



**City of Scottsdale
Library Board
Regular Meeting Minutes**
Wednesday, June 19, 2019
Arabian Library
10215 E McDowell Mountain Ranch Road
Scottsdale, AZ 85251

PRESENT: Chair Teresa Kim Quale, Vice Chair Shiela Reyman (arrived at 3:38 p.m.), Board Members Sheila Collins, Marna McLendon, Janet Smigielski, Ruth Wachs

ABSENT: Board Member Allegra Fullerton

STAFF: Kira Peters, Library Director; Managers Melissa Orr, Beckie Gallivan Butler, Alyssa Black, , Mandy Carrico; Supervisors of Volunteers Brandon Chapman, Richard McKirchy; Wendy Raisanen, Scottsdale Arts Coordinator

Call to Order

Chair Quale called the meeting to order at 3:34 p.m. New Board Member Marna McLendon introduce herself.

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 MAY 15, 2019 LIBRARY BOARD REGULAR MEETING MINUTES. BOARD MEMBER WACHS SECONDED THE MOTION, WHICH CARRIED FIVE (5) TO ZERO (0). CHAIR QUALE AND BOARD MEMBERS COLLINS, SMIGIELSKI AND WACHS VOTED IN THE AFFIRMATIVE, WITH NO DISSENTING VOTES. BOARD MEMBER McLENDON ABSTAINED. VICE CHAIR REYMAN 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 a list of promotions and new positions for Alyssa Black (Arabian Library Branch Manager), and Jennifer Wong-Ortiz, promoted to Community Engagement Outreach Coordinator. Ms. Peters and staff provided a project update on library activities:

- Civic Center Art Project installed, ready for VIP ribbon cutting on Tuesday, June 25, 2019 (7:30-8:30 a.m.)
- Art gallery will be available adjacent to the meeting room at the Civic Center Library
- Palomino Library will be offering its first program at Rio Montana, Science Education and Research (Mutual UFO Network will be involved), June 30th at 1:00 p.m.
- Palomino has been prepared for phasing out transition
- Arabian is now fully staffed with the new hires
- Coffee and Conversation program for people experiencing homelessness at Civic Center Library has been very successful; one patron has been assisted with gaining a job. The June 12th program focused on housing resources and the July 10th program will focus on employment and career services
- Memory Café for seniors at Civic Center offers interesting topics, such as arts, tales and travels from France, music, vintage trivia, mindfulness
- Beckie Gallivan Butler was a great help in providing information to the article in the Scottsdale Independent
- Wash A Way Fines occurred June 1 through 7; a total of \$3,835.49 in fines was forgiven for 665 patrons who each brought in a new bottle of water
- Summer Reading Program: As of June 11, 4,751 people were enrolled; will provide a year-over-year comparison after the program ends
- Three library staff will attend the American Library Association Conference, June 20 to June 25 and will present what they learn to staff
- Library Outreach held at the Mighty Mud Mania event at Chaparral Park

Vice Chair Shiela Reyman noted that there were only about 30 libraries around the country with programs in place to assist with homelessness (per a recent NBC news story report).

Chair Quale mentioned that Board Member Fullerton is currently assigned to a City internship so, by policy, cannot serve on the board until that is completed.

1a. Third Quarter Library Report

Library Director Kira Peters reported the following:

- Budget Analyst provided a comprehensive review of the library's figures
- YTD gate count of Scottsdale libraries (with year over year comparison from 2015-16, 2017-18, 2018-19, with current year not fully complete), broken down by branch
- Apaloosa had the most patrons in the library
- Library card holders also divided by past three fiscal years and by branch
- Library usage: circulation (including e-material), WiFi and computer users figures for the same years were presented
- Third quarter revenue \$482,590 – includes book sales, room rentals, grants, LAPG funds for County and expenses (around \$4 million)
- Total circulation
- adult and youth programs and attendance
- Library volunteers (15.3) are tracked and perform a significant portion of work

- Library shop proceeds go into the General Fund
- Will provide the report before the meeting next quarter, and per Board Members' request, will keep same format

2. Scottsdale Art Gallery Space Update

Ms. Wendy Raisanen, Scottsdale Arts Coordinator, provided the following information for the Scottsdale Art Gallery space update:

- Great to have art around the employees, with the public art and exhibits being placed in the library for the past 12 years (at Appaloosa for the past 6)
- Excited to have the gallery continuing at the Civic Center branch; it will be in a modular building, which will make it easier to change exhibits
- Because of changing construction schedules, opening date is not available
- First show will be a collection of unusual items from the City's art collection
- Inaugural show in the fall will be art prints by women, Messages in Ink
- Opportunity for the public to see artwork even if they do not normally visit museums
- Community engagement projects will allow for interaction in the new traditional gallery space.
- Youth and children activities will be held elsewhere
- Youth and adult coordinators are working on the programs and to provide supplies for projects
- Plan to provide programs at Appaloosa as well as Civic Center

3. Patron Comment Report

Board Members reviewed the Patron comment reports.

