PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES

September 7, 2017, 4:00 p.m.

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

Present: Nancy Magelli, Edward Buster, Nubia Bertsch, Amanda Castillo, Cheryl Langer, Joelyn Marlowe, Elizabeth Soltero, Maria Iannone, Robert Baker, and Rebecca Whitmer

Also Present: Amber Mathewson, Karyn Prechtel, Michelle Simon, Beth Matthias-Loghry, Jen Maney, Kate DeMeester, Richard DiRusso, Sharla Ronstadt, Heather Ross, Kendra Davey, Tara Foxx-Lupo, Deborah Jassem, and Maura Robinson

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

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

2. INTRODUCTIONS

- Glass Philabaum awards from Pima County Administration were presented to new Board members.
- A Pima County Photographer took a group photograph of the Board members.
- Introductions were made of all attendees.

3. APPROVAL OF PREVIOUS MEETING’S MINUTES

Edward Buster moved and Cheryl Langer seconded approval of the August 3, 2017 minutes. Motion carried.

4. REPORTS FROM LIBRARY BOARD MEMBERS, FRIENDS, AND FOUNDATION

Nancy Magelli added a recurring agenda item for Board Development on future agendas. This time will be used for training, learning about the Board’s role, advocacy, and such. If Board members have any items they would like added to the agenda, they should send them to Judy Moses, who will compile them for the agenda setting meeting.

Edward Buster recently met with the Southeast Regional Steering Committee to discuss fund raising for the Southeast Regional Library. They discussed fundraising for various needs such as infrastructure improvements, facilities, and future programming.

Elizabeth Sotelo talked about the recent events that affect Deferred Action for Childhood Arrivals (DACA), and the different institutions that support the community and families. She recently attended a protest held at City Hall and heard some of the youth who spoke at the protest talk about the Library being a welcoming and safe place for them. At the UA, they are looking at how to support DACA recipients.

Maura Robinson updated on the activities of the Friends of the Pima County Public Library. They are approaching their 50th year of providing funds that support Library programs and services. Last year they contributed over $240,000 to the Library, and project they will contribute $260,000
this year. Over the last 10 years, they have contributed about $2.35M. Money is raised from the community through book sales. Donations of books come from the community, and through discarded books from the Library. They sell material at the Book Barn, as well as online. Additionally, money is made through memberships and donations.

5. NEW BUSINESS

A. PRESENTATION ABOUT HIMMEL PARK LIBRARY AND THE SERVICES AND PROGRAMS PROVIDED:
Heather Ross, Branch Manager, Himmel Park Library

Some highlights provided:

Himmel Park Library is located near Tucson Blvd. and Speedway, next to Himmel Park. It is a midsize library, about 5,600 square feet. They received 208,000 visitors last year, who borrowed around 181,000 items. They are the oldest branch library, and just celebrated their 56th anniversary.

They recently benefited from the Himmel Park Beautification Committee that raised funds to spruce up the library. Himmel Park Library only paid for paint, and received landscaping, new paths, bricks, custom bike racks, and benches, including a memorial bench that honors Children’s Librarians who passed away.

Some of the children’s programs they’ve done include Chinese New Year, a Star Wars event, Teddy Bear Picnic, and gingerbread decorating.

Himmel Park Library was nominated two years in a row by the Tucson Weekly for “Best Storytime”.

Other programs include:
- Read to a Dog, with Homer, the reading dog
- Seed Library and Master Gardener classes
- Culture Passes provided by Act One
- A Bike Ambassador program that delivers to homebound customers
- English classes taught by Literacy Connects
- Pima County Health Nurse who provides blood pressure checks
- Volunteer provided programs: Mahjong, Mindful Meditation, Spanish Conversation, and Computer Help
- Creative Coloring Club for adults
- Fiber arts

B. WEBSITE OVERVIEW:
Jen Maney, Manager of the Communications & Systems Office

Jen reviewed Our Website Philosophy:
- We Answer Questions
  o easy to find, easy to understand, content is interesting and relevant, content is from people with expertise, and content is intentional and consistent
- We Write for the Web
- We Use the Right Tone
- We Promote Our Brand
• We Continually Create Dynamic Content
• We’re Useful to Customers
• We Craft Content for our Target Audiences
• We Give Our Customers Only the Content They Need
• The website is for our customers, (not for us)

Review of the website:

• The header and footer remain the same on every page and provide navigational elements on every page.
• The more content there is in the footer, the less people use it.
• Hours and locations are located at the top.
• Login gets the highest use, and Browse is second.
• Search provides many options to refine the search.
• Browse and E-Library buttons provide more options when clicked on.
• On the front page, a variety of items get posted and boxes get moved around to avoid boredom and to get a chance at being featured at the top.
• Books and Authors is the most popular channel.
• Events calendar can be sorted various ways.
• The Catalog button was added by customer request, but fewer people use it now, so it may get removed.
• The website gets 200K unique visitors, 500K sessions, and 1.9M page views every month.
• Cheryl Langer pointed out how the specific page for Ajo Library has all the events listed directly there.
• Joelyn Marlowe asked if subject matter gets tracked, and Jen answered that searches are tracked.
• Robert Baker asked if photos of Board members would be put on the website and was answered that the group shot taken earlier would be posted.
• The Library Advisory Board page was opened, showing where agendas and minutes get posted.

