



**City of Scottsdale  
Library Board  
Regular Meeting Minutes**  
Wednesday, February 20, 2019  
Civic Center Library  
3839 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

**PRESENT:** Chair Teresa Kim Quale, Board Members Sheila Collins, Joe Rubin, Janet Smigielski, Allegra Fullerton (telephonic), and Ruth Wachs (arrived at 4:07)

**ABSENT:** Vice Chair Shiela Reyman

**STAFF:** Bill Murphy, Community Services Executive Director, Kira Peters, Library Director; Melissa Orr, Senior Library Manager; Beckie Gallivan Butler, Collection Management and Metadata Services Manager; Lee Schnoor, Systems Integration Supervisor; Erica Bruno, Staff Coordinator; Amy Herring, Administrative Secretary

**Call to Order at 3:34 p.m.**

Chair Quale called the meeting to order at 3:34 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 JANUARY 16, 2019 LIBRARY BOARD REGULAR MEETING MINUTES WITH THE CHANGE OF CLARIFYING THE FIRST ITEM UNDER PATRON COMMENTS. BOARD MEMBER RUBIN SECONDED THE MOTION, WHICH CARRIED FIVE (5) TO ZERO (0). CHAIR QUALE, AND BOARD MEMBERS COLLINS, FULLERTON, RUBIN AND SMIGIELSKI VOTED IN THE AFFIRMATIVE, WITH NO DISSENTING VOTES. BOARD MEMBER WACHS WAS NOT YET PRESENT.

## **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 current vacancies and promotions. Mandy Carrico has been promoted to the position of Senior Library Manager. Current employee Erin Riley, will fill the position of Adult Services Coordinator. Ms. Peters noted that Branch Manager at the Civic Center Library was still open. She introduced Amy Herring, Administrative Secretary.

Director Peters displayed pictures of Parada del Sol, noting that it went well. She thanked Ms. Orr for her hard work on the project.

Ms. Peters reported on the local author book sale recently held, noting that it was very successful, with total number of authors and assistants participating as 137, with a total attendance of 881, yielding a total sale amount of approximately \$3,000.

Director Peters stated that she would attempt to locate the flag and table cover for the next event. She thanked everyone who attended the Volunteer Appreciation Event.

Ms. Peters shared the Scottsdale Heritage Connection Project timeline as beginning the week of March 4, 2019.

Ms. Peters said that visitors from Kenya had visited the library and inquired about how internet services were provided.

Director Peters stated that if discussion on the report should be held, it would have to be added to a future agenda.

### **2. Patron Comment Report**

Board Members reviewed the Patron comment reports.

Board Member Smigielski asked if some patron comment cards had a response to the patron and some did not, and Ms. Orr stated that if the patron did not want to be contacted they would not be, or if the issue had already been addressed, that was imparted to the patron by writing it on the comment card.

### **3. Budget and Capital Improvement Projects Update**

Bill Murphy, Community Services Director, provided the Board with an update on the Fiscal Year 2019-20 budget, including the Capital Improvements Projects. He stated that each year in September staff was asked by the Capital Improvement Projects Group to put together some projects that staff thought should be considered. He added that after directors met, they would submit to the budget office in October in prioritized order, separated as technology or non-technology. He stated that for the last several years, a subcommittee began evaluating the capital improvement projects (CIP) for each department. He added that the total amount requested for CIP this year was \$34.8 million. Mr. Murphy stated that the Committee would meet on March 19, 2019, with remaining unfunded projects at 67 projects, for \$457 million.

