

**PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES**

March 3, 2022 4:00 p.m.

Meeting was conducted virtually via Microsoft Teams

Present: John Halliday, Chair; Elizabeth Soltero, Vice-Chair; Craig Kleine; Maria Iannone; Lorraine Marquez Eiler; and Mary Ann O’Neil

Absent: Edward Buster; Betsy Shepard; and Barbara A. Escobar

Also Present: Amber Mathewson, Library Director; Michelle Simon, Deputy Director; Beth Matthias-Loghry, Library Services Manager; Amy Rusk, Library Services Manager; Holly Schaffer, Community Relations Manager; Kendra Davey, Literacy Initiatives Program Manager; Ken Zambos, Workforce and Economic Development Program Manager; Hassael Cazesuz, Interim Library Latinx Program Manager; Syrena Arevalo, Program Collaborator in Residence; and Jodi Ohlson, Caviglia-Arivaca Library Manager

Guests: Tom Cashman, Pima Library Foundation

**1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

Meeting was called to order at 4:04 p.m. by John Halliday and the Pledge of Allegiance was recited.

**2. CALL TO THE PUBLIC**

No members of the public were in attendance.

**3. APPROVAL OF PREVIOUS MEETING’S MINUTES**

Craig Kleine moved and Elizabeth Soltero seconded approval of the February 3, 2022 minutes. Motion carried.

**4. INTRODUCTIONS**

No introductions were made.

**5. SUMMARY OF CURRENT EVENTS BY LIBRARY BOARD MEMBERS**

Board members updated on Library related activities they have been doing since the last meeting. Some of the responses included:

- Maria Iannone reported on her client’s experience of being able to meet with PCPL’s Writer-in-Residence, Wynne Brown. It impacted her greatly, and she learned a lot.
- Craig Kleine said he was frustrated with Hoopla’s daily limit, but acknowledged that it was a good thing because it meant that everyone is using it.
- John Halliday also experienced Hoopla’s limits.
- Elizabeth Soltero is excited to attend the celebration for the renaming of the Frank De La Cruz-El Pueblo Library.
- Maria Iannone added that she appreciated the article on library neutrality that was forwarded to the Board from Mary Ann O’Neil. She found it thought-provoking and

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insightful and would like to have more discussion about it. John Halliday suggested doing this at the retreat.

### 6. FRIENDS GROUPS AND LIBRARY FOUNDATION REPORTS ON EVENTS AND FUNDRAISING ACTIVITIES ON BEHALF OF THE PIMA COUNTY PUBLIC LIBRARY

Tom Cashman, Pima Library Foundation Director, said that the Pima Library Foundation will have a booth next to Nuestras Raíces at the Tucson Festival of Books. They will be starting their Author Salons again, and are looking forward to when they will be able to have them in person.

### 7. NEW BUSINESS

#### A. UPDATE ON PCPL & TUCSON FESTIVAL OF BOOKS —BETH MATTHIAS-LOGHRY

Beth Matthias-Loghry, Library Services Manager, updated on a new pilot program, Program Collaborators in Residence (PCR), which was formed to help with cultural event planning for Nuestras Raíces and Many Nations. Syrena Arevalo, who was introduced as a new Program Collaborator in Residence, expressed what a great opportunity it was to work with Nuestras Raíces and PCPL. She was able to get into the community and inform people about the Festival who wouldn't have normally considered going. Hassael Cazesuz will be helping with the Festival through Nuestras Raíces and will also be a moderator for a panel with author Henry Barajas.

Amy Rusk, Library Services Manager, said there would be a strong Native American presence this year. Lindsey Curley, a Knowledge River student, worked with the Program Collaborators in Residence and 150 Pascua Yaqui tribal members were signed up to come to the Festival. The Biblio Lotus Team will also have a table and will be giving out books.

Elizabeth Soltero expressed gratitude for the work Library staff and PCRs have been doing, and for how the Affinity Teams have been working together. Director Mathewson also thanked everyone and added that while there are a lot of events at the Festival, it would be easy to spend both days at the Nuestras Raíces tent.

### 8. LIBRARY REPORTS

#### A. COMMUNITY RELATIONS REPORT

Holly Schaffer, Community Relations Manager, highlighted and/or added to her written report:

- Board Members were invited to attend the Frank De La Cruz-El Pueblo Library renaming celebration: [Renaming celebration](#)
- There is a press release on the website that announces all the panels PCPL has at the Festival of Books: [Festival press release](#)
- The donation drive PCPL did for the Afghan refugees was a tremendous success: [Donation drive wrap-up](#)
- The blog that a staff member from Martha Cooper Library wrote about her family in Ukraine and her heritage, was just published: [Strong like Baba - Ukraine blog post](#)

#### B. LIBRARY DIRECTOR'S REPORT

Amber Mathewson, Library Director:

Director Mathewson reported on hiring and how it effects what will happen with the budget for the coming year. There are currently about 68 vacancies, but the posting for the Library

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Associate position closed, and interviews for those positions will begin soon. The Librarian II position is also in the second week of posting.

