



City of Scottsdale
Library Board REGULAR MEETING MINUTES

Wednesday, February 16, 2022
Community Room, Fire Station 602
7522 E. Indian School Rd.
Scottsdale, AZ 85251

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

STAFF: Community Services Administrator Kira Peters; Managers Mandy Carrico, Melissa Orr, and Beckie Gallivan Butler; Anna Anderson, Community Services Management Analyst

Call to Order

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

Roll Call

Members present as listed above.

Public Comment:

No public comments were received.

Minutes

Regular meeting minutes January 19, 2022

Vice-Chair Smigielski stated under item 4, review of responses relating to the Library Board letter to City Council regarding the fine free policy, there were glaring omissions regarding the emails that were sent to Chair Reyman from City Council. Also omitted were the mandated actions that the Board completed and continues to monitor, specifically reviewing information, sending a letter to City Council, and monitoring. She further noted that Board Members should read the minutes thoroughly, as they create a public and historical record. If the data is not there the minutes are incomplete and historical information is lost.

Ms. Peters noted that complete audio files of all meetings are also available. The City has directed eScribers to produce summary minutes; if there are things the Board wishes to add now is the time to make that change.

Chair Reyman noted if the minutes are not approved at this meeting, they will sit for a month until the next meeting.

Board Member Collins suggested approving the minutes pending the insertion of the additional material as determined by Chair Reyman.

Board Member McLendon stated she also felt section 4 was missing sufficient detail, specifically her comment regarding the distinction in verbiage pertaining to Fine Free and the impact on the library's operating budget. City Council uses the term "adverse action," and Mr. Murphy uses "neutral budget" and clarification of these terms is sought.

Ms. Peters stated the specifics the board would like added need to be publicly noted for the record.

Board Member McLendon moved to amend the minutes of the last meeting to include her comment made at the last meeting that there is a difference in terminology in the document from City Council regarding the Fine Free Policy and it was to be done without an adverse impact on the library operating budget. The statement from Mr. Murphy to City Council dated December 17, 2021, states the action was budget neutral. The verbiage is different, and she would like clarification on the distinction.

Vice-Chair Smigielski asked to have a statement included stating Chair Reyman referenced three emails that were sent to her concerning the Fine Free issue from Council Members. Chair Reyman clarified that a fourth email was sent by Councilwoman Milhaven.

Vice-Chair Smigielski asked to have it noted under agenda item #4, that the Board agreed they had fulfilled their mission by investigating the fine free resolution and supported the investigation with a letter to Council. They have done everything they could for now and will continue to follow this issue.

It was noted that Beckie Gallivan Butler was not present at the January 19, 2022, meeting.

Vice-Chair Smigielski also asked to have the last sentence of the first paragraph struck, "There appears to be support from members of the City Council." This represents hearsay or suggestions which should not be a part of minutes. This should be where the emails should be mentioned.

APPROVED 7-0 BY ROLL CALL VOTE; MOTION BY BOARD MEMBER COLLINS, 2ND BOARD MEMBER CAMPANA TO APPROVE THE MINUTES WITH AMENDMENTS; CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, 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 presented relevant patron comments. She thanked Carli Stock, staff coordinator, for adjusting the report so it is easier to read.

Overall, the comments were positive, such as, "*The library has been a life saver during COVID with the drive-up window,*" "*The book bundles were really good,*" "*Please reinstate my library card, illness has made it impossible to return a book,*" and "*I cannot exist without*

my library.”

A specific comment on the Scottsdale Heritage Connection page, "*More interesting especially for children and adults, thought important as I know there has been a lot of historical information. Probably very interesting to adults but in the future, we can think about exhibits around that space that are interesting for the youth.*"

The staff take these comments seriously and these reaffirm the community appreciates the library. The comments will continue to be tracked and it is anticipated more will be received where the libraries are fully operating again. Comments can be made electronically or in person using the yellow comment card.

2. Quarterly Library Usage Report

Anna Anderson, Community Services Management Analyst, presented the Library's Quarter 2 FY 21/22 Library Usage Report.

