

MINUTES OF THE LIBRARY BOARD

June 1, 2015
4:00 p.m.

Pima County Public Library
Joel D. Valdez
101 N. Stone Ave,
Tucson, AZ 85701

MEMBERS PRESENT: Cheryl Langer, Clarisa Barcelo, Obdúlia González, Maureen Lueck, Annabelle Nuñez, Nancy Puckett, Elizabeth Sullivan, and Rebecca Whitmer

ABSENT: David Ellington and Shirley Geile

GUESTS: None

STAFF: Executive Director, Melinda Cervantes; Deputy Director Pat Corolla; Deputy Director, Karyn Prechtel; Deputy Director Amber Mathewson; Community Relations Manager, Kenya Johnson; Miller-Golf Links Library Manager, Mary McKinney; Library Service Manager, Jere Voigt; Library Services Manager, Jen Maney; Collection Development, Richard DiRusso; and Special Staff Assistant, Judy Moses

1. Call to order and Pledge

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

2. Minutes

- Obdúlia González motioned to approve the March 2, 2015 minutes. Elizabeth Sullivan seconded motion. Minutes were approved as written.
- Elizabeth Sullivan motioned to approve the May 9, 2015 minutes. Obdúlia González seconded motion. Minutes were approved as written.

3. Introduction

- No introductions.

4. Updates

- Melinda informed that Ann-Eve Cunningham, the new Executive Director of Pima Library Foundation was not able to attend today's meeting.

5. New Business

A. Nominations/Elections:

- The slate of candidates was presented to elect FY 2015-2016 for the Library Advisory Board Chair: Cheryl Langer and Vice-Chair: Nancy Puckett.
- Annabelle Nuñez motioned to accept the Library Advisory Board slate of candidates for FY 2015-2016 with Cheryl Langer as Chair and Nancy Puckett as Vice-Chair; Obdúlia González seconded, and motion was approved unanimously.

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B. Cancellation of the July 6, 2015 Board Meeting:

- Many people are on vacation and July meetings have been typically cancelled.
- Elizabeth Sullivan motioned to cancel the July 6, 2015 Library Advisory Board meeting; Nancy Puckett seconded and motion was approved unanimously.

C. Miller-Golf Links Library Updates:

Mary McKinney, Library Manager, provided information about the Miller-Golf Links Library. Highlights included:

- The library was built in 1999, and was expanded from 10K sq. ft. to 15K sq. ft. in 2004.
- It was named after former Mayor George Miller, who was a frequent visitor.
- They are located next to the Tucson Police Department and share a meeting room and break room with them.
- They have large seed pod sculptures outside that generate enough questions that they've written up a sheet to hand out.
- They serve the surrounding area and Vail. The population served tends to be the very young with families and retirees.
- Some of their popular programs are Read to a Dog and Storytime. They've recently started offering Minecraft, which has been very popular.
- A nurse comes in once a month to do blood pressure checks on patrons. Up to 20 people show up for that.
- Summer Reading just started, and today was the first day of book giveaways.

D. D. Information and Discussion about Advisory Boards and publicly addressing upcoming bond election:

Melinda Cervantes, Executive Director informed:

- Frequently Asked Questions sheet on the Pima County 2015 Bond Election was distributed. A handout on what Pima County Committees and Committee members may and may not do had been sent out with the packet.
- Separating personal from professional capacities is helpful. Staff and Advisory Board members cannot use their official title, but are allowed to have a voice as individuals.
- The Library is looking at these as viable projects despite how the budget has gone. But the question that keeps coming up asks why this is a part of a bond package when Pima County is having budget issues. If passed, new revenues would have to be generated through taxes at a later date.
- Karen Friar from the County Attorney's office was invited to present information about the bond election, but the County's Attorney's office advises the Board of Supervisors and can't be seen as interpreting law.
- There can be information in our lobbies, and we will probably see a lot of community level informational sessions.

6. Library Reports

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

- There were a number of stories recently in the Arizona Daily Star through the library article series. The next one will come out in a couple of Sundays and will focus on business and helping economic development and workforce development.
- Kenya got to be on a panel as a moderator for the International Seed Library Forum that happened a few weeks ago.