Last year, the Library was budgeted for 377 FTE, but about 400 FTE are really needed to be able to provide for the hours the Library was open before the pandemic. Currently PCPL is down to 306 FTE, and even if the 68 vacancies were filled, it doesn't go up to the 400 FTE needed. When the Board of Supervisors see that there are currently 60 vacancies and the Library wants to add more, there is concern that there would then be 90 unfilled positions. A lot of work is being done and it is hoped that at least half of the 68 positions will be filled by the end of the fiscal year. Director Mathewson and Deputy Director Simon are working on how to present the budget in order to get where the Library needs to be.

The official County mandate for wearing masks ended February 28, but they are still required in County buildings, according to administrative procedures. It is expected that they will no longer be required after March 11, but will still be recommended. It is expected that with the numbers going down, the transmission rate will be moderate by then. It will be challenging at the branches and managers have said that they have seen a lot of individuals pushing back about wearing masks and have been coming in without them.

John Halliday asked what the minimum wage was at the Library. Director Mathewson responded that it is \$15 hour. Some higher level positions are at \$17 and places like Hobby Lobby start at \$18 without requiring a degree. Deputy Director Simon has been working on a staffing task force, changing job descriptions, and looking at what people are getting paid across the country, as well as what library employees are paid with regard to other Pima County employees. PCPL staff tends to be more highly educated and have more responsibility, yet make significantly less than other people in the County. There will be some changes but it will take some time to rectify.

John Halliday asked if 400 FTE were needed to get back to the pre-pandemic open hours. Director Mathewson responded affirmatively and added that 3-4 years ago, having 20 vacancies was the norm. The hiring freeze and pandemic brought them up to 80. Over the past two years, 120 FTEs were hired, but there are still 68 vacancies with people retiring, going to work in other library systems or finding better paying jobs outside the library.

### **C. PUBLIC SERVICES REPORT**

Karyn Prechtel-Altman, Deputy Director of Public Services & Community Engagement, was not in attendance. Director Mathewson reported:

- Meeting rooms will open to the public on March 7, at 50% capacity.
- Programing and outreach are scheduled to start mid-March.
- El Rio Library had very limited hours due to limitations of the community center's public facilities, as well as library staffing, and will be increased when staffing can be expanded.
- Martha Cooper Library will close for a year for renovations. Discussions are happening with community members to figure out how to provide library service in that community.
- John thanked Deputy Director Prechtel-Altman for providing the Hoopla data in her monthly report.

### **D. SUPPORT SERVICES REPORT**

Michelle Simon, Deputy Director of Support Services, highlighted and/or added to her written report:

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Deputy Director Simon discussed how libraries are trying to accommodate library users who have been using more and more online resources, particularly because of the pandemic. As people come back into the buildings to check out physical materials, they continue to use online resources as well.

Overdrive bought RBDigital, Kanopy, and IndieFlix, so a lot of streaming content has moved to Overdrive and is available through the Libby app. Because of those changes, some of the content was lost, and Hoopla was chosen to provide streaming services. Hoopla has 900,000 titles but the Library can't pay for all of them. PCPL reduced the number of checkouts allowed on Kanopy and purchased Hoopla at a certain level. After six months, the daily limit was hit every day over the last two weeks. Every library card holder is allowed to check out five videos with streaming content. Everyone is attempting to check out, but during the last few days, over 500 people were denied access due to so many people checking out materials. There isn't a monthly limit and limits are based on daily activity. PCPL is now evaluating use of other platforms, and working with Hoopla to figure out other options.

The question that has come up is what the library is required to provide to the community regarding streaming content. Much of this is being driven by changes to industry as a lot of content is no longer available in physical form and is moving to individual streaming platforms. Libraries have to determine what platforms they can pay for.

Mary Ann O'Neil asked how often databases are reviewed to see what the cost per use is, and if vendors can provide accurate statistics. Deputy Director Simon responded that this is done monthly, quarterly, and annually so that marketing can be done and changes can be made, and that statistics are provided in real time.

## 9. ADJOURNMENT

Maria Iannone moved and Craig Kleine seconded adjournment of the meeting. Motion carried and meeting adjourned at 4:54 p.m.

**Next Meeting:** April 7, 2022, at 4:00 p.m.

Submitted by:  
Judy Moses  
Senior Special Staff Assistant