



**SCOTTSDALE PUBLIC LIBRARY BOARD
MEETING MINUTES
Civic Center Library Board Room
April 16, 2008 - 3:30 p.m.**

Members Present: Paul Lison, Chair
Denise Dowers, Vice Chair
Nancy Walker, Secretary
Judy Lewis
Camille Schmidt

Absent: Joan Freund, excused
Karen Quinn, excused

Staff Present: Rita Hamilton, Library Director
Carol Damaso, Public Services Manager
Aimee Fifarek, Manager of Technologies and Content
Cheryl Thomsen, Library Administrative Coordinator
Deanna Adams, Librarian
Marie Raymond, Librarian
Medina Zick, Teen Coordinator
Rose Rimsnider, Administrative Secretary

CALL TO ORDER

Mr. Lison called the meeting to order at 3:30 PM.

APPROVAL OF MINUTES

Mr. Lison called for a motion to approve the Minutes of the March 19, 2008 meeting.
Ms. Schmidt so moved; Ms. Dowers seconded, and the motion passed 5-0.

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

Monthly Statistical Report – Cheryl Thomsen

	<u>March 2007</u>	<u>March 2008</u>	<u>% Change</u>
Items Circulated	224,906	266,270	+18%
YTD Circulation	1,817,948	2,174,702	+20%
Attendance	131,831	123,734	-6%
YTD Attendance	1,067,727	1,055,464	-1%
Teen Center Attendance	7,487	7,516	0%

The Gift & Memorial Trust Account receipts in March were \$525.00, expenses were \$0.
In the Library Book Sale Special Revenue Account, March income from sales was \$16,452.28 and expenditures were \$9,183.17.

In March 2008, volunteers donated 2,899 hours to the Library, and the public access computers were used 36,077 times.

Ms. Thomsen reported the results of a customer survey: 99% were satisfied with the service they received; 87% of those who came in to browse found something; 80% found the specific item they were looking for in our collection that day; and 54% have visited our website.

Ms. Thomsen distributed a brochure displaying Board Room furniture that will be purchased with Board funds. She informed the members that the Board Room walls will be textured next week and painted before new carpeting is installed as part of the City of Scottsdale facility maintenance plan.

Library Director's Report – Rita Hamilton

Ms. Hamilton showed the Board a slide show presentation put together by our Graphics Designer, Brad Morse, of a Staff Celebration held in March.

Ms. Hamilton reported that the Friends of the Library received \$16,850 AZ Republic/12 News Season for Sharing grant. This grant is for a Digital Arts program for our teens and we will be purchasing video and digital equipment to allow teens to develop skills in Graphic Design/Digital Photography, Videography and Music Production.

Ms. Hamilton updated the Board on the plexiglass covering the Jarvis Rockwell public art displayed in the library. The public art department adjusted the lighting to prevent some of the glare; however, this will have to do until we have more funds to purchase different lighting.

Ms. Hamilton explained to the Board that the Library will begin working on the Strategic Plan in May. We will hold four community meetings, one at each branch, and present different scenarios for attendees to consider. Judy Crider from LINKS will be the facilitator. Ms. Dowers asked how the public was going to be informed of these community forums and Ms. Hamilton responded that they will be publicized on the website, through press releases and we will hand out postcards detailing times and locations of the meeting. The goal is to try and get as many community members to participate in this process as possible.

Ms. Hamilton informed the Board that she will be attending the department budget hearing on April 17. Mr. Lison commented that he would also like to attend. Ms. Hamilton reported that once the Council awards the Appaloosa contract the groundbreaking can be scheduled.

Ms. Hamilton distributed a graph of the history of grant revenues received. Our grant revenues have been increasing the last five years due to our continuous efforts of seeking out and applying for grants.

Customer Comment Report – Rita Hamilton

Ms. Dowers called attention to a couple of comments from customers who had computer problems. She reported that she also was having trouble reserving a new book that was not yet in circulation. Ms. Fifarek responded that it is possible to complete the reserve and she would be happy to walk Ms. Dowers through the steps. Ms. Fifarek will look into the process to see if it could be improved to make it easier for customers to reserve new books.

Ms. Schmidt complimented Ms. Fifarek's response to a customer's computer comment saying that her response to the customer was above and beyond the call of duty.

Library Service Highlight –

Summer Reading – Medina Zick and Deanna Adams

Mrs. Zick reported that this summer's reading program is called "Scottsdale Reads This Summer" and the initiative this year is to have all ages join in. We've been busy taking pictures of community members reading a book and will use these pictures in posters calling everyone to sign up. The Teen Summer Reading Program theme is "Read the Text, Get the Message." Teen incentives for the Summer Reading Program will be Harkins Theatre tickets, movie candy, glow pens, bandannas, Sonic coupons and grand prizes will be \$50 gift cards and an IPOD Touch. Teens are planning a Library Luau and an Olympic Odyssey Program along with lots of crafts and gaming. Doris Asano will hold an origami program and challenge the teens to make 1000 paper cranes by August 6 in honor of the Peace Day and the Olympics. The paper cranes will be hung in the library.

Ms. Adams handed out a list of 23 programs that will be available for the youth in the Read your Way to the Ballpark program. These programs are available at various times and at all of the branches for the months of June and July.

Early Literacy – Marie Raymond

Ms. Raymond presented a PowerPoint presentation on Early Literacy. Early literacy services are offered at our libraries through Early Literacy Centers, BookBites and the Ready to Learn storytimes. Ms. Raymond reported that our vision is that the Scottsdale Public Library system will become the area's leading resource in early literacy information, practice, and instruction. Our goals are: to increase the use of the public library by families with young children; to provide an education model to parents; and to create a community of parents, children, and librarians with an open dialogue where parents can utilize librarians as reference for early literacy materials, information and resources.

According to the 2000 census, over 10,000 children under the age of 5 years old live within Scottsdale city limits and of these 66% of those aged 3 to 5 are not enrolled in preschool. Ms. Raymond informed Board members that 35% of children enter school without the skills necessary for learning to read. She also said that knowledge of alphabet letters at entry into kindergarten is a strong predictor of reading ability in the 10th grade.

Ms. Raymond reported that we would like to present storytimes at neighborhood centers, offer bilingual storytimes and create community awareness of early literacy resources available at the library.

Ms. Raymond pointed out that some of the challenges we face can be solved by offering additional storytimes in evenings and on weekends, keep storytime formatting consistent throughout the system, require registration for age-specific storytimes, look at all segments of the community to find storytime volunteers and place Early Literacy Centers in all libraries.

Mr. Lison asked how the group will reach out to professional daycare centers. Ms. Raymond responded that she will be offering a workshop in August to preschools and daycare providers and is looking for additional ways to inform child care providers.

ITEMS REQUIRING BOARD ACTION
Proposed Expenditures – April 2008

YS Dia de los Ninos/Libros	\$ 2,000
YS Summer Teen Volunteers	<u>2,100</u>
Total	\$ 4,100

Mr. Lison called for a motion to approve the April 2008 proposed expenditures. Ms. Dowers so moved; Mrs. Lewis seconded and the motion carried 5-0.

ANNOUNCEMENTS, ISSUES FOR FUTURE DISCUSSION

None.

OPEN CALL TO THE PUBLIC

Mrs. Ecton asked about the escalating fees being charged by Internet Providers for downloading books. Ms. Ficarek responded that our Internet Service Provider, Cox, does not have any plans on charging users who download large files, like online books. She also informed members that she's a liaison to the Freedom to Read committee.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting was adjourned at 5:00 PM.

Respectfully submitted,

Rose Rimsnider, Administrative Secretary