- Quarter 2 covers October 1 – December 31, 2021
- The year-to-date total attendance is 157,550 patron visits. This includes gate counts, drive through, and curbside for all branches. The breakdown by branch shows an increase for Civic and Mustang. Appaloosa and Arabian had not reopened during quarter 2.
- Pony Express opened on March 15, 2021.
- The year-to-date digital gate counts were 295,062, which is down slightly compared to last year. This includes gate counts, catalog, logins on the Pegasus website.
- The total library card holders across all branches for quarter 2 is 84,510. Civic Center and Mustang show the highest count with Appaloosa and Arabian following.
- Internal usage at all libraries is slightly above last year with 589,132 usages, which includes physical circulation, Wi-Fi, and computer usage within the branches.
- Remote usage is down compared to the prior year at 453,334 and includes calls to the call center, data base usage, e-circulation, and ask a librarian service.
- The total internal and remote usage year-to-date total 1,042,466 uses.
- The total collection is slightly higher than last year with 13,916,367 uses of Freegal, physical materials, and non-Freegal materials.
- Total circulation is slightly down over the last 12 months and down almost 25% over the last 24 months.
- Physical circulation increased and E-circulation decreased over the last 12 months. E-circulation increased, and physical circulation decreased over the last 24 months.
- There are 175 physical programs offered between quarter 1 & 2 with 3,290 attendees.
- There were 41 virtual programs offered year-to-date with 1,525 attendees.
- Computer usage is up from resuming hours at Civic and Wi-Fi usage is up by 24,482.
- The year-to-date library shop revenue is at \$44,110.00, a significant increase over last year.
- The volunteers are returning slowly and account for 0.5 FTE.

Questions:

Board Member Collins inquired how the decreases are defended while attempting to get additional resources in place to ramp up services. Ms. Peters explained many mitigation strategies have been and continue to be put in place. They need a chance to be fully open,

get the word out, and prove to the public it is safe to come in. Ms. Carrico explained the card holder database was also cleaned out, purging those that weren't being used. This does not affect the funding needed as the requested budget is based on what is needed to support the community. A level of service must be maintained to serve the community as it continues to heal. Ms. Gallivan Butler reminded the Board the material budget decreased by 54.5%, which means less new materials are being purchased. Circulation will continue to decrease if the library is unable to bring in new materials and people will go elsewhere. E-materials are convenient and utilized from the comfort of a patron's home, but they cost four times as much as physical materials.

Board Member Collins stated this data can be dangerous if presented to the council without analysis and context.

Vice-Chair Smigielski stated it is important to determine the effect on patrons. For example, when Value Line was dropped several patron commented wanting it back. For next month's agenda it would be imperative to look at the effect the budget reduction and loss of materials had on patrons and their use of library services. The charts presented tonight show doom and gloom; the presentation should include the positive and what is being done to get patrons back and increase the numbers.

Board Member Campana noted during the pandemic people turned to the ease of downloading books and movies from the comfort of their home. The bigger question is how to go up against powerful industries to regain patrons. Board Member Klein inquired if the library system offers a service where books can be downloaded. Ms. Gallivan Butler advised they do, and it is very popular. She added that the e-services offered through the private sector are costly and not affordable for everyone.

Board Member Klein suggested putting emphasis on children's programs and to get the parents in the library. Ms. Peters stated they will focus on the positive and be creative in getting the public back to using the library.

Chair Reyman noted that movie theatres and restaurants also took a hit during the pandemic, but they are receiving money to build back up. The Board has recommended to have the funding level restored to pre-pandemic levels to allow the library system to build back up. The Board does not get involved with the budget; however, when it comes down to programming, usage, and library cards that is within the purview of the Board.

Chair Reyman commented on the charts that were presented, noting they are hard to follow and indicate failure. The time scale should be consistent with either fiscal year or calendar year for comparison purposes. The Pony Express slide starts high and goes low, indicating the program did not work; it should be reversed to show the actual success of the program. The slide pertaining to library card holders should include an explanation for the decrease.

Ms. Carrico clarified the Pony Express slide stating the number of registrations is not totals, rather indicates only new registrations, which is why the numbers go down. An explanation should be attached to the slide.

Vice-Chair Smigielski inquired who sees the charts. Ms. Peters noted they are generally for internal use; however, this presentation is provided to library management, community

services, and directors. Ms. Carrico noted this presentation also goes out to stakeholders upon request.

Chair Reyman stated the presentation should indicate there is a decline in some areas and materials are needed. Additionally, it should reflect funding such as the decrease in Scottsdale General Funds that went from \$811,699 for FY 18-19 to \$405,068 for FY21-22. The total budget for FY 21-22 is \$937,015 that includes Maricopa library assistance funds totaling \$531,947.

Board Member Hartman stated when looking at data there is always a story behind it that adds context and meaning rather than being left for interpretation. Benchmarking compared to other libraries in AZ and across the country can be used to present and explain data. Standards of excellence is another means of benchmarking and should be included in discussions and reports. Basically, to help understand the numbers a narrative telling the story behind it and adding meaning is important. Ms. Carrico noted they do collect data and benchmark against other libraries; however, other local libraries opened sooner and did not have budget cuts, making comparisons less meaningful at this time.

