PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES

October 5, 2017, 4:00 p.m.

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

Present: Nancy Magelli, Edward Buster, Amanda Castillo, Cheryl Langer, Joelyn Marlowe, and Robert Baker

Absent: Nubia Bertsch, Maria Iannone, Elizabeth Soltero, and Rebecca Whitmer

Also Present: Amber Mathewson, Karyn Prechtel, Michelle Simon, Amy Rusk, Beth Matthias-Loghry, Jen Maney, Richard DiRusso, Sharla Ronstadt, Holly Schaffer, Kelly Wilson, 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. APPROVAL OF PREVIOUS MEETING’S MINUTES

Joelyn Marlowe moved and Robert Baker seconded approval of the September 7, 2017 minutes. Motion carried.

3. INTRODUCTIONS

Introductions were made, and attendees were asked to “share something really good about libraries today”. Responses included:

- something for everyone, every day
- the Joyner-Green Valley Library just had an article written about it
- being proud of and a long-term advocate of the Library
- working with people who have passion and commitment to changing the community
- working with and serving so many people
- the Seed Library
- for rural areas, libraries are an important central part of the community
- libraries are a place for everyone
- experiencing a teen’s enthusiasm for the 101 Space

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

Maura Robinson from the Friends of Pima County Public Library

- The Friends just made a donation of $60K, which is the first installment of $260K.
- October 15-21 National Friends of Libraries Week, and the Friends of Pima County Public Library were recognized by the Pima County Board of Supervisors and the City of Tucson. A book sale that ties into that will be held the weekend before.
- They recently launched a new website: https://www.pimafriends.com/

5. NEW BUSINESS
A. PRESENTATION ABOUT SAM LENA-SOUTH TUCSON LIBRARY AND THE SERVICES AND PROGRAMS PROVIDED:
Kelly Wilson, Branch Manager, Sam Lena-South Tucson Library

Some highlights provided:

The Sam Lena-South Tucson Library is located on south 6th Avenue, in the City of South Tucson. They serve about 5,600 residents in an area where there is higher than average poverty, lower than average education levels, and many Spanish speakers. Most of their traffic is on foot.

They look for ways to overcome language and technology barriers. Computers are well used, and bilingual GED and Job Help classes are well attended. Their Citizenship class is the only one in PCPL that is conducted solely in Spanish.

Their drop-in programs are better attended than ones scheduled at specific times. They work in conjunction with the nearby John Valenzuela Youth Center for their bimonthly youth program. They recently featured a month on the theme of kindness that included a kindness tree and other activities, including painting kindness rocks to leave in the community.

The library staffs six people, most who are long-term and know community well, and four are bilingual.

Earlier this year, the monsoons flooded the large meeting room, children’s room and courtyard. Carpeting and wallboard were damaged. They considered closing the library until the scheduled remodeling, but decided to close of some areas and stay open. They will close in October for seven months to remodel and the new space will be more purposeful.

The remodeling will include:
- moving the entrance to tie into the Daniel W. Eckstrom Municipal Complex, provide more visibility to people entering the building, and to showcase the library
- moving the children’s space
- providing a café area
- adding more computers
- upgrading and moving the service desk
- providing a more user friendly staff area
- adding additional meeting room

After the remodel, they plan to offer:
- Spanish for tots Storytime
- entrepreneur development
- maker space program for teens
- more youth and family programs on Saturdays
- bilingual door-to-door outreach
- Seed Library and gardening programs
- a poetry mailbox
- a community directed mural for the new entrance

B. BOARD DEVELOPMENT:
Board Development will be a new feature on the agenda and will be used for training and other purposes as the group decided. Nancy Magelli asked the Board to think about what they wanted, giving such examples as:

- training for meeting laws
- creating a mission and vision statement
- reviewing or revising the Board’s Roles and Responsibilities
- advising not just the Library, but more importantly, advocating to District Supervisors (and learning the best way to do that)

Cheryl noted that there are limits on what the Advisory Board can do, and that it would be useful to understand what they can do. Amber said that the Library could provide public talking points if anyone wanted to talk with their Supervisor, so that everyone would be giving consistent messages.

For future Board meetings, Nancy wanted to have about a half an hour to an hour for Board development, and less program and/or branch updates. She also figured that this would allow meetings to be shorter at 1.5 hours instead of 2.