Mr. Murphy said that two or three weeks prior, those items had all been prioritized by categories: administrative services and technology, planning and development, and doubling the solar power generation at the library at \$39,000. This would finish the second phase of the project started in 2009, not finished due to lack of funding. He added that Public Safety and Fire had their own group of projects, as did Tourism, Events, and West World, at a total of \$98 million for Parks and Recreation, with a grand total of \$117 million for Community Services. Staff recommended at least six outreach meetings with the community, but Community Services suggested more than that, with the first public meeting scheduled for February 22, 2019 at the Thunderbird Library from 5:30 to 7:00 p.m. He added further public meetings were set for February 21st, February 25th, and 27th, and March 5th and 7th. One of the suggested projects was an adult day care center similar to Honor Health's Program in Sunnyslope, as well as lighting and irrigation projects. Mr. Murphy noted that the master plan contains several projects that have been started but require a further phase to complete, one of which is the extra building at Thompson Peak. The dog park is important to the citizens in DC Ranch and Grayhawk. Mr. Murphy stated that if a library is placed in Ashler Hills, it would be a combination library/community center, and citizens are interested in a park with pickleball courts. He noted he met with the Director of Parks and Recreation in September 2018 for a conceptual discussion, which was attended by 150 people.

Mr. Murphy stated he would provide a list of the projects this evening for the Board's feedback. He added that community feedback throughout the city would be needed also because community interest and advocacy is important. Mr. Murphy said that the Storytime Room and Scottsdale Heritage are on the list for the library projects, and that the City Manager has been asked for improvements in technology, not only in the libraries.

Board Member Fullerton asked about community outreach and how school district issues are involved in the plan. Mr. Murphy said that had been part of the discussions, but at this point, the biggest focus has been consolidation of schools.

Board Member Collins asked how the CIP budget compared to last year's, and Mr. Murphy stated that had been pretty close to the same amount, around \$10 million positive variance, with a rollover of around \$8 million going to the next year's capital improvement projects. The CIP budget averages around \$30 million annually.

Chair Quale asked when the bond, if approved, would come to ballot, and Mr. Murphy stated that would probably be November 2019 if public interest was shown. Chair Quale asked if Council was considering raising property taxes in order to fund some of the CIP projects, and Mr. Murphy stated there was capacity from last year that would not require a tax increase, and if the projects were reduced, based upon public feedback, a savings could be experienced.

#### **4. Auto Renewal and Address Verification for Library Cards**

Beckie Gallivan Butler, Senior Library Manager, and Lee Schnoor, Systems Integration Supervisor, reviewed the current status of library card renewals, along with ideas for future processes/procedures related to renewing library cards. Ms. Gallivan Butler said that in the past, library cards expired annually, a common practice, but in January 2007, a decision was made that resident cards would not expire at all. She said that from that time until 2017, resident cards did not expire, so good data was not available, even though non-resident cards still expired annually. County funds were provided towards non-resident cards on an annual basis, so the accuracy of that data was important. Ms. Gallivan Butler stated that in January 2017, the policy had been changed to again have all library cards renewed annually, as part of the audit,

because accurate data was not available with non-expiring cards. Cards cannot be renewed if patrons owe \$10 or more, which assists with collecting fines. Ms. Gallivan Butler said that having current addresses and contact information is also important. Cards have to be renewed in person, so in response to patrol feedback three of the five libraries have drive-thrus that can perform that service. Ms. Gallivan Butler stated that cards can be extended and that when interacting, if a card is soon to expire, library staff ask if the patron would like to renew, and take the opportunity to update contact information. She added that the change in 2017 caused some complaints. This would be a good time to evaluate if there is room for changes. Ms. Gallivan Butler said that currently, email notifications are sent out 30 days before renewal, but perhaps that should be changed to 90 days to give patrons more time. She added that Mr. Schnoor's group is working on address verification software.

Mr. Lee Schnoor, Systems Integration Supervisor, provided information on the address verification software, noting that it was now independent of main ILS (Polaris) but a problem occurred that will not allow Polaris to issue a renewal or a library card without a manual step by staff. Mr. Schnoor said that staff had approached Polaris requesting an update to their software to allow the system to perform the step. If that request is granted, there would be no cost. He said that Polaris has a list of requests from libraries across the country, and would notify Scottsdale once their request is approved. It is not yet in a development cycle. Mr. Schnoor stated that staff had requested that other library branches also request the change, in order to move the item up on Polaris's list.

Board Member Smigielski noted that it might be a year before Polaris would act, and Mr. Schnoor agreed. Chair Quale asked what Phoenix's procedure was and Mr. Schnoor stated that they have a manual step, even though the request could be submitted online. He is working to ascertain the number of current active cards at this point.

