



**SCOTTSDALE PUBLIC LIBRARY BOARD  
MEETING MINUTES  
Civic Center Library Board Room  
September 16, 2009 - 3:30 p.m.**

**Members Present:** Denise Dowers, Chair  
Joan Freund, Vice Chair  
Louise Nemanich, Secretary  
Greta Knapp  
Judy Lewis  
Carol Padwe

**Absent:** Paul Lison, excused

**Staff Present:** Rita Hamilton, Library Director  
Cheryl Thomsen, Library Administrative Coordinator  
Aimee Fifarek, Technologies & Content Manager  
Rose Rimsnider, Administrative Secretary

**CALL TO ORDER**

Ms. Dowers called the meeting to order at 3:30 PM.

**APPROVAL OF MINUTES**

Ms. Dowers called for a motion to approve the Minutes of the June meeting.  
Mrs. Freund so moved; Mrs. Nemanich seconded, and the motion passed 5-0;  
Mrs. Padwe was not present for the vote.

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

***Monthly Statistical Report – Cheryl Thomsen***

	<u>Year End 07-08</u>	<u>Year End 08-09</u>	<u>% Change</u>
Circulation	2,999,895	3,683,927	+23%
Attendance	1,428,114	1,561,163	+9%

	<u>July &amp; August 2008</u>	<u>July &amp; August 2009</u>	<u>% Change</u>
Items Circulated	592,522	674,330	+14%
Attendance	232,283	259,401	+12%

The Gift & Memorial Trust Account receipts in June, July and August were \$1,835.00, expenses were \$2,500.63. In the Library Book Sale Special Revenue Account, June, July and August income from sales were \$48,051.24 and expenditures were \$85,861.08.

For the Year End 2008-2009, volunteers donated 36,862 hours to the Library, the public access computers were used 513,985 times, 1,435,296 users accessed the library's web site and there were 35,647 WiFi users (+42%). In July and August 2009, volunteers donated 6,106 hours to the Library, the public access computers were used 95,339 times, 285,608 users accessed the library's web site and there were 7,335 users of WiFi (+52%).

***Library Director's Report – Rita Hamilton***

Ms. Hamilton introduced Kim Prendergast with the City's auditor's office who is conducting an audit of Boards and Commissions.

Ms. Hamilton reported that the Appaloosa Library is coming along and it will open on November 2 with a Grand Opening on November 4 beginning at 9:00 a.m. Books have been delivered and shelving will begin on September 28. We're currently placing staff into positions and have been able to upgrade some of those positions. The Appaloosa staff will report to work on October 26. We held a volunteer recruitment on September 10 and fingerprinted 35 volunteers. We look forward to a great group of volunteers at Appaloosa.

Ms. Fifarek updated the Board on the Netbooks. These computers were made available to the public two weeks ago. We had to receive authorization from the City to purchase these which caused a delay in deploying them. Customers can check out Netbooks from Adult Services with a library card and ID for two hours. We have found that overall our customers like having the choice of using the Netbook or the full size computer. We are asking customers using the Netbook to complete a survey to tell us how they liked their experience. Netbook availability will be shown on the PC reservation system. Ms. Fifarek said she will give another report at next month's meeting.

Ms. Hamilton reported that the City is actively engaged in creating call out action plans should we be hit with an epidemic of the H1N1 virus and staff becomes ill. We're looking at what services we would keep operating and are looking at all our options.

***Customer Comment Report – Rita Hamilton***

Ms. Hamilton reported that the number of customers with holds overall increased 9% and the number of holds filled decreased by 36% which results in a decreased workload for staff. Mrs. Nemanich pointed out from the comments that the new hold request limit restricts the heavy readers and in some cases it's making customers drive around to the different branches to get the copy they want. Mrs. Lewis asked about charging \$.25 for a reserve card and Ms. Dowers said she has joined the Tempe Library to get some of the materials she wants. She also said that Tempe Library charges \$1.00 fee should a customer fail to pick up their reserved materials by the deadline. Mrs. Freund said she was sympathetic with customers who love this library system and asked if there was some way that the hold request limit could be relaxed. This would also show that the library is responsive to customer requests. Ms. Hamilton said she understands and explained that we've had a reduction of staff in materials handling and the reduced limit helps staff to efficiently handle the workload. Ms. Dowers asked Ms. Hamilton to look at how viable it would be to train some volunteers to help with the materials handling.

