PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES

April 3, 2017, 4:00 p.m.

Joel D. Valdez Library, 4th Floor Boardroom, 101 N. Stone Ave, Tucson, Arizona

Present: Nancy Magelli, Nubia Bertsch, Edward Buster, Amanda Castillo, Cheryl Langer, Joelyn Marlowe, and Annabelle Nuñez

Absent: Nancy Puckett, David Ellington, and Rebecca Whitmer

Also Present: Amber Mathewson, Karyn Prechtel, Michelle Simon, Beth Matthias-Loghry, Jen Maney, Kate DeMeester, Sharla Darby, and Margaret Wilkie

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Meeting was called to order at 4:00 p.m. by Nancy Magelli. The Pledge of Allegiance was recited.

2. APPROVAL OF PREVIOUS MEETING’S MINUTES

Edward Buster moved and Cheryl Langer seconded approval of the March 6, 2017 minutes. Motion carried.

3. INTRODUCTIONS

No introductions were made.

4. UPDATES

Nancy Magelli shared some experiences she had concerning people who were not aware of libraries. She advised the first person to use Ask a Librarian on the PCPL website, and gave the second person directions to a branch since that person did not have a phone and was unable to look them up. Nancy thought that despite all the wonderful things we are doing to get the word out, we still need to promote more.

Amber shared that a new Pima Library Foundation Director has been hired, but an announcement hasn’t been made yet.

5. NEW BUSINESS

A. PRESENTATION ABOUT MISSION LIBRARY AND THE SERVICES AND PROGRAMS PROVIDED:
Margaret Wilkie, Branch Manager, Mission Library

Some highlights provided:
Margaret, a Tucson native, did her internship with former Librarian and current Board member, Amanda Castillo, when Margaret was in library school. She was the County Librarian in Pinal County and has worked at 12 branches in Pima County.

Mission Library was built in 1978 and is located on the northwest corner of Mission Road and Ajo Way. It serves a wide and diverse population.
A large public art piece, “Many-Color Mountain”, was installed outside the building in 1994 and a mosaic was installed for their 30th anniversary in 2008 that depicts the history of Tucson. An art wall that features rotating art currently features poems and photos that were submitted to a Pima County contest, “Living River of Words”.

The building was refreshed in 2015 and received new carpeting and electrical, painting, a new service desk, re-covered furniture, 8 new computers total (4 for the children’s area), study rooms, and a laptop bar with more outlets.

Because they get many Child Protective Services (CPS) visitors, they created a welcome packet in order to set up expectations of behavior, i.e. not to bring entire meals to the library. The packet has made a noticeable difference in visits.

They have guard service at Mission, although they don’t have too many problems. A park is nearby and sometimes draws people into the library, but the guards help to avoid problems before they escalate.

Mission Library’s programs and services are similar to other branches, and include:

- Classes for English and citizenship.
- Intrercambio groups that allow people to practice English and Spanish.
- A popup seed library.
- AARP volunteers for tax help.

Mission Library will celebrate their 40th anniversary in 2018.

B. JOEL D. VALDEZ MAIN LIBRARY PUBLIC RESTROOMS INCIDENTS REPORT:
Kate DeMeester, Library Services Manager

Opening up the first floor bathrooms has been working out well. There have experienced half the incidents from when they were closed, and patrons have given positive feedback. Kate asked if it was time to make it officially open, since the trial period was up.

Cheryl Langer moved and Joelyn Marlowe seconded approval to recommend to the County Administration that the first floor restrooms in the Joel D. Valdez Main Library remain open permanently. Motion carried.

A discussion ensued about whether or not library administration should provide regular reports to the Library Advisory Board. Edward Buster asked what the library has done to change the previous situation. Kate responded that there is more monitoring of the restrooms than before, security cameras have been installed outside the restrooms, issues get addressed quickly, and facilities gets notified quickly so that issues don’t get compounded. It was agreed that administration would report if there were issues.

C. NOMINATION AND ELECTION OF OFFICERS:
Nancy Magelli, Vice-Chair, Library Advisory Board

Board members discussed changing the meeting day for FY 2017-2018. Nancy Magelli moved and Edward Buster seconded approval to change the Library Advisory Board meetings from the first Monday of the month to the first Thursday of the month, at 4:00 p.m. starting in FY 2017-2018 (July). Motion carried.
Nancy Magelli moved and Joelyn Marlowe seconded approval for Nancy Magelli to become the Chair of the Library Advisory Board in FY 2017-2018. Motion carried.

Nancy Magelli moved and Cheryl Langer seconded approval for Edward Buster to become Vice-chair of the Library Advisory Board in FY 2017-2018. Motion carried.

D. APPROVE AGENDA FOR THE MAY 6, 2017 LIBRARY ADVISORY BOARD, FRIENDS & FOUNDATION RETREAT:
Amber Mathewson, Library Director

The Library Advisory Board agenda was presented. The meeting will focus on Key Library Messages and what groups should be sharing out in the community. After that, attendees will break into small groups to work on the spheres of influence each person has in the community. Highlights from the different Friends groups will follow. The Southeast Library Steering Committee will get invited to participate in the retreat since they may reform into a Friends group later.

Previous discussions about the retreat considered inviting outside groups to participate, but that will happen at a later date as a community event, open to the public.

Nancy Magelli asked about the status of the MOUs with the Friends groups, which was the focus of last year’s retreat. Amber responded that Michelle has been working on completing the MOUs and will report on that at a later meeting.