Board Member Smigielski said that there might be a way to work with those who cannot come into the library, to streamline their process, and consult with Phoenix on how they do that service. Mr. Schnoor said that such a process could be put in place to compensate for the deficiency in the system currently.

Ms. Gallivan Butler said that reviewing other libraries' methods had been done, and now was an optimal time for discussing it, since the new policy had been in place for two years. Board Member Smigielski suggested surveying the patrons to gain their feedback on the renewal process and how often cards should be renewed, perhaps as part of the strategic plan.

Chair Quale added that perhaps a follow-up timeframe of 90 days would be appropriate, and Ms. Gallivan Butler suggested that September is a good target to revisit the item. Mr. Schnoor stated that continued efforts to escalate the request at Polaris would be investigated. Another option would be to request a quote for an enhancement to the system by Polaris, and compare options.

Ms. Orr stated that since the issue had been raised by audit, Scottsdale might have to continue to renew annually, but by surveying other cities and county libraries, helpful methods could be researched.

## **5. Strategic Planning**

Chair Quale stated that Board Member Collins is now on the Strategic Planning Committee. Chair Quale added that she had asked that this topic be added to the agenda monthly.

Library Director Kira Peters provided a status report on the Library's Strategic Planning Process, noting the current phase of community outreach and data collection is under way, which entails a public survey currently on the internet, and in the library newsletter). Encouraging citizens to complete the survey is important, and asked for the Board Members' assistance in getting the word out.

Mr. Schnoor reported that roughly 675 electronic surveys had been received as of yesterday afternoon. Chair Quale suggested placing paper surveys at the senior centers, and parks areas. Ms. Peters stated that staff are attending those commission meetings to encourage members to get the surveys out. Dry erase boards will be placed on the main floor of each library to provide a feedback opportunity. She added that focus groups will be included as part of the data collection process, and have been identified as: parents, seniors, teens, college-age group, immigrant population, low-income population, and a joint Friends of the Library and Library Board group.

Board Member Collins stated she was impressed with the process, and that, given the data collection procedures, results would be evidence-based.

Ms. Peters stated this topic would continue to be on the agenda each month. Chair Quale asked if a PDF of the survey could be send to the Board Members so they could distribute, as she had at least 20 people she could provide it to. Ms. Peters stated that she would provide that to the Board Members.

## **6. Updated By-Laws – [View By-Laws](#)**

Chair Quale stated that the Library Board had reviewed the updated library board by-law changes presented at the January meeting.

BOARD MEMBER COLLINS MOVED TO APPROVE THE BY-LAWS AS PRESENTED AT THE JANUARY 16, 2019 MEETING. BOARD MEMBER RUBIN SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR QUALE, AND BOARD MEMBERS COLLINS, FULLERTON, RUBIN, SMIGIELSKI AND WACHS VOTED IN THE AFFIRMATIVE, WITH NO DISSENTING VOTES.

## **7. Meeting Room Use Policy**

Ms. Beckie Gallivan Butler, Senior Library Manager, provided proposed changes to the current Meeting Room Use Policy for the Library Board to recommend approval.

Ms. Gallivan Butler stated that the main changes were on page 3, with the change of hours open at the Appaloosa Branch, including Sunday hours being added to the times that rooms would be available. She added that rooms could previously be booked after business hours, but about a year ago, that had been changed to stay within business hours only, since there was no monitor available after hours. Ms. Gallivan Butler noted that the policy has been reviewed by the City Attorney. She noted that the cost for rooms is listed on the website; funds collected did not go the Library but back to the City Fund. Ms. Gallivan Butler added that a lot of people were not aware that that the rooms were available to rent, adding that Scottsdale Life contained two ads marketing the rooms.

BOARD MEMBER COLLINS MOVED TO APPROVE THE PROPOSED CHANGES TO THE CURRENT MEETING ROOM USE POLICY AS PRESENTED. BOARD MEMBER SMIGIELSKI

SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR QUALE, AND BOARD MEMBERS COLLINS, FULLERTON, RUBIN, SMIGIELSKI AND WACHS VOTED IN THE AFFIRMATIVE, WITH NO DISSENTING VOTES.

