



**City of Scottsdale
Library Board
Regular Meeting –MINUTES**
Wednesday, December 19, 2018
Mustang Library
10101 N. 90th Street
Scottsdale, AZ 85258

PRESENT: Chair Sheila Collins, Board Members Allegra Fullerton, Teresa Kim Quale, Sheila Reyman, Janet Smigielski, Ruth Wachs

ABSENT: Vice Chair Joe Rubin

STAFF: Kira Peters, Library Director; Beckie Gallivan-Butler, Library Senior Manager; Mandy Carrico, Civic Center Library Manager, Melissa Orr, Staff, Bill Murphy, Community Services Director

Call to Order

Chair Collins called the meeting to order at 3:30 p.m.

Roll Call

Members present as noted above.

Public Comment

There were no members of the public who wished to speak.

Minutes

BOARD MEMBER SMIGIELSKI MOVED TO APPROVE THE NOVEMBER 28, 2018 LIBRARY BOARD REGULAR MEETING MINUTES. BOARD MEMBER REYMAN SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR COLLINS, AND BOARD MEMBERS FULLERTON, WACHS, AND QUALE VOTED IN THE AFFIRMATIVE, WITH NO DISSENTING VOTES.

REGULAR MEETING AGENDA

1. Director's Report

Kira Peters, Library Director, provided the Library Board with a brief summary of current events in the Library. She gave a staffing update, including a list of current vacancies and promotions. Ms. Peters reported on the closure of the Palomino library. She stated that when school was in session, 396 people per day visited but with spring break it was at only 106. Ms. Peters said that the Palomino Library was apparently a school library and attendance was declining. She presented attendance statistics. Ms. Peters stated that the Frankl Lloyd Wright exhibit at the Civic Center Library will be removed at the end of the month and replaced with the Scottsdale Heritage Connection structure, but there may be a pause while the space is readied.

Chair Collins asked if the Heritage Connection would still be installed even though it was not yet fully funded, and Ms. Peters stated that reaching 70% of the project cost was necessary before starting. She added that the Scottsdale Heritage Connection had just donated \$100,000, which was presented and accepted at the December 12th Council meeting. Ms. Peters added that \$360,000 had already been raised, which was seventy percent of the total project cost, but the City would need to provide some of the capital costs. Ms. Peters stated that as long as the structure was completed, furniture could be brought in at Phase II.

Mr. Peters said that the Storytime Room expansion was also under review, and the project was of high priority.

Ms. Peters provided an update on the RFID Project, summarizing progress as converting buildings, the gates, and self-checks, with the Civic Center to be completed first. Staff is working with the IT Department. Ms. Peters said that ID tags and such still needs to be done.

Ms. Peters stated that the Librarian position formerly held by Robbin Gaebler was advertised and that position would close January 4, 2019; it is hoped that interviews will begin early January and the position filled late January, which would fully staff the library senior management.

Ms. Orr said that Maria Klesta has been hired from Carson City, having experience with youth and adult programs. Ms. Orr stated that Ms. Klesta had also assisted in creating a strategic plan in Nevada, so the City of Scottsdale will utilize her skills to re-assess their strategic plan.

Ms. Peters said that regarding the Lead Librarian II at Palomino, the City was working on a lateral transfer for a current staff member to serve in that capacity.

Ms. Peters provided a presentation of the holiday schedule at the Scottsdale libraries.

Ms. Peters reported that Parada Del Sol is set for February 9, 2019, and noted that the library, including Board Member Quale, will be involved. She encouraged Board Member participation.

Ms. Orr stated she would soon send an email out for ideas for the parade. She suggested free libraries and the Book Bike as a prominent feature. Another idea was to have shirts made for the event. She added that Tempe utilized a Book Bike to assist the homeless and under-served community. A grant funded position could be the way to administer the Book Bike in Scottsdale.

