

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

October 3, 2024, 4:00 p.m.

Meeting was held both at Joel D. Valdez Main Library, 4th Floor Boardroom,  
101 N. Stone Ave, Tucson, Arizona and virtually via Microsoft Teams

Present: Mariana Padias, Chair; Vice-Chair Rebecca Téllez Peralta; Craig Kleine;  
Mary Ann O’Neil, Anna Sanchez, John Halliday, Sharon Foltz and Maria  
Iannone

Absent: None

Also Present: Amber Mathewson, Library Director; Marissa Alcorta, Deputy Director;  
Jessica Thornburg, Deputy Library Director; Paulina Aguirre-Clinch, Library  
Services Manager; Kate DeMeester-Lane, Library Services Manager; Vicki  
Lázaro, Library Services Manager; Beth Matthias-Loghry, Library Services  
Manager; Sharla Ronstadt, Library Services Manager; Holly Schaffer,  
Community Relations Manager, Renee Bibby, Library Services Manager;  
John Stuckey, Facility Safety and Security Manager and Laura Lopez,  
Assistant to Library Director

**1. CALL TO ORDER: PLEDGE OF ALLEGIANCE & LAND ACKNOWLEDGEMENT STATEMENT**

Meeting was called to order at 4:00 p.m. by Mariana Padias and the Pledge of Allegiance was recited. Chair Padias read PCPL’s Land Acknowledgement Statement.

**2. CALL TO THE PUBLIC**

None

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

Rebecca moved and John Halliday seconded approval of the September 5, 2024, minutes. Motion carried.

Chair Padias asked if any changes to the September 24, 2024, meeting minutes:

Sharon Foltz motioned to amend Agenda Item A, Key Points, first point, to read “Sharon Foltz asked Dr. Garcia if the use of library funds in the amount of \$10M for Early Childhood Education (PEEPS) was driving the reduction in library services? Dr Garcia’s replied, no it is not”.

Sharon Foltz moved to amend her motion to delay the community survey by 30 days and involve “the Library Advisory Board and senior leadership of the Library Friends and Foundation”.

Mary Ann O’Neil seconded to approve Sharon Foltz amendment

The amendment was discussed. Vice-Chair Peralta stated she would not have voted how she did if this had been the motion. She voted to have Library Board and senior staff review and not all these other components.

Yes votes: 3

No votes: 2

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Abstentions: 2

The motion carried (3-2)

Motion to approve the September 24, 2024, minutes as amended carried.

Yes: 7

Abstained: 1

### 4. INTRODUCTIONS

Anna Sanchez, new Library Advisory Board member, D5, introduced herself and shared her background. Introductions were made around the room.

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

Mary Ann O'Neil:

- Attended the kickoff for Desert Streams and it was a wonderful event and a great project.
- Suggests everybody visit Martha Cooper. It turned out fabulous.

Rebecca Peralta:

- Attended the Martha Coper opening as well, it's lovely space and the staff was very engaged with the group of community members there.
- The children's area was bubbling with families and kids, and it was beautiful to see.

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

None

### 7. NEW BUSINESS

#### A. Discussion of Library Revenue and Output Measures

John Halliday pointed out the library revenue and output measures. Highlights of the conversation include:

- High Revenue
- Low Output:
- Decline in Public Service:

Deputy Director Thornburg presented a financial overview comparing FY2019 with the planned FY2025 that included:

- Personnel Expenses
- Capital Improvement Program (CIP)
- Security Costs
- Pandemic Comparison

Deputy Thornburg further elaborated on the library's **personnel and hiring processes**, provided updates on the changes made to expedite the hiring process and the current state of **FTE (full-time equivalent)** positions.

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Deputy Thornburg discussed **branch statistics and staffing comparisons** among various library systems. Also discussed was library system's budget, usage statistics, and program attendance compared to other systems. The Board requested a copy of the presentation.

### B. Futures Planning Report

Director Mathewson stated the library is setting aside the plans for now to gather more information from the community, as per her memo to County Administrator Leshar.