Ms. Hamilton said she would look at that possibility and will report back next month how we can use volunteers handling materials. Ms. Freund said she would like to raise the limit to 10 but would be happy with 8. Mrs. Nemanich said 8 would be ok with her. Ms. Hamilton agreed to raise the limit to 8.

***Library Service Highlight – Rita Hamilton***

Ms. Hamilton presented the Strategic Plan explaining the actual plan with the specific activities indicate what has been completed. We will continue to work on completing existing and newly added goals and activities.

Ms. Hamilton presented a list of Library accomplishments for 2008-2009 to the Board. Some of the highlights include:

- 1) Summer reading exploded with over 15,000 babies, youth, teen and adult readers registered and an overall increase of 22%.
- 2) Everything was up in terms of our customers with 1,561,000 (+9%) walking in the door, 3.66 million (+23%) in circulation, 176,000 (+9%) registered borrowers.
- 3) Computer usage is up 22% and more customers are using the library for WI-FI services.
- 4) We reduced the number of individually produced programs and focused on repeatable, research based programs for audiences which are now centrally coordinated.
- 5) Our library is now seen as the “early literacy place” for the community. Pre-school and daycare personnel are being taught early literacy techniques by library staff.
- 6) Our annual customer survey gave us a 98% approval rating.
- 7) Library cards are given out frequently at outreach programs done by ReVentures volunteers.
- 8) Renovation of Mustang and construction of Appaloosa have encouraged staff to look at new ways to deliver customer service, including cross-training and customer drive-up windows.
- 9) The library’s website has a new easy to use, customer friendly base. The teen site – *Wired2Go* is up and running and has over 600 sign-ups.
- 10) The E-newsletter goes to 40,000 customers with spikes in our website usage after it is received in home email mailboxes.
- 11) We received two LSTA grants – one for community baby showers and another for outreach to the Hispanic community – that are moving forward with plans for implementation in the fall.

Mrs. Nemanich commented that these accomplishments are very impressive and praised Ms. Hamilton for leading the staff with such a complex plan that was laid out so well.

**ITEMS REQUIRING BOARD ACTION**

***Proposed Expenditures – September 16, 2009***

Arabian Shelving	\$ 1,210
Adult Programming	3,400
Appaloosa Grand Opening	1,500
YS Early Literacy Outreach	5,300
YS Teen Reading Weeks	650

YS Bookbites	20,360
YS Seasonal & After School Events	3,000
YS Teen Advisory Board	1,200
YS Teen Gaming	1,300
Movie Licensing PAL & APP	<u>506</u>

**Total \$38,426**

Ms. Dowers called for a motion to approve the September 2009 proposed expenditures with the exception of the expense for Movie Licensing for Palomino and Appaloosa. Mrs. Freund so moved; Mrs. Nemanich seconded, and the motion carried 6-0.

**ACCEPTABLE USE OF ELECTRONIC RESOURCES POLICY (revised)**

Ms. Hamilton explained the revision to the policy that adds safety information regarding minor children. Mrs. Nemanich moved to approve the Acceptable Use of Electronic Resources Policy as presented; Mrs. Lewis seconded and the motion passed 6-0.

**FREE SPEECH ACTIVITY POLICY (revised)**

Ms. Hamilton explained the revision to the policy that moves the free speech zone at Mustang Library. Mrs. Freund moved to approve the Free Speech Activity Policy as presented; Mrs. Padwe seconded and the motion passed 6-0.

**LIBRARY CARDS POLICY (revised)**

Ms. Hamilton explained the revision to the policy that provides procedure for Palomino teacher library cards. Mrs. Nemanich moved to approve the Library Cards Policy as presented; Mrs. Lewis seconded and the motion passed 6-0.

**LOAN GUIDELINES POLICY (revised)**

Ms. Hamilton explained the revision to the policy that updates procedures for delinquent accounts. Mrs. Nemanich moved to approve the Loan Guidelines Policy as revised and change the limit of requests per account to 8 in item 3; Mrs. Freund seconded and the motion passed 6-0.

**ANNOUNCEMENTS, ISSUES FOR FUTURE DISCUSSION**

None.

**OPEN CALL TO THE PUBLIC**

Mrs. Ecton commented to the Board that as they work through their decisions about the library, to always maintain the integrity of library services.

**ADJOURNMENT**

With no further business to discuss, being duly moved and seconded, the meeting was adjourned at 5:15 PM.

Respectfully submitted,

Rose Rimsnider, Administrative Secretary