



**SCOTTSDALE PUBLIC LIBRARY BOARD
MEETING MINUTES
Civic Center Library Board Room
February 18, 2009 - 3:30 p.m.**

Members Present: Denise Dowers, Chair
Joan Freund, Vice Chair
Louise Nemanich, Secretary
Greta Knapp
Paul Lison
Camille Schmidt

Absent: Judy Lewis, excused

Staff Present: Rita Hamilton, Library Director
Carol Damaso, Public Services Manager
Aimee Fifarek, Manager of Technologies and Content
Cheryl Thomsen, Library Administrative Coordinator
Kathy Coster, Manager for Innovation
Melissa Tornquist, Community Relations Coordinator
Rose Rimsnider, Administrative Secretary

CALL TO ORDER

Ms. Dowers called the meeting to order at 3:30 PM. Ms. Dowers welcomed new Board member, Greta Knapp. Ms. Knapp introduced herself and shared that she works at AZ Community Foundation in media relations and content production and has a journalism background. When she moved to Scottsdale she found the library system remarkable and wanted to give back to the community by being on the Library Board.

APPROVAL OF MINUTES

Ms. Dowers called for a motion to approve the Minutes of the January 2009 meeting. Ms. Schmidt so moved; Mr. Lison seconded, and the motion passed 5-0. Ms. Nemanich abstained.

LIBRARY STAFF REPORTS OF CURRENT EVENTS (A.R.S. 38-431.02 (K))

Monthly Statistical Report – Cheryl Thomsen

	<u>January 2008</u>	<u>January 2009</u>	<u>% Change</u>
Items Circulated	263,310	319,551	+21%
YTD Circulation	1,662,804	2,068,066	+24%
Attendance	130,174	134,869	+4%
YTD Attendance	794,815	855,338	+8%

The Gift & Memorial Trust Account receipts in January were \$20,025, expenses were \$0. In the Library Book Sale Special Revenue Account, January income from sales were \$14,331.95 and expenditures were \$17,647.71.

In January 2009, volunteers donated 2,705 hours to the Library, and the public access computers were used 44,400 times.

Mrs. Freund asked what could be done to increase the amount of donations for memorials. Ms. Hamilton responded that libraries look to foundations for large gifts of money and we usually receive more donations for memorials than gifts. Ms. Dowers inquired on how the library asks for donations. Ms. Hamilton replied that we have information on our website regarding donations. Memorial donations are received when someone purchases books or materials in memory or honor of someone special. We do have a steady flow of this kind of donation. Ms. Hamilton added that we do seek grant funds from different sources. Various staff members complete grant applications and we have been very successful in receiving approved funds.

Library Director's Report – Rita Hamilton

Ms. Hamilton announced the exhibit of Scottsdale Remembers. Electronic invitations have been sent and the reception is scheduled for March 4 from 5:30-7:00 p.m.

Ms. Hamilton reminded the Board of the Hearts & Flowers luncheon scheduled for February 27th from 11:30-1:00 p.m.

Ms. Hamilton shared a testimonial from the Scottsdale Republic submitted by a citizen complimenting us for the Mustang remodel. He said government got it right with the Mustang remodel. Ms. Hamilton also reported that our libraries have received awards for their "smart style of service" and that we're a new breed of libraries and innovative. Ms. Hamilton commented that we're changing the style of service in our libraries to a proactive style by approaching the customer instead of waiting for the customer to ask for help.

Ms. Damaso reported on the staff transfers that took effect January 5. She commented that each staff member was paired up with a "buddy" at their new location to help them feel more comfortable in their new surroundings. Ms. Damaso was able to talk with each transferred employee and overall comments were very positive. Ms. Dowers asked if thought has been given to the transferring of staff to Appaloosa and questioned if there would be advance notice given to staff. Ms. Schmidt asked if some of the same staff that recently were transferred would be transferred again when it comes to staffing Appaloosa. Mrs. Damaso answered that it could very well happen that some of the same staff would be transferred and we will try to give as much notice of the transfer as we can.

Ms. Hamilton presented Mr. Lison with a book that will be included in the Library's collection honoring him for his Chairmanship to the Board for 2008.