C. TEEN 365 PRESENTATION:
Kendra Davey, Literacy Initiatives Program Manager

Kendra led the Board members through an exercise, “Five Whys” to answer why teen programs are important in Pima County. Final answers: happiness, to grow the community in the future, to make teens strong and educated, to build a better world, to prepare for peace.

The Mission of Pima County Youth Services is “Every teen has the skills, connections and opportunities to create a successful and happy adulthood.” Thinking about “Why” helps to accomplish the Mission and helps teens become successful adults.

There have been many programs for teens over the years, but Teen 365 intentionally focuses on the “Why” in creating the programs, and what the outcomes will be. PCPL uses two nationally accepted best practices. HOMAGO (Hang Out, Mess Around, Geek Out) is not only a principle of space design, but also how teens move through activities. Connected learning focuses on how teens learn in a digital learning environment. Teens learn deeply and are engaged when learning is interest driven.
Teens 365 was intentionally crafted to be a year-round program for teens. The four program paths for teens are Lead, Make, Seek, and Tech. The programs are interest driven and will change based on what teens are interested in “right now”.

PCPL currently has two teen spaces with dedicated equipment and staff, called 101 Space. PCPL first received a grant in 2014 from IMLS to plan a center for the Joel D. Valdez Main Library, which was planned with a youth design team. In 2015, an LSTA grant allowed expansion at the Oro Valley Public Library. A third 101 Space is being planned for Valencia Library.

D. WELCOME TO AMERICA TEAM PRESENTATION
Tara Foxx-Lupo, Branch Manager, Martha Cooper

The Welcome to America Team formed around 2010, after Martha Cooper Library hosted a nationally recognized Refugee Health Fair. The team is comprised of members from many branches.

The team’s main priority is to provide services that support the immigrant population. Tara noted that it is important to use the word immigrant, and not refugee, which is one of the most heavily supported immigrant groups in the community. Other priorities are cultural sensitivity and competency training for staff, as well as community engagement.

Last fall, the team worked with Kendra Davey to develop Vision and Mission statements to help guide their direction:

**Vision:** Our vision is a diverse community that recognizes, welcomes, and celebrates immigrants for their contributions to our shared success.

**Mission:** We will do this by facilitating and providing streamlined, equitable access to programs and services across PCPL and the community.

Some of their many projects have included English language classes, citizenship classes, welcome videos for non-English speakers, developing multilingual collections, outreach on World Refugee Day, Library tours and orientation, phone interpretation service, and document translation.

Partners have included many organizations, including Literacy Connects, Department of Economic Security, Pima Community College Adult Basic Education, and Interfaith Community Services.

Nancy suggested that the team should interface with the City of Tucson public housing, and place material for the immigrants who start there. Tara thought it was a great suggestion, and tied in well with a proposed project to buy more multilingual books to leave in a variety of venues.

6. LIBRARY REPORTS

A. COMMUNITY RELATIONS REPORT
Jen Maney reported for Holly Schaffer, Community Relations Manager:

Holly is working on fiscal year advertising and stories for the Annual Report, which are expected to be printed in a couple of months.
B. LIBRARY DIRECTOR’S REPORT
Amber Mathewson, Library Director, highlighted from her written report:

Pima County is putting together a facilities infrastructure plan, so every County department is looking at facilities needs for the next 10 years, including renovations and new buildings. When the report is ready, Amber will share it with the Board. Nancy asked how prioritization of the various projects is made, and Amber said that there will be a sheet in the report that will require that criteria.

Donations from the Pima Library Foundation were added since the last Board meeting, and went up from $20,000 to $80,000.

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

Two new internal work teams have formed:

Kindred is a team of African American library staff that was formed to reach, support, and celebrate the black community. Newly formed, they recently met to work on their Vision and Mission, and will start working on projects. A couple of the team members recently attended the African American Librarians Conference in Atlanta.

The second team is the Catalyst Café Community Conversations. The Library Association (ALA) has a Libraries Transform initiative that entails teaching people how to be neutral conversation facilitators in the community. PCPL’s staff on this team will be trained to be neutral facilitators and will incorporate some current programs such as Frank Talks. Coni Weatherford has already had training and will be heading up the team.

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

The Flowing Wells Library will close on October 1st for its expansion and will reopen in July. Sam Lena-South Tucson Library will close 29 days later for its renovation, and will reopen in May.

A lot of projects are happening with the technology infrastructure, including getting higher bandwidth for better internet connectivity due to receiving E-rate funding. IP security upgrade and Windows 10 upgrade projects are currently happening.

The wall that has had moisture issues at the Ajo Library will be fixed by September 11th.

Cheryl asked where staff from Flowing Wells Library and Sam Lena-South Tucson Library will go. Sharla Ronstadt answered that since patrons will go to nearby libraries, staff will be placed in those libraries, and will also fill current vacancies. Staff will also continue working at the Ellie Towne Center in the computer lab in order to continue providing computer access. The Bookmobile will also go to the center and to the Sam Lena-South Tucson Library twice a month.
7. **CALL TO THE AUDIENCE**

   No members of the public were in attendance.

8. **ADJOURNMENT**

   Edward Buster moved and Robert Baker seconded adjournment of the meeting. Motion carried and meeting adjourned at 6:00 p.m.

   **Next Meeting:** October 5, 2017, Joel D. Valdez Main Library, 101 N. Stone Ave., Tucson, AZ.

   Submitted by:
   Judy Moses
   Special Staff Assistant - Senior