



**City of Scottsdale
Library Board
Regular Meeting Minutes**

Community Design Studio
7506 E. Indian School Road
Scottsdale, AZ 85251

Wednesday, November 16, 2022, 3:30 p.m.

PRESENT: Chair Shiela Reyman, Vice-Chair Janet Smigielski, Board Members Sam Campana, Sheila Collins, Freda Hartman, Fred Klein, and Marna McLendon.

STAFF: Kira Peters, Library Director /Community Services Administrator; Managers, Mandy Carrico and Alicia Brillon, Rebekka Jones, Collection Management Coordinator; Lee Schnoor, Systems Integration Supervisor, and Carli Stock, Administrative Secretary.

Call to Order

Chair Reyman called the meeting to order at 3:32 p.m.

Chair Reyman recognized Board Member Collins for her six years of service on the Library Board including serving as Chairperson twice. Board Member Collins stated it has been a pleasure to serve as it is so close to her heart. She will continue to be a strong supporter. Ms. Peters stated a book of Board Member Collins' choice will be added to the library collection with recognition of Board Member Collins' service on the Library Board. Board Member Collins advised her book of choice is The Light We Carry by Michelle Obama.

Roll Call

Members present as listed above.

Public Comment:

Ms. Peters advised they had one recent public comment, from Julia Taggart, who suggested having a library cardholder event at elderly or assisted living facilities. As well as providing a weekly book club, speaker, or similar events at said facilities. Ms. Taggart also suggested the library purchase Ancestry.com to be accessed within the library, which could be instrumental in increasing gate counts. Additionally, with an Ancestry.com membership you have access to Newspapers.com, which offers more articles related to Arizona than the newspaper archive does.

Minutes – October 19, 2022

Vice-Chair Smigielski noted the format used for board member comments was different as it

did not always capture a board member's name. A brief discussion ensued.

VICE-CHAIR SMIGIELSKI MOVED TO APPROVE THE OCTOBER 19, 2022, LIBRARY BOARD REGULAR MEETING MINUTES. BOARD MEMBER CAMPANA SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, AND BOARD MEMBERS CAMPANA, COLLINS, HARTMAN, KLEIN, AND MCLENDON VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

REGULAR MEETING AGENDA

1. Patron Comment Report

Kira Peters, Library Director / Community Services Administrator, highlighted some of the Patron comments received since the last meeting.

- A negative comment regarding the Wi-Fi at Civic Center was received, which staff is aware of, and it is being addressed.
- A suggestion for the libraries to provide meeting rooms equipped with technology for community use. Ms. Carrico stated Mustang Library offers laptops that can be signed out and utilized in a study room.
- A compliment pertaining to the Bookmates program.
- A concern related to the noise level at Arabian Library with the kids coming to the library after school, which is a consistent concern. Staff continue to properly explain the issue and offer alternative times to visit the library. Ms. Carrico advised a meeting room on the opposite side of the building is being offered to those who want a quiet space. Chair Reyman inquired if the noise level is becoming more of an issue. Ms. Carrico stated Arabian had limited hours of operation over the last two years and patrons hadn't fully realized the library was back to full operation.
- A suggestion to have a podcast room, which has been discussed and is doable.
- A comment related to realization the library benefits adults as well as children.
- A compliment related to the displays and how they entice patrons to explore other reading opportunities.

Board Member Hartman suggested responding to all patrons who provide comments, even if it is only recognition for taking the time to provide a comment. Ms. Carrico stated not all patron comments provide contact information, especially if they did not ask for a response. Ms. Peters noted when the yellow comment card is used and handed to a staff member, they are being thanked for their feedback/comment. Board Member Hartman suggested modifying the language on the comment form. Ms. Carrico stated she would investigate it.

2. Scottsdale Civic Center Construction Project Update

- Moved to a future date to be determined

3. Friends of Scottsdale Public Library Update

Trey Granger, President of Friends of Scottsdale Public Library, provided an update on the work and fundraising efforts of the Friends of the Scottsdale Public Library. With the recent

addition of two directors, there are now 12 directors on the board. A Friends of Scottsdale Public Library display has been added to each of four libraries that includes a QR code for membership, brochures, bookmarks, and flyers. The 2022 Spirit of Literacy awards were presented on November 5, 2022, at the Scottsdale Stadium Concert to Peggy Sharp Chamberlain, Phillip Payne, Mariko Whelan, and the Literacy Society of the Southwest. Through fundraising the Friends of the Scottsdale Public Library have been able to donate \$34,000 to the Scottsdale Public Libraries for programming. A Krispy Kreme fundraiser has begun, where a non-expiring voucher for one dozen donuts can be purchased on the website for a discounted price of \$12.00. The Friends of Scottsdale Public Library receive \$4.50 from each voucher sold, with a goal of selling 100 vouchers before the fundraiser ends on November 30, 2022.