Board Member Smigielski stated that it would be great to have the Book Bike in the senior residential areas. She noted that Old Town was full of tourists. Ms. Peters agreed that should be considered, and noted the project is in early stages.

Board Member Quale stated that riding the Book Bike in the front of the Kiva during Council meetings would provide exposure, since there was a lot of turnout for that. Ms. Orr said that the bike structure was similar to the one pictured on the slide, and it was hoped that it would be painted blue, with a city logo added to the book box. Ms. Peters said this would also be a great marketing piece.

Ms. Peters said that discussion had been held about how to utilize the space recently vacated by Economic Development at Civic Center. Ideas recently discussed were a flexible space with removable walls that could be utilized for entrepreneurship classes, and other purposes. She added that there would be a lot of energy applied to this in the coming year.

Ms. Peters discussed Library strategic planning, noting that consultant Toni Garvey will assist through the process. Important points of the plan were: a committee of stakeholders, and would include a significant amount of staff input, as well as focus on community input. A meeting is set with Ms. Garvey for December 14, 2018, to discuss how senior library management staff envisions the process, with the hope of beginning work in January 2019. The goal is to launch the plan before the end of the fiscal year, resulting in a comprehensive three to five-year plan. Library Board Members were invited to participate in the strategic planning. Estimated cost of the strategic planning process is between \$7,000 and \$10,000.

2. Patron Comment Report

Board Members reviewed the patron comment reports.

Board Member Reyman stated that there were a lot fewer comments this period. Ms. Carrico stated she had responded to a patron who asked about how suggestions are adopted and let him know that each card was not considered on its own, but trends in comments were taken into consideration and if suggestions were not in conflict with each other, they were considered. Ms. Orr noted that Mustang had some comment cards, but they were not submitted in time to review at this meeting.

Ms. Peters stated that the issue of noisiness in the library was still being reported, and that Ms. Carrico has been working hard to address by furniture moving and some planning. Board Member Quale agreed with the patron's comment card that mentioned library and senior programming was buried in the Quarterly Scottsdale Leisure Education Brochure. Ms. Quale suggested a supplemental flyer or posting on a non-movable board.

3. Palomino Library Update

Chair Collins stated it was helpful not to underestimate the importance of losing or disengaging a library site, so the Board needs to understand the reasons behind it, and its benefits.

Director Peters provided a report, noting that an updated IGA outlining the phase-out for Palomino was approved by the school board and Council, to allow the school board to take over 6/30/20. She added that some of the factors that were considered in closing the library were continual decline in attendance, gate counts, cardholders and new customers, youth programming and adult programming.

Ms. Peters stated that the City resources at the Palomino Library were mainly owned by the City, so would be utilized at other branches, including the majority of the collection and the furniture. She provided a comparison of gate count figures for FY 2013/14 (156,000), and FY 2016/17 (down to 105,000), and collection items as FY 2013/14 (56,000), and FY 2015/16 (down to 52,000). Director Peters also provided a circulation snapshot and noted that new customers decreased significantly between FY 2013/14 and FY 2016/17. Ms. Peters noted a decline during the first quarter of FY 2018/19 compared to the last fiscal year's first quarter.

Board Member Smigielski thanked the Director for sending the report out before the meeting and asked for more explanation on the cost per patron figure. Mr. Murphy stated that encompassed the first quarter of each comparison year, and Ms. Peters said that at Mustang the cost per patron was \$2.77, while the Civic Center was at \$2.29, and Palomino had been operating at \$4.55 per patron due to lower attendance.

Board Member Smigielski asked for the possible cause of the dip in attendance, and Mr. Murphy explained that even though the graph did not report a significant amount, it was actually a huge amount. He added that staff does a great job of stretching the dollar amounts for patrons use. He explained that some spikes were due simply to low attendance. He noted that the library was set to close a few years ago for the same issues, but there had been public outcry (mainly from the children's programs). Mr. Murphy noted that now the high school was starting earlier, and middle school was starting later, the patronage had declined significantly. Ms. Orr mentioned other possible issue as construction and traffic flow. She said that Mustang had taken a hit with the roundabout being installed; Appaloosa had suffered similar issues, but not to the same degree as Palomino.