Customer Comment Report – Rita Hamilton

Ms. Schmidt commented on the 50 items that are allowed for check out and asked if customers really do check out 50 items. Ms. Hamilton responded that usually not;

however, if a family checks out several items on one visit and then visits the library on another occasion with children, it allows the family to check out additional books, DVDs, etc. for their use. Ms. Schmidt also commented on how bare the “new item” shelves look. Ms. Fifarek responded that we recently changed the length of time that materials are now considered new. Books on our new shelves are ones that have been received within the last six months. When staff pulled materials from these shelves to remove the “NEW” stickers, we found items that were over a year old and our shelves became bare. Staff will begin a plan to pull off “NEW” stickers the first of every month.

Ms. Dowers agreed with the comment that the Mustang drive up window is too high and asked if it could be fixed. Ms. Hamilton responded she would take a look at it; however, to move the window down would involve moving both book drops and we would need to have funds to make this change.

Library Service Highlight – Kathy Coster

Mrs. Coster handed out the events calendar and explained that this brochure is our mainstay in our branches and it is paid for with the special revenue funds approved by the Board. Mrs. Coster displayed the marketing card “Get Carded.” This tool is handed out at special programs and contains an inactive library card that can be activated when a customer takes it to a service desk in one of our branches. Mrs. Coster said that in an effort to move toward going green and save funds, the Innovation team has cut back on print materials. One of the marketing tools that Mrs. Coster feels has been successful is the map of Scottsdale that highlights each library branch location. This map is handed out by the Chamber of Commerce and is viewed by many visitors. Mrs. Coster reported a new marketing piece that’s exciting is the production of an outreach video. This six to eight-minute video will show the effect of our libraries in the lives of our community and will be used in outreach to our community. This video will interview customers who will share what the library means to them. Mrs. Coster added that we are transitioning from a print world to touching people in a different way. Ms. Hamilton said it will be great to have such a professional tool for our use.

Mrs. Tornquist presented an overview the new Culture Pass program. The cities of Glendale, Mesa, Phoenix, Tempe, and Scottsdale are participating in a program where a library cardholder can check out a museum pass for one week and attend any of the listed participating museums. Each pass is good for admission up to four people and the museums are donating the costs of the admissions. The launch date for this program is set for April 1 and it will run for two years.

ITEMS REQUIRING BOARD ACTION
Proposed Expenditures – February 18, 2009

YS Storyprops-supplies, music	1,500
YS Summer Teen Volunteers	2,500
Marketing	4,000
Mustang Parenting Wall	<u>3,000</u>

Total \$11,000

Ms. Dowers called for a motion to approve the February 2009 proposed expenditures. Ms. Nemanich so moved; Ms. Schmidt seconded and the motion carried 6-0.

RASSNER LIBRARY ENDOWMENT DISBURSEMENT

Ms. Thomsen reported that it is time for the annual disbursement of the Rassner Library Endowment fund. In the past, the library has used the funds to enrich the library, including purchasing books on tape, compact discs, public access computers, teen center equipment and children's books. We would like to use these funds for the Early Literacy space at Appaloosa. Ms. Dowers called for a motion to approve the Rassner Library Endowment Disbursement. Mr. Lison so moved; Mrs. Freund seconded, and the motion passed 6-0.

MATERIALS DONATIONS POLICY (revised)

Ms. Hamilton explained the revision to the Policy updates acceptable donations, the Library Shop name, and clarifies the daily receipt of proceeds. Ms. Schmidt moved to approve the Materials Donations Policy as revised; Ms. Nemanich seconded and the motion passed 6-0.

ANNOUNCEMENTS, ISSUES FOR FUTURE DISCUSSION

Mrs. Freund raised the concern about the price increase for the sale of used books at Arabian. Mrs. Coster said we have not raised our prices in the last three years and that there are guidelines as to what the price of the item should be based on the condition of the item. Ms. Dowers asked Mrs. Coster if she could check on the consistency of the pricing for the branches.

OPEN CALL TO THE PUBLIC

Mrs. Ecton reported that Council will appoint a Budget Commission. Each Council member will appoint one person to the commission and their term will last the duration of the appointing Council member's term.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting was adjourned at 4:58 PM.

Respectfully submitted,

Rose Rimsnider, Administrative Secretary