Chair Reyman inquired about the 50/50 raffle at the Stadium Concert. Mr. Granger advised they sold over 400 tickets.

Chair Reyman thanked Mr. Granger for everything the Friends of Scottsdale Public Library do and reminded the board that Board Member Hartman serves as the liaison on the Friends of Scottsdale Public Library Board.

Vice-Chair Smigielski stated she enjoys the activities offered through the Friends of Scottsdale Public Library. Mr. Granger advised Director Jo-Ann Mullen will provide a new calendar of events this winter.

Ms. Peters expressed appreciation on behalf of the library to Mr. Granger and the Friends of Scottsdale Public Library for sponsoring the Library Cardholder community event.

4. Board Recommendation on Rassner Endowment Fund

Kira Peters, Library Director/Community Services Administrator, provided a brief history of the Rassner Memorial Endowment that was established in 1991 and requested the board approve the library accepting the annual interest payment.

BOARD MEMBER COLLINS MOVED TO ACCEPT \$18,000 OF INTEREST INCOME FROM THE RASSNER MEMORIAL SCOTTSDALE LIBRARY ENDWOMENT FUND. VICE-CHAIR SMIGIELSKI SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, AND BOARD MEMBERS CAMPANA, COLLINS, HARTMAN, KLEIN, AND MCLENDON VOTED IN THE AFFIRMATIVE AND THERE WERE NO DISSENTING VOTES.

5. Library Circulation

Kira Peters, Library Director / Community Services Administrator and Alicia Brillon, Technical Services Senior Library Manager, provided an overview of current circulation trends, including gate counts, material trends, and budget. Gate counts doubled this year compared to last year, with Civic Center and Mustang being visited the most.

Cardholder counts are more complex due to purges that occur for cards not used for more than two years. For example, in September 2021 there were 92,000 cardholders which later decreased to 90,000 due to cardholder purges. Two purges were done that accounted for the removal of 13,000 cardholders. However, the library is adding 1,000 - 2,000 new cardholders monthly. Another purge is scheduled for December with approximately 13,000 idle cardholders being removed. However, prior to this purge the library is going try a different approach and reach out via email to said cardholders to see if they can get them

using their card and access library services again. The results of the email communication will be tracked to determine its effectiveness.

Physical circulation over the last two years held steady at 80,000 items. This year has seen a 23% increase, bringing the monthly circulation to 130,000 items. The e-circulation is down a bit with the libraries being open again. Many digital services were cut as part of a reduced budget, including Value Line, Hoopla, Arizona Republic archives, and the Wall Street Journal Archives. These cuts were made thoughtfully looking at usage, cost, and the least effect on library users. Board Member Klein objected to the elimination of the Arizona Republic Archives and would like it to be reviewed because he thinks it is an important resource for the Scottsdale Public Library to offer.

If additional funds are received, the library could purchase additional copies of physical and digital titles to shorten wait times, purchase new or reinstate databases, and purchase new digital collections. With additional funding, the library could not only add to the collection but make the library more useful to the community, like interview rooms, podcast, hold-it lockers, and vending machines to increase circulation and provide access to physical materials 24/7. Mr. Granger added the Friends of Scottsdale Public Library are working on grants to supplement the funds necessary to purchase these non-collection items.

If funding remains flat or is decreased, fewer items will be purchased making the library less attractive, more databases would be cut, and non-collection related items would not be possible.

Ms. Peters stated the focus this year is to increase awareness and usage of the library. Increasing library usage will justify increasing the budget. The Library Board can help with this goal by getting the word out within the community.

Board Members were given an opportunity to ask questions.

In response to a question from Chair Reyman, Ms. Carrico advised that is not possible to communicate with a previously purged cardholder. Because they are purged their information is deleted. However, if a previously purged cardholder comes into the library to use their card they will be reactivated with the same number.