Chair Collins asked who had initiated the discussion of closing Palomino, and Mr. Murphy responded that the discussion had started with the previous school superintendent, and measures such as reduced hours and changing the library's schedule had been tried. He noted that great lengths had been followed in order to post the changes. Mr. Murphy added that the agreement with the school district was coming due, but four different amendments had occurred before the final one had been implemented (the date of 6/30/20 to be taken over by the school board).

Director Peters said that in January 2018 hours had been modified due to lowered attendance, but there had not been an improvement in the numbers. She added that she had researched extensive data at the Palomino Library, which revealed that fewer students used the library than the general public. She added that on Sundays, attendance was minimal, with 10 to 16 patrons, and a staff of 10 on site.

Ms. Gallivan-Butler stated that Sundays are the busiest days at every other branch but not at Palomino.

Board Member Smigielski asked if residents might be going to Mustang instead, and what the impact on Mustang would be to Palomino's closing. Director Peters stated that would require a transition of services, so a study will be done at Mustang to determine the most used programs, how utilizing satellite libraries will be best instituted, and carrying over the most popular youth programs. She added that library staff would work with the school district regrading inventory logistics, communications, and other issues.

Director Peters stated she will bring more to the board on Mobile Libraries later.

Board Member Quale stated she was in favor of closing Palomino when it was first proposed five years ago, but she would have liked to have been informed that it was under consideration again, since she represented the library at public functions.

Mr. Murphy explained that the issue had been the school district hiring a new superintendent, and the agreement being amended multiple times so no firm decisions could be made until now. He added that each time an amendment occurred, the school board, library and Council all had to meet. He noted that only ten days had been allowed between the last notification of an amendment request and the next Library Board meeting. He agreed that the volunteers should have been informed, and Ms. Peters stated she had announced it at the last board meeting, after which staff was informed by memo. Ms. Peters stated that she would definitely provide notification to volunteers in future.

4. Review of Upcoming Key Library and Community Services Events

Director Peters stated that she would like to promote the library whenever possible. She added that at last meeting, Board Member Smigielski had requested an update. Ms. Smigielski stated she was most interested in library events. Ms. Orr stated that the next calendar input was due early January for April/May publication, but unfortunately, it sometimes is not possible to lock down dates for movies, so signature events should be reviewed on an annual basis, in order to provide those highlights on social media and event calendars. She added that May was mindfulness month and so that should be kept in mind.

Board Member Smigielski stated that as board members it was important to be advocates so attending events, including those such as the Civil War Series at the Civic Center, as well as spring training, was important. She said notification of those events to board members was important, and Board Member attendance was important.

Chair Collins reminded members to wear their board member buttons and represent the library in order to give best visibility.

Board Member Wachs noted that she needed a button. She also asked about the possibility of the Library having a table at the upcoming Scottsdale Book Sale on January 12th. Board Member Quale thought a table would be good for visibility, and Chair Collins requested assistance on this from Ms. Orr. Ms. Peters said she would coordinate a table, and Chair Collins said she would like a city banner, and some materials such as calendars. She stated if anyone was interested in taking a shift, they should email her. Director Peters cautioned about inadvertently having a quorum outside of a Board meeting.

Board Member Wachs stated that members should also attend events highlighted in the Scottsdale Life publication. She added that she had attended story time twice, and it had been wonderful, but quarters were tight at the Civic Center story time area.

Ms. Carrico stated that the gingerbread house exhibit at the Civic Center was great, but packed.

Chair Collins asked those interested in coming to the January 12th book sale to send her an email, and she would make a master schedule for the table coverage.