3. Friends of Scottsdale Public Library Liaison Assignment

Vice-Chair Smigielski provided an overview of the liaison's role in working with the Friends. The main role is to be present, listen, and report back to the Library Board. The liaison does not vote. An agenda item has been added that allows the liaison to provide a three to five minute presentation on what the Board is working on. Their meetings are held the second Tuesday of the month from 3:00 – 5:00. After the meeting the Library Board Chair is briefed on what was discussed, including key points from the Director's report. This is a great opportunity to get to know the directors and develop a working relationship with them.

Chair Reyman asked if anyone was interested and received no response.

Board Member Hartman noted she would be interested, except she anticipates her work to increase and feels someone who has been on the Board longer would be more appropriate to fill this position. Vice-Chair Smigielski said any Board Member would be appropriate for the position.

Ms. Carrico suggested this be added to the next agenda to allow members an opportunity to think about it and see if it fits into their schedule.

Chair Reyman asked Vice-Chair Smigielski to continue as the liaison.

4. Library Board Annual Report 2021

Kira Peters, Library Director / Community Services Administrator, presented the 2021 Annual Report inclusive of suggestions made at the January 19, 2022, meeting.

The following adjustments were made based on board member suggestions.
Anticipated Issues: To monitor and evaluate library services and how the pandemic impacted library staffing and service to the public, was added.

Upcoming Opportunities, Challenges, and Outcomes: The library will continue to use and potentially expand the use of technology to streamline and improve patron service. The library staff will continue to look for grants to support the library system priorities.

Board Member Collins noted the member attendance does not appear to be accurate. Ms. Peters and Ms. Carrico noted the descriptions need to be adjusted along with the service dates.

APPROVED 7-0 BY ROLL CALL VOTE; MOTION BY BOARD MEMBER MCLENDON TO APPROVE THE LIBRARY ANNUAL REPORT WITH ADJUSTMENTS TO THE SERVICE DATES. 2ND VICE-CHAIR SMIGIELSKI. CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, BOARD MEMBERS CAMPANA, COLLINS, HARTMAN, KLEIN, AND MCLENDON VOTED IN THE AFFIRMATIVE, WITH NO DISSENTING VOTES.

5. Library System Restoration of Operations and Staffing Update

Mandy Carrico, Senior Library Manager, provided an update on library operations and staffing levels.

An evolving work chart was presented, noting yellow represents vacant positions and gray is a staff member deployed to fill a void in volunteers and not performing their library duties. Every branch is open seven days a week with an 11% vacancy rate. The vacancy rate and COVID create challenges to remaining open; however, the priority focus is keeping the buildings open and maintaining curbside services. As of September, one third of the staff are new, which limits service until they are fully trained and efficient. The libraries no longer have monitors that interface with the public to make sure rules are followed, explanation of library conduct, to intervene and find alternatives for those who didn't follow the rules. In more escalated and serious issues the police would be called. With the loss of these positions, these responsibilities now fall on the staff to intervene. There was hope of a pilot project with Allied Security; however, they are also short-staffed. Municipal Security does have uniformed guards roving the buildings. There is no additional plan in place currently other than continuing to monitor the situation.

Questions:

Board Member Hartman asked what the number next to a name represents. Ms. Carrico noted it is the number of hours worked by that staff member and helps to know how many hours are available to carry out duties.

Board Member Klein clarified there is approximately 12 vacant positions and 30 new employees out of the 97 positions within the library system. Additionally inquiring if the rate of pay is the same as prior to the pandemic. Ms. Carrico explained the rates are higher, due to market increase and the results of the compensation study.

Vice-Chair Smigielski asked how staff are coping without the monitors and needing to address issues that arise. Ms. Carrico noted staff need to be comfortable to interact with patrons, including those who are breaking the rules, as they are the first point of contact.

6. Library Board Branch Assignments

A suggestion was made to branch out and get to know the ins and outs of other branches. An email should be sent to Chair Reyman with the first and second choice of the branches each Board Member wishes to cover.

Board Member Hartman suggested leaving the assignments in place as the liaison role continues to be defined and the results are seen.

APPROVED 6-0 BY ROLL CALL VOTE; MOTION BY BOARD MEMBER COLLINS TO RETAIN THE SAME ASSIGNMENTS UNTIL THE JUNE MEETING TO TAKE PLACE IN SEPTEMBER. 2ND BOARD MEMBER CAMPANA. CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, BOARD MEMBERS CAMPANA, COLLINS, HARTMAN, AND KLEIN VOTED IN THE AFFIRMATIVE. BOARD MEMBER MCLENDON ABSTAINED; THERE WERE NO DISSENTING VOTES.