Sharon Foltz and Craig Klein stated that Supervisor Lee recommends the library hire a private third-party consultant to handle public outreach and questions. Director Mathewson stated a third party, from the U of A, has been contracted for the survey. The survey is the first step to gather information from the community.

Chair Padias asked that the board provide feedback to Director Mathewson by October 15, once they review the survey. There was further discussion regarding the survey outputs. Chair Padias requested more information about the consultant be email to the board members. The board asked how the survey will be distributed.

The survey's **distribution** plan will include:

- A linked on the **county's online engagement platforms**.
- A **web link** that directs participants to the **library district's independent webpage**, which is still in progress but will soon be available.
- **QR codes** will be used to provide easy access to the survey.
- A **press release** and coverage in the **newspaper**.
- The **survey** will be made available in both **English and Spanish**, offered **online** as well as in **paper format**.
- The goal is to distribute the survey broadly, including at **supervisors' offices** and other community locations, not just within the library.
- The **consultant** will be responsible for both developing and **analyzing** the survey results, easing the burden on library staff.

Mary Ann O'Neil **motioned** to:

- Invite the county administrator to have a study session with the Library Advisory Board before the end of the year to go over the Community engagement process and other issues that were raised in the Futures memo.

John seconded; motion carried.

There was a detailed discussion on strategies for maximizing participation in the upcoming survey.

John Halliday asked why the rush to send out the survey, he stated he considered some of the Futures Planning Report to be potentially misleading to the public; specifically on page 5 where the report implies the Library Advisory Board and Friends were involved in developing the plan and on page 9 where the report says necessary improvements make staying in the Main Library impractical and financially unfeasible.

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Chair Padias tabled the discussion on the cost to renovate and the future of Main Library for a future meeting.

### 8. LIBRARY REPORTS

#### A. COMMUNITY RELATIONS REPORT

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

- A great exhibit, by local artist, Luis Carlos Bernal in the Joel D. Valdez Main Library lobby.
- Desert Steams was very successful. A new call to artists has been opened for the next 25 musicians.
- Wilmot Library hosted an event in partnership with the League of Women Voters to provide non-partisan election information, it was also put on YouTube.
- Opening day at Martha Cooper there were 900 people during open hours.
- Holly is on Synapse team; there is a series of Q&As with members of the team. The series can be seen in a blog post on the library webpage.

Renee Bibby, Library Services Manager commented that

- The Library put out a call for Community design library cards. Over 400 submissions were received. The review team got the number down to 125 and all 125 will get a limited-edition bookmark.
- 6 bookmarks will be chosen by a committee and those will go out as limited-edition library cards.
- It is planned to do another limited-edition library card campaign in 2026.

#### B. PUBLIC SERVICES REPORT

Marissa Alcorta, Deputy Director of Public Services/Customer Experience.

Marissa announced that she is moving into the Deputy Director position for Community Engagement and out of Public Services. Posting for the deputy director for public services is expected to be available Friday 10/4/24.

#### C. SUPPORT SERVICES REPORT

Jessica Thornburg, Deputy Director of Finance and Facilities, added July and August incident reports and the FY24 total incident summary will be provided to the Board each month. The incident report will be included in her monthly report.

#### D. LIBRARY DIRECTOR'S REPORT

Amber Mathewson, Library Director, highlighted and/or added to her written report.

- Will include a report of Unexpected Library closures
- The 3<sup>rd</sup> FI Reference desk at the Main Library will no longer be staffed, reference questions will be handled on first and second floors. A guard will be posted on 3<sup>rd</sup> FI.
- Library HR is filling positions as fast as possible to help maintain hours and programming at higher levels.

In response to a concern of staff's wellbeing, Amber said the library received a grant to work with the Trauma Informed Care Team headed up by library staff. This project includes:

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- **Consultant-Led Survey for Staff**
- **Public Facing Challenges**
- **Training and Support:**
- **Librarianship and Career Paths:**

### 9. ADJOURNMENT

Vice-Chair Peralta moved, and John Halliday seconded adjournment of the meeting. Motion carried and meeting adjourned at 5:40 p.m.

**Next Meeting:** November 7, 2024, at 4:00 p.m.

**Submitted by:** Laura Lopez, Administrative Specialist III