6. LIBRARY REPORTS

A. COMMUNITY RELATIONS REPORT
Jen Maney, Library Services Manager, added to and highlighted Holly Shaffer’s written report:

Radio advertising is focused on several stations right now, including KXCI, NPR, La Buena, La Caliente, KVOI, the Buckmaster Show, and I Heart Media. Spots have been on the new Writer in Residence, digital learning program, and the e-library. Bus bench and bus shelter ads are upcoming.

Amber Mathewson and Cox Communications’ Lisa Lovallo will soon be featured in the Arizona Daily Star in an op-ed piece about the Library and Cox Communications working together to close the digital divide.

Holly will also be working with John Foley, the editor and publisher of the new monthly Tucson Pride, highlighting the LGBT Services Committee. She is also working with Maura Robinson Friends of the Pima County Library to do a monthly blog series on the website about the activities the Friends are doing.

B. LIBRARY DIRECTOR’S REPORT
Amber Mathewson, Library Director, added to and highlighted her written report:

Amber distributed Talking Points that Holly had written for staff that addresses the potential reduction of funding from the federal government for the Library. They provide information about the IMLS and LSTA grants and what we’ve used them for in the past (such as 101Space and Idea+Space). Losing the funding would effect PCPL minimally, but would have more of an impact on smaller, rural libraries that lack a good source of funding.
Cheryl asked about the status of hiring at Cavigli-Arivaca Library and was answered that the Branch Manager position would open later this week.

Edward asked if there would be any changes with Amber reporting to Chief Deputy County Administrator Jan Lesher, and Amber responded that she actually reports to both Jan Lesher and County Administrator, Chuck Huckelberry, and there isn’t much of a change. She meets with both of them once a month, and with Ms. Lesher alone, also once a month.

Annabelle suggested adding a bullet point to the talking points about PCPL’s efforts with workforce development and expanded customer service and collection for Spanish speakers. Amber thought that was a good idea.

C. PUBLIC SERVICES REPORT
Karyn Prechtel, Deputy Library Director, added to her written report:

Referencing her presentation last month on library statistics, Karyn discussed how easily data can get skewed. Some statistics were recently scrutinized on computer class attendance because data reflected that only an average of 3.2 people attended each class. It was discovered that one-on-one classes were getting entered with the larger classes since there was no other place to enter that data. A way to separate the data of these classes is getting looked at.

The guard service has been increased at Sam Lena-South Tucson based on the recommendation of the new manager there who recognized that the branch could use guard service during all open hours.

Margie Trujillo-Farmer will receive the Presidential Citation Award from the League of United Latin American Citizens (LULAC) on April 6th. One of seven community members to receive the award, Margie is being recognized for her work with LULAC, especially her work with LULAC’s annual Southern Arizona Youth Leadership Conference. Margie is also a member of Nuestras Raíces where she helped to bring in many Latino authors to the Festival. Amanda expressed that she was impressed with Nuestras Raíces at the Tucson Festival of Books this year, noting the great attendance and how staff did a wonderful job putting it together.

Karyn and Michelle recently attended a gathering for the new Career Online High School students. Eight out of eleven students attended and brought their families with them. Karyn was impressed by the students’ dedication.

D. SUPPORT SERVICES REPORT
Michelle Simon, Deputy Library Director, added to and highlighted her written report:

Kirk-Bear Canyon Library will be closing for three days in April to get new carpeting and to shift the service desk. The work will be done over a two week period, closing only when the service desk gets worked on. Joyner-Green Valley Library will also get new carpeting, in May. A lot of new furniture, including meeting room tables, chairs, and lounge furniture, will be going out to various branches. Flowing Wells Library and the Southeast Library projects continue to get worked on.

Michelle acknowledged the amount of work that Jen Maney’s team (the Communications and Systems Office) does, especially noting the launch of DigitalLearn, the online digital literacy website, and marketing via radio, newspapers or articles on our website. Michelle
pointed out that PCPL's website is a great way to share relevant information with the community about what the Library is doing. Articles, announcements and upcoming events can be easily shared.

Beth Matthias-Loghry has also been doing a lot of work coordinating PCPL's second leadership cohort, with facilitators Cheryl Gould and Sam McBane Mulford. After completion of the finale (that will include both cohort teams), Beth will present to the Library Advisory Board.

Nancy Magelli asked how the impact of training is measured. Some examples given were: more people volunteer when help is needed, and they are engaged more and help find solutions; they get measured with staff engaged surveys, comparing pre and post-test results, and have noted that the results went up for attendees, as well as co-workers; and seven people from the first leadership cohort were promoted, exhibiting confidence to take the next step. Also, the Resiliency in Public Libraries (RiPL) Team is being facilitated by some of the members of the first cohort.

Cheryl asked if the Salazar-Ajo Library would be getting painted soon, and was answered that painting is planned for May but the wall with the moisture problem has to be completed first.

7. **CALL TO THE AUDIENCE**

No public attendees.

8. **ADJOURNMENT**

Edward Buster moved and Annabelle Nuñez seconded adjournment of the meeting. Motion carried and meeting adjourned at 5:10 p.m.

**Next Meeting:** Annual Retreat of the Library Advisory Board: May 6, 2017, Woods Memorial Library, 3455 N. 1st Ave., Tucson, AZ. The next regularly scheduled meeting is on June 5, 2017, Joel D. Valdez Main Library, 101 N. Stone Ave., Tucson, AZ.

Submitted by:
Judy Moses
Special Staff Assistant - Senior