Ms. Gallivan-Butler asked if it might be helpful to have the Directors report include upcoming activities, and the board members stated that it would be. She stated she would add the members that email distribution.

5. Library Strategic Plan

Director Peters stated that she and Ms. Gallivan-Butler had met with consultant Toni Garvey, who will come to the January 16th board meeting. Ms. Peters said that Ms. Garvey would talk to staff and stakeholders, and also identify how board members can be involved. She added that February was “Love Your Library” month, and a couple of surveys would be developed in order to assist in strategic planning. Director Peters stated that Ms. Garvey would begin the research in January and hoped to be completed in the spring, in order to launch a new strategic plan by the beginning of the new fiscal year in July 2019. Updates will be provided to the Board.

Chair Collins suggested that an afternoon retreat be held as part of the process, and Ms. Peters agreed.

6. Free Computer Classes at the Library

Director Peters said that free computer classes will be brought back to the library. They are currently offered by Community Services. She will be working with the Leadership and Education Supervisor who currently administers these classes, which include computer labs, Photoshop classes, and others. Director Peters said that the senior center has a computer lab, but the library would also include assisting patrons in operating mobile devices. The plan is to begin these classes in the fall of 2019. She noted that a variety of patrons would need the services, such as the senior population, but also those who want to make their own holiday cards or optimally use social media. Director Peters added that other options would include Microsoft Word and Office applications.

7. Library Board 2019 Meeting Schedule

Chair Collins stated that the 2019 Library Board Meeting Schedule was available from Director Peters, and if the Board Members agreed, it would be accepted. There were no issues.

8. Library Board 2019 Chair and Vice Chair nomination Process

Director Peters outlined the nomination process for the upcoming Chair and Vice Chair Board positions. She said that would be done in January, which would be opened up to the public, then nominations would be made, followed by elections.

Chair Collins encouraged the board members to, before the January meeting, notify anyone they were planning to nominate, to find out if they were interested in serving in either the Chair or Vice Chair positions coming open.

Board Member Smigielski stated she would like to see the bylaws changed so a chair can hold that position more than one year, perhaps for two years instead. She added that it seemed that once a Chair was just getting involved, it was time to replace that Chair, and Ms. Peters stated she would put this topic on the January meeting agenda.

Board Member Quale stated it would be good if the incoming chair can come to meetings to see what is going on before taking office.

Board Member Smigielski stated that Chair Collins had brought some very good ideas, and she saw no issues with a Chair serving two years.

Board Member Reyman said that the Board Members being elected for three years should be considered if bylaws were changed to extend a Chair position to two years.

Mr. Murphy stated that most of the time board members are reappointed by Council.

9. Identification of Future Agenda Items

Future agenda items were identified as bylaws review with Kim Peterson, Strategic Planning (including consultant Toni Garvey), Board voting with nominees explaining why they are interested, calendar review and planning, annual report, and budget update.

10. Board Member Reports

Board Member Quale stated she was in the Civic Center Library the day of the art festival and observed that the children's area was impressive. She added that she was even more impressed with the lady who provided recommendations, for a 20-month old relative.

Board Member Smigielski said she went to the Cuba series, and heard an author speak on "Death Comes Through a Kitchen," and there were about 25 people in attendance. She stated the librarian put forth a lot of effort. She said that, unfortunately, this event was the same weekend the Asia festival was going on, so she missed that. She added that the Discovery Series was highly attended last year. Board Member Smigielski said that it is important to know about these events and support them.

Chair Collins reported that she had attended the Jane Austen Festival and it went very well.

Chair Collins wished everyone happy holidays and thanked the Board Members for a fantastic year. She is looking forward to 2019.

11. Adjournment

With no further business to discuss, being duly moved by Board Member Wachs and seconded by Board Member Reyman, the meeting adjourned at 4:43 p.m.

Chair Collins, Vice-Chair Rubin, Board Members Fullerton, Reyman, Smigielski, and Wachs
NAYS: None

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