## **8. Adult Services Programs Overview**

Melissa Orr, Senior Library Manager, presented the Adult Service Program attendance trends over the past three years. She stated that the number of programs based on location, and totals were provided, along with attendance, which showed an increase in the number of programs, as well as attendance. Ms. Orr also discussed trends, noting that relatively all branches had an increase in attendance with the kind of programs fairly consistent. She said the greatest number of programs offered were in March, April, October, and November. Ms. Orr stated that smallest attendance could be five, with the highest at 275 people. She noted that at Palomino, staffing changes had reduced staff availability to administer programs. Ms. Orr said the partnership with the McDowell Mountain Conservancy continues. The majority of their programs are held at the Mustang Branch and attendance ranges from 50 to 150 attendees. Garden Month is coming up soon, and is always held at the Mustang Branch. Complementary programs are offered at other branches. Ms. Orr noted partnering with other departments was helpful and some, like the Water Department even provide some funding.

Ms. Orr said the Local Author Book Sale was a big hit, and there had been \$1,000 increase in sales over the previous years, with at least 65 authors selling one or more of their books. Attendance at local author talks has been lower in the past few years, but there was no data analyzed yet to determine why. Ms. Orr added that holiday music programs are consistently popular each year, and the Salon Series of local history programs are also popular, which might bode well for the Scottsdale Heritage Collection. She noted that working with the Parks and Recreation Department, the Senior Center, and the Phoenix Art Museum for speakers and art displays. Ms. Orr stated that Ms. Riley had performed an analysis of the virtual librarian questions and answers, as well as the call center, with the results showing that there had been fewer virtual library requests, but an increase in the call center use. Ms. Orr stated that she had been involved in the scheduling of construction of the roundabout, in order to optimally allow for the programs, but attendance was still low.

Board Member Smigielski stated that she understood the purpose of compiling the information would clarify which ones had lowest and highest attendance, and Ms. Orr said that it was planned to make that comparison in future.

Chair Quale said that she wondered if perhaps some of the programs could be moved around to see whether location and traffic patterns affect attendance.

Ms. Orr said those factors and others would be considered and researched. She said that following a guide of the Youth Services would be helpful as their programs ran smoothly. She added that it was hoped the Strategic Plan would assist with that. Ms. Orr added that there were brand-new adult programs starting in the fall, and her staff was looking at finding a balance of programs already provided and those that could be provided. She hoped to have more information going forward.

## **9. Comment Cards**

Kira Peters, Library Director, reviewed the process of how comment cards were submitted (yellow card at the library), noting that branch managers were really good at following up, but

there was no formalized way to track trends, even though common themes are apparent. She said the majority of comment cards were regarding noise. Ms. Peters said that possibly automating the process and/or developing a new process that would allow patrons to indicate the category of their comment, perhaps by a checklist. She added that branch managers were very good at responding and addressing trends.

Board Member Rubin stated that management's response to comment cards was very impressive.

#### **10. Identification of Future Agenda Items**

Future agenda items were identified as visitor cards, Summer Reading Program, Chair ordinance change, and strategic planning.

#### **11. Board Members' Report**

Board Member Smigielski stated that there had been some discussion of summer reading programs for adults, which could also utilize the same teen volunteers as the children's summer reading program.

Ms. Orr stated that the Summer Reading Program was open to all ages, and possibilities for adults would be brought to the next meeting.

Board Member Wachs apologized for being late. Chair Quale stated that in the past, the notification for the meeting was in red if it was at a branch other than the Civic Center.

#### **12. Adjournment**

BOARD MEMBER SMIGIELSKI MOVED TO ADJOURN THE MEETING. BOARD MEMBER RUBIN SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR QUALE, AND BOARD MEMBERS COLLINS, FULLERTON, RUBIN, SMIGIELSKI AND WACHS VOTED IN THE AFFIRMATIVE, WITH NO DISSENTING VOTES.

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

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