In response to a question from Vice-Chair Smigielski, Ms. Brillon stated it is possible to include data related to the purge, because they know when the purges will occur, and the number of cardholders being purged. In response to a question from Board Member Hartman, Ms. Brillon stated two years is a long time to not visit the library. Extending the time frame could skew the data and consistency is important for comparison purposes. Additionally, it is important to see the results of the email communication. Ms. Carrico stated some vendors charge based on the cardholder database and if the database is inaccurate, they would be paying for nonusers. Additionally, many inactive cardholders have fees associated with their account, which creates a fiscal concern with the City. Mr. Schooner noted from a technical point of view a large database also impacts the system's performance. Ms. Peters stated the library is flexible, but they want a database that gives a clear and accurate picture of who is using the library. They are going to focus on communicating better with cardholders.

In response to a question from Vice-Chair Smigielski, Ms. Carrico stated decisions are made based on usage and cost per user to not drain resources and provide what best

serves everybody. She believes there was an overlap in services. One was more affordable than the other. Moreover, most Value Line users were nonresidents. Ms. Peters stated she does not know the exact reasons behind it, but will gather the information and send it out in an email. Board Member Hartman noted the schools are using Value Line. A discussion ensued.

In response to a question from Board Member Hartman, Ms. Carrico advised this presentation does not include digital counts, as that is a different category. A discussion ensued among board members related to archive databases, including when does something become an archive and FHC Digital.

A discussion ensued in response to Board Member Hartman asking for the Collection Development data that was missing from this presentation. The collection development data will be provided at a future meeting.

6. Director's Report

Chair Reyman explained the change in the meeting venue was based on the Arizona Open Meeting Law, meaning the meeting must be accessible to anyone.

Kira Peters, Library Director / Community Services Administrator provided a summary of current events within the library system.

- The cardholder event was very successful with the help from the Friends of Scottsdale Public Library and other City departments. Work has begun on next year's event, including deciding on the venue.
- As previously noted, gate counts are up. Senior management pays close attention to the metrics, that are important in the decision-making processes.
- Brian Bundy will attend the December meeting to provide information about the budget process that began in November. A timeline of the budget process was provided for review.
- On Monday, November 21, 2022, the City Council is doing a workshop on the bond project related to inflation. This meeting is open to the public.
- A timeline of the CIP process was provided for review, noting the importance of making sure a project aligns with political issues and desires and what the City can afford to do. CIP projects suggested for the library include addressing the encampment issues at Mustang, noise barrier wall installation at Mustang, and additional bathrooms at Civic Center.
- A hold-it locker has been purchased and a location is being sought with consideration to the McCormick-Stillman Railroad Park.
- The strategic planning process is being finalized and will be presented at the December meeting.
- In response to Julia Taggart's presentation, a committee is being formed to look at appropriate recognition of these important women in history.
- Patron Point is engagement software that was purchased for address verification, but it can also assist with patron communication and target marketing.
- Hobbies and Craft Resource Center and Home Improvement Resource Center are two new online databases.

7. Board Members' Reports

Board Member Hartman shared her experience while attending Canal Convergence. The Mayor recognized the boards and commissions for their work, specifically mentioning the Library Board, to which there were loud cheers and clapping. Upon speaking with the Mayor, he expressed his support for the Library Board.

Board Member McLendon shared her experience while attending Canal Convergence. Noting her interaction with new residents from Connecticut and their positive comments of Appaloosa Library. Additionally, she was invited to and attended a potluck lunch at Arabian and was able to talk with staff regarding gate counts, programming, and the need for volunteers.

8. Identification of Future Agenda Items and Future Meetings

- Branch recognition by Library Board Liaison for the end of the year
 - New Board Member
 - Brian Bundy, discussion on budget Process
 - CIP Update
 - Strategic Plan update
 - Dashboard metrics
 - Establishing a committee to extend services to seniors.
 - Board retreat
 - How the hold-it lockers work
- Next meeting: Wednesday, December 21, 2022, at 3:30 p.m.
An email will be sent to board members to determine if this meeting date will remain.

9. Adjournment

BOARD MEMBER MCLENDON MOVED TO ADJOURN THE MEETING. BOARD MEMBER KLEIN SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0). CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, AND BOARD MEMBERS CAMPANA, COLLINS, HARTMAN, KLEIN, AND MCLENDON VOTED IN THE AFFIRMATIVE AND THERE WERE NO DISSENTING VOTES.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 5:14 p.m.

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