California foundation which will cover the expense of purchasing two more book bikes and pay for book bike ambassadors for the next year. Columbus and Santa Rosa will be the home bases for new bikes. The original bookbike has distributed 8,700 books in 2014.

Kenya explained there will be a book drive kickoff event at Columbus at the end of January or beginning of February. A firm date will be announced when available. This event will celebrate the Love of Reading Month (February) and is in partnership with the Lions Clubs of Southern Arizona. The goal is to have each Lions Club donate 500 books for use on the book bikes.

The public will also be asked to donate books with drop off boxes located within library branches for their donations. The public can make financial donations on the Library website and designated to support a specific book bike location if they so wish.

*C. Operational Work Plan:*

Beth Matthias-Loghry, Library Service Manager reported on the Operational Work Plan for FY 2014/15. PCPL is starting the third and final year of the Library’s current Community Impact Plan and the focus remains on programs and services that directly impact the public. The three focus areas of the Library’s Community Impact Plan are Learn, Create and Connect. PCPL staff is creating sustainable programs and services that increase access and educational opportunity; give children a strong start in school; provide places where all citizens, young and old, can pursue learning in a collaborative, creative environment.

Beth provided a handout of the plan. Highlights of the plan include:

- Learn
  - ALA career development Facilitator Program
  - Gaining Skills
  - ReadStrong
  - Student Support
  - Regional College Access Center
  - Talk, Read, Sing, Play, Everywhere, Everyday!
  - Early Literacy Focus for Arizona and mentoring program
  - Summer Reading
- Create
  - 101: Youth Media Center
  - Idea+Space

- Connect
  - Nuestras Raíces
  - Catch Healthy Habits
  - Seed Library
  - Health Empowerment Library Partnerships
  - Bookbike
  - Access to digital materials
- Administrative Support, Staff Development, Facilities & Operations
  - Planning
    - Resource Allocation
    - Each Library's Plan based on Orangeboy Making Wise Decisions Project
  - Training and professional development opportunities
  - System Projects
    - New website
    - Brandraising
    - Capital projects – Updated spaces
  - Bonds

## 5. Library Reports

- A. **Deputy County Administrator**, Hank Atha was unavailable, Executive Director, Melinda Cervantes reported:
- The process for the Fiscal Year 2015-2016 budget is underway, a more detailed report will be made at the January meeting.
  - The new State Legislature will be monitored to see if the tax limits issue resurfaces during the upcoming session.
- B. **Director's Report** – Executive Director, Melinda Cervantes added the following to her written report:
- Staff continues to monitor expenditures and trends effecting the operation of the Library.
  - Administrative staff are developing multiple operating scenarios as options to the FY 2015/16 Budget planning process.
  - A presentation of Tucson Festival of Books programs sponsored by the Library is scheduled for the January 2015 Board meeting.
  - The Arizona State Library is sponsoring a panel presentation at the Festival on Reading-Arizona.org.
  - PCPL encourages everyone to become a Friend of the Festival. Membership has its advantages with special offers and advanced notification of events.
  - Amber Mathewson was recently elected Vice-President/President-Elect of the Arizona Library Association. Congratulations Amber!
- C. **Public Services Report** – Deputy Director, Karyn Prechtel added the following to her written report:
- A very successful National Gaming Day was held at the Nanini Branch Library

- University of Arizona College of Nursing (partnering with Pima County Health Department Nurses) provided community assessments at three libraries this past month. Here are some of the results:
  - Eckstrom-Columbus: nutritional assessment and education
  - El Pueblo: nutritional assessment and dental health awareness
  - Wheeler Taft Abbett, Sr.: evaluating behaviors that lead to teen fatal car crashes in order to show teens the consequences of specific behaviors.

D. **Strategic Initiatives Report** – Deputy Director, Amber Mathewson added the following to her written report:

- Health Initiatives: Two PCPL Librarians presented a poster sessions at the AzLA/MPLA Conference entitled: Health Information Literacy at Your Library.
- 18 PCPL staff members presented at the AzLA/MPLA Conference on these topics:
  - Technology for teens: gaming
  - Library staff mentoring project
  - Southwest Books of the Year
  - Bookbike
  - LSTA grants
  - Health Literacy
- 6 PCPL staff serve on AzLA committees

E. **Support Services** – Deputy Director, Pat Corella added to his written report that various projects are moving forward. These include:

- FY 2015-2016 Budget process will be challenging
- Cost of required technology infrastructure is increasing
- 10 libraries to receive new landscaping possibly utilizing jail inmates, and plants from Pima County Park and Recreation.

F. **Communications Report** – Community Relations Manager, Kenya Johnson added the following to her written report:

- The Arizona Daily Star monthly articles are going very well. For her ~~December~~ **January** report she will be collating all the articles for the Board.

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

## 7. **Adjournment**

Obdúlia González motioned to adjourn meeting, Annabelle Nunez seconded the motion. Motion approved. Meeting adjourned at 5:05 p.m.

**NEXT MEETING: January 5, 2015**  
**Joel D. Valdez Main Library**  
**101 N. Stone Ave.**

Respectfully submitted,

*Ken*

Ken McDonald  
Administrative Support Specialist