7. Library Strategic Planning Committee and Library Board Member Involvement

Kira Peters, Library Director / Community Services Administrator provided a summary of the new strategic planning process for 2023 – 2026.

The current strategic plan is coming to an end and information is being gathered on the process and success of the plan. With that they are getting ready to develop a new plan for 2023- 2026. The committee would consist of 10-12 people made up of directors, representation from library staff and a library board member. This is a comprehensive process that involves evaluating data and development of new goals, strategies, and tactics that will guide the library system to be successful. The committee will meet once a month (hopefully socially distanced in person) between April and November. The library system has sent out a community survey to gather preliminary data to evaluate.

Board Member Collins, who served on the previous committee, stated it is good to have a Board Member representative. She learned a lot and the members appreciate the participation. Board Member McLendon noted Board Member Collins did a great job and it was clear she added value to the group.

Board Member Hartman stated she is interested in serving on the committee. She has an educational background, teaches strategic planning, and served as co-chair on a library board strategic planning committee.

Ms. Peters noted she would keep Board Member Hartman posted.

8. Director's Report

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

Library material budget for FY21-22 is \$937,015 that includes \$531,947 from Maricopa library assistance funds and \$405,068 from the Scottsdale General Fund.

Little Free Library is the books to go program where you take a book and leave a book. It is managed by the volunteers. The boxes are unique to the neighborhood they are located. Two additional locations will be added.

Reminder that in January-February the decision packages are being reviewed by the budget office. In March-April is when the proposed budget is released, and public hearings begin. No update is available on the library decision package and the request for restoration of \$550,000.

A survey has been launched out to the community and to date 1,716 responses have been received. The hope is to also capture those who do not use the library. The Library Board can assist by getting the word out.

Board Member McLendon asked if they are looking for only Scottsdale residents. Ms. Gallivan Butler stated they want Scottsdale library users and/or Scottsdale residents.

The Civic Center project is on schedule to be completed in January 2023. There is a potential to go over budget with inflation. The city website has updates available. Library staff are excited for this project as a covered area with a reading tree will be outside of the library.

The Sky Room is still on schedule to be completed in March 2022. A ribbon cutting ceremony is being planned, along with signage to acknowledge all those who supported the project. A \$25,000 Festival Charity Grant provided funding for the technology for this room.

Working with Brandon Chapman, City Volunteer Coordinator, volunteers are being brought back carefully city-wide. This is a thoughtful process of determining what is needed within the library system. All volunteers, new or returning, need to complete background checks.

The pandemic policy continues to be followed as the COVID 19 numbers are being monitored. Where the library staff work directly with the public, Ms. Peters has asked them to continue wearing masks. Additionally, a new shipment of COVID test kits have arrived and are available to the public.

9. Identification of Future Agenda Items

Spring in the Library System
Mustang Branch Highlights.

Chair Reyman inquired how the Library Board can address issues that are raised in the Directors' report. Ms. Peters suggested having the item placed on the next agenda for further discussion and opportunities to ask questions.

Board Member McLendon asked for a high-level snapshot of branch staffing to include job title, minimum requirements, and full or part time position.

Vice-Chair Smigielski suggested a review of the agenda format, including discussion of adding, removing, or modifying agenda items. Additionally, a discussion of what the library lost due to the budget reduction compared to previous years, specifically within the materials budget.

10. Board Members' Reports

Vice-Chair Smigielski provided some of the upcoming events sponsored by the Friends of the Library. Additional information can be found on their website.

- High Tea with Friends & Authors is being held on February 24th from 11:30 a.m. to 1:00 p.m. at TeaTime Scottsdale. There will be one author for each table of four. The cost is \$55 per person.
- Portillos will host a fundraiser on February 28th from 3 – 9 p.m., where 20% of the bill goes to the Friends, but the Friends must be mentioned when placing the order.
- Hosting author Wynne Brown on March 6th from 2-4 p.m. This is a free event at the Virginia G. Piper Charitable Trust Theatre.

The Friends also voted to allocate \$8,000 towards the summer reading program and \$500 for an iPad mini for patrons to complete the survey.

Board Member McLendon noted the Art, Literacy, and Wine Pairing event at Anticus Fine Art Gallery, exceeded expectations with wine tasting, reading, art, and presentations. Another event will be held on February 27th.

11. Adjournment

VICE-CHAIR SMIGIELSKI MOVED TO ADJOURN THE MEETING. BOARD MEMBER KLEIN SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0) BY ROLL CALL VOTE. CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, BOARD MEMBERS CAMPANA, HARTMAN, KLEIN, AND MCLENDON VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

Note: Board Member Collins left at 5:22 pm.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 5:27 p.m.

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