Board Member Smigielski mentioned the patron's comment that stated it is inappropriate for the monitor to be talking on a cell phone during work, noting that she agreed with that. Ms. Peters stated she was not aware of policy against that, but it is not appropriate for employees to be on personal calls during work time.

4. Library Volunteer Presentation

Brandon Chapman, Volunteer Staff Supervisor, provided information on volunteer activities, along with a list of the main duties of volunteers, such as:

- Shelving books and other materials
- Volunteers worked with reserves for items moving around branches
- Important task for volunteers is to process donated and discarded items for:
 - Library shop (used book sales)
 - Online sales
 - Items that do not fit in the other two categories or did not sell in the library shops are sold to vendors by the pound
- A Volunteer Supervisor is assigned at each library, with Mr. Chapman and Mr. McKirchy assisting with higher level planning and directing volunteers
- Volunteers perform traditional activities, but also work with creating book art and seasonal items with the materials that are not suitable for the library shop or online sales
- Team of volunteers at the Mustang branch perform home deliveries
- New Endeavors:

- Scottsdale Heritage Connection adds a new service point to the Civic Center Library, which will probably be covered in two-hour shifts, checking out equipment and other items needing to be stored securely (aim to use 12 or so volunteers for this activity, with shifts covering weekdays and utilizing staff on call)
- Downtown Ambassadors (citizens interested in history) in the Old Town area are interested in collaboration with the library
- Memory Café will provide opportunities for volunteers
- Computer classes at the Via Linda Senior Center , which were discontinued in 2008
- Always have some ideas that have not yet been pursued; Mr. McKirchy and Ms. Erin Riley are working together on a new idea which would involve the Board Members being more formal ambassadors in the Community

Mr. McKirchy stated that volunteers generally think of the library as their first choice to assist, which allows them to navigate as patrons and within the system. Sending volunteers to independent living homes and conducting book groups has been very popular and was now being considered for homeowners' associations or similar groups, which would allow for skilled volunteers (history buffs or volunteers with particular skill sets) or Board Members to present information.

Chair Quale asked if information would be provided to Board Members for such presentations and Mr. McKirchy stated they would always have a packet relevant to the program.

Board Member Collins said many Board Members would enjoy such activity, but in the past, outreach had been a challenge.

Mr. Chapman stated that skilled volunteers or staff could be utilized for outreach and gaining leads (working with Ms. Orr's staff).

Board Member Collins asked if that type of planning should come from Ms. Orr's area. Ms. Orr stated that staff duties are always evolving, and the role for volunteers and the Board's advocacy skills are always considered in contemplating such projects. She stated that staff is intent on defining Board Members' best contributions for this project, whether it be speakers or simply advocacy.

Mr. Chapman stated that staff recently utilized Volunteer Match in order to gain some more specialized skills in new volunteers. He added that this could be helpful to this planned project. He suggested that Board Members might provide some feedback as to what they would like the Board's role to be, for suggested, new, or existing projects.

Ms. Orr stated that ideally the Board would be provided a list of upcoming projects so Members could choose activities or suggest what the Board's role should be. She added that a canned presentation for all new employees could also be tweaked for events or activities, and staff is working on adding technology capabilities, such as an iPad with Polaris on it, which will allow them to issue library cards and check out books at remote locations or events.

Chair Quale thanked staff for the presentation and recommended that outreach be placed as an agenda item, at least every other month.

5. Strategic Planning

Ms. Peters provided a high-level overview of the plan that had been provided to the Board a couple of days prior. She stated that the process was started in December or January, after which time the consultant, Toni Garvey, was hired. She added that the current plan is still in draft form, with the hope that a final will be completed by the end of the fiscal year. She thanked staff and the Board for their assistance and noted that any feedback is welcome.