B. *Deputy County Administrator*, Hank Atha was unavailable; no report provided.

C. *Director's Report* –Executive Director, Melinda Cervantes:

- Melinda thanked Library Advisory Board members Obdúlia González and Clarisa Barcelo, who were leaving the board.
- Melinda informed that between April 21st's public hearing on the budget and May 19 when the budget was tentatively approved, the library generated countless memos, charts, and graphs, and that the data was still getting worked on. Some of the information getting focused on is gate count, computer use, and circulation, and is being analyzed hour by hour and day by day for most of this fiscal year.
- Another communication will be going out to County Administration before the June 16th budget adoption that proposes hours adjustments and one library closure. The \$.08 that is in the tentatively approved budget brings in about \$1.47M, and \$1.6M is what is needed to recover all the Sunday hours and to keep all 4 branches open.
- There are also increasing costs that can't be controlled, such as for materials, particularly digital, which is exponentially more expensive than print, and more in demand. Computer use for job searches is still high, especially with underemployment being an issue. The more Wi-Fi is made available, the more in demand it becomes, so network redesign will need to happen.
- The hiring freeze was just lifted and the summer will be spent filling 60 vacancies, including 18 FTEs.
- Materials will start getting ordered again July 1. The rollout of the leased computers will start to happen again. Laptops were purchased a few years ago and need updating. Also needed are new public computers, software, and storage, which is expensive.
- Melinda thanked Board members who fielded many calls and set up community meetings concerning the Bond projects. She also thanked staff for all their hard work.
- Nancy Puckett asked about the cost of digital material. Melinda explained that the average cost of an eBook is \$60, and \$25 for a hard copy. We also can't loan out as many copies as we can with hard copies. After so many uses, eBooks need to be purchased again. Rich DiRusso added that best sellers can go for \$80 a copy. We are not allowed to purchase eBooks that are offered to the public at a cheaper rate.
- Nancy asked what the total staff complement was. Melinda responded that we have about 600 people, which includes a lot of intermittent positions, and about 400 FTEs.

D. *Support Services Report* –Deputy Director, Pat Corella:

- Pat didn't have much new to add except that he was looking forward to being able to spend money again on July 1st. Melinda noted that the first public outcry was when we took the "suggestion for purchase" button off the website.

E. *Public Services Report* – Deputy Director, Karyn Prechtel:

- Karyn went to the Summer Reading program kickoff held at the Tanque Verde Swap Meet on May 16th. The Library is partnered with Make Way for Books at this event. Many parents showed up specifically for the event. There were activities for the kids and overall was a huge success.
- Karyn gave kudos to staff for their resiliency, and patience in dealing with uncertainty. She remarked that they dealt with the last minute decision to not close on Sundays well, despite the adjustments in schedules that resulted.

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- Libby Sullivan asked about the status of Culture Pass, which offers admittance to museums and local attractions. Karyn said that Act One (the organization that puts the passes out) is still working to get other organizations on board.
- Clarisa asked about Mission Library since there wasn't a written report, and Karyn updated that it is open and all the programs are up and running. Free standing study rooms have been installed, tile was installed, and the Library was painted and carpeted.

F. *Strategic Initiatives Report* –Deputy Director, Amber Mathewson:

- Amber thanked everyone for participating at the Library Board Retreat. She said that if anyone had comments on the mission, vision and values that were reached at the end of the day, to let her know. The team will be working with staff moving forward with the Community Impact Plan recommendation and will probably get that back to the Board for approval by November.
- There are still a lot of programs going. Idea+Space has had over 2000 people attend programs related to employment, entrepreneurship, nonprofit management and grant writing since it opened.
- Laid Off Camp was held for a full day of presentations on resume writing, stress relief and how to look for a job. Over 70 people attended, and many filled out surveys stating that they found it helpful and felt inspired, energized and supported. They will probably offer it again, but maybe not for the full day.
- We are participating in the White House ConnectED library challenge, which is not just to get library cards in the hands of all children, but to make it an experience where they are connected to the information they need in order to be successful. This will be reported on in August.

7. Call to the Audience – No comments or discussion.

8. Adjournment

Obdúlia González motioned to adjourn the meeting, Clarisa Barcelo seconded the motion. Motion approved. Meeting adjourned at 5:10 p.m.

NEXT MEETING: August 3, 2015
Joel D. Valdez Main Library
101 N. Stone Ave.

Respectfully submitted,

Judy

Judy Moses
Special Staff Assistant