Robert Baker expressed that he thought that every Board member should be a member of American Library Association (ALA), and suggested that the Library pay for the expense. He finds the ALA’s publication American Libraries to be useful and informative. Amber noted that there were also several other Library associations, including the Arizona Library Association (AzLA). Nancy asked if there was a budget line item for the Board, and was answered that Board expenses are charged to the Library Director’s unit. Nancy asked Robert wanted something on a future agenda about periodicals and training for the Board, and he affirmed that he did. Cheryl said that there might be other organizations or other journals that might be useful too. Robert added that some big city libraries pay for convention expenses because they want their Board members to be knowledgeable. Nancy said that since the Library Advisory Board is an intermediary between the Library and the Board of Supervisors, they would not have the same budgetary requirements that libraries in big cities might have.

Nancy wants to start the Board development by creating a Mission and Vision for the Library Board. She asked the Board to answer, “Why are we here?” and “What are we doing?”

Comments from Board members:

- The Board’s role is to be advocates for the Library, focusing on whatever issues are happening at a given point.
- Individuals should pay for their own ALA memberships.
- The Board should be advocates for Libraries to Board of Supervisors.
- The Board should not create budget constrictions for the Library (i.e. not pay for ALA).
- The Board should help the Library, not the other way around.
- Members should have a common understanding of what the Board’s role is.
- Members should be able to promote library services and programs and be able to answer people’s questions. (Have a session on talking points.)
- They should be advocates for all Libraries, not just the branches in one’s district, and not just PCPL’s.
- The scope for Board development should be broad-based but allow 15-30 minutes to review a particular subject and share how this is disseminated to Supervisors and constituents.
Nancy instructed Board members to send Board development agenda recommendations to Judy Moses and they will be discussed at the upcoming agenda setting meeting.

Amber said that staff could help with the mission and vision work, and provide reading that would be helpful.

6. LIBRARY REPORTS

A. COMMUNITY RELATIONS REPORT
Holly Schaffer, Community Relations Manager, highlighted and/or added to her written report:

Holly presented to Service U (staff training) on marketing, publicity, and branding for the first time.

On October 28th, the Todd Parr in the Park event will happen, and celebrates the LGBT Services Committee 20th anniversary. PCPL is one of the few libraries in the nation to have an established LGBT Services Committee. An ad for the event was posted in The Tucson Weekly’s annual Pride edition.

The community needs assessment that was conducted in the Spanish speaking community resulted in feedback that PCPL should emphasize that programs and services are free. Holly worked with the Nuestras Raíces committee to hone the message so that it would resonate more with Spanish speakers. The resulting ad launched on 93.7 KRQ and will air close to 400 times by the end of December.

Amanda noted the dip in outreach events in the statistics. She said that she attended the 16th of September (Mexico’s Independence Day) event held at Armory Park, and saw many organizations there, but not the Library. She thought that events like that could be a productive way to connect with people directly. Michelle added that if Wi-Fi is available, library cards could get issued. Edward added that events like these would be a great way for Board members to be face-to-face advocates for the Library, and to have interface with constituents.

Robert thanked for Holly for the recent article on the Joyner-Green Valley Library.

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

- The latest Friends donation will show up in next report.
- Michelle Simon was just elected to be President Elect of the AzLA. Amber is the Past President. The annual conference will be held on October 25th-27th in Mesa.
- After that, Amber will attend the OCLC Americas Regional Council, at the request of the State Librarian. Dr. Carla D. Hayden, Library of Congress, will be the keynote speaker.
- Holly announced that Jen Maney is one of the recipients of the AzLA Leadership Awards.

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

Pima County has almost completed The Loop, a path around Tucson that allows anything that doesn’t have motors. Once completed, it will be comprised of 131 miles of shared use paths that connect almost all communities in Pima County. Pima County will have two big celebrations that PCPL will take part in on March 17th. More information will be shared as it becomes available, but there are plans to have stops along The Loop, where people will get different items such as water bottles or library cards.

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

- The Flowing Wells Library closed for renovation and will reopen in July. Sam Lena-South Tucson will close later in the October and will reopen in May.
- Final information about the Southeast Library architects should come soon. Design and community conversations will happen after that.
- The Library will be getting a new computer time management and print management system, new Toshiba copiers, and new coin tower kiosks that will take credit cards.
- Nancy asked how prioritization is done. Michelle answered that various aspects have to be graded. More information will be sent to the Board when it becomes available.

7. CALL TO THE AUDIENCE

No members of the public were in attendance.

8. ADJOURNMENT

Edward Buster moved and Cheryl Langer seconded adjournment of the meeting. Motion carried and meeting adjourned at 5:20 p.m.

Next Meeting: November 2, 2017, Joel D. Valdez Main Library, 101 N. Stone Ave., Tucson, AZ.

Submitted by:
Judy Moses
Special Staff Assistant - Senior