Ms. Peters stated that the library is currently in a time of change, with new staff, new ideas, and getting ready to try some of the new activities. She is not afraid to take risks and will consider all new ideas. She added that Ms. Garvey was very helpful and a guide through the process, as was Board Member Collins. Ms. Peters stated that Ms. Garvey had compiled a lot of data to craft the main points of the plan, and considered surveys and focus group results, as well as turnover rates, and benchmarking compared to other municipalities. She stated that activities for the strategic planning included:

- Evaluation of data
- Benchmarking and comparisons to municipal libraries
- Facilitated several focus groups including Friends of the Library and the Board
- Interviewing library stakeholders, including the City Manager and Council Members

Ms. Peters stated that the data revealed key items as convenience of library services, including the online renewal process, and enhancement and maintenance of library facilities. She added that staff's results revealed key factors as:

- Empower and develop staff
- Senior staff to be present and communicate clearly
- Communication, marketing and partnerships, including establishing value driven library outreach as it appears a lot of people do not realize what the library has to offer

Ms. Peters listed steps moving forward as:

1. Receive and evaluate feedback from the Library Board
2. Begin implementation plan that will list the staff person(s) accountable for achieving goals and providing the success of the goal
3. Would like to implement by July 2019

Chair Quale encouraged the Board Members to provide written feedback to Ms. Peters. She stated that the word "evaluate" future possibilities did not make her think of actual change, so suggested replacing that with a less ambiguous term. She noted that making online renewals possible or not should be clarified. She thanked Board Member Collins and staff for their work on the plan.

Board Member Collins suggested using the word "explore" for future possibilities, rather than "evaluate." She added that some of the items listed in that section can be implemented without further exploration.

Board Member Smigielski stated that she had two main points, one being that she was surprised at some items not included, such as determining how libraries stay relevant, and addressing the changing nature of branches. She also felt that it should be mentioned that there will be a plan to implement with timeline, accountability, assessment, goals, competency, ways to measure, gather information, and make modifications if necessary. She noted the importance of stating the plan to implement with those factors, and how they would be achieved.

Board Member McLendon stated she was impressed with the work and time that had gone into the plan and would want to see the volunteers' roles mentioned in the plan, and how that would fit into the overall plan. She agreed that commentary about how goals would be achieved was needed.

Ms. Peters thanked Board Member Collins and staff and stated that the plan was in draft form. She agreed that it needs context and conclusion and should be graphically pleasing (will go to Graphic Design), with the ultimate goal of placing it on the website.

Ms. Orr agreed that this draft was very raw but would be a working document.

Board Member Wachs stated that it was a bit amorphous, and Vice Chair Reyman stated that while the draft was still a bit non-specific, she appreciated the work that went into the document.

Chair Quale opined that a memorable public mission statement is in order. Ms. Peters stated she is working on that with senior staff.

Board Member Collins suggested setting a deadline for getting feedback to Ms. Peters, and then schedule a special meeting for July in order to work toward finalizing the plan.

Chair Quale agreed and requested that the Board Members get comments back to Ms. Peters by July 1st, with a special meeting to follow, perhaps on the usual third Wednesday in July. Board Member Smigielski stated she would not be able to attend that week.

Board Member Collins noted the importance of the strategic plan inciting and inspiring.

Chair Quale thanked Ms. Peters for work on the plan.

6. Library Safety

Ms. Peters stated that Mandy Carrico would provide information on this. She added that she wanted to introduce the topic and noted that all June incident reports were tracked across all branches. She reported location and incidents from FY2010 through June 2019, as:

- Civic Center had 46 reported incidents, all involving unattended items (tobacco, alcohol consumption, theft, trespass, other, or aggressive and loud behavior)
- Appaloosa had 5 incidents reported
- Arabian had 19 incidents reported (higher teen population; was due to pranks)
- Mustang had 15 incidents reported
- Palomino had 1 incident reported

Ms. Carrico stated that patrons should be able to use the library the way it should be used. The majority of incidents were due to people not following the rules in the library. She added that when patrons began to disobey the rules, staff would provide a verbal and written list of the rules, as well as direct them to the posted rules. Ms. Carrico noted that the Civic Center branch number of incidents was higher due to that being the most popular and most frequented library, with a diverse population.

Board Member Smigielski stated she had requested this topic and wanted to point out the need to hire a security guard at the Civic Center branch. She believed the public would feel more comfortable for that type of presence. She noted that the monitor, while helpful, was not equipped to perform the same duties as security. Ms. Carrico stated that when a serious situation was unfolding in the library, there was a need to physically move to the challenge. She added that she did not believe the monitors were working on this level. Chair Quale noted that Ms. Smigielski was at the Civic Center as a volunteer on a day-to-day basis.

Chair Quale stated that the City of Phoenix has just added seven city security guards to their libraries. She wondered how many behavioral issues occurred that do not rise to the level of incident. Ms. Peters stated that Ms. Carrico very recently met with staff in order to get their concerns and feedback. At that time, the possibility of a security guard versus a monitor had been mentioned. She believed the Civic Center and Mustang staff had voiced that.

Board Member Collins also agreed there was possibly a need for a security guard in order to show a visible presence that might deter some negative activities.

Board Member Smigielski stated that without a guard, staff may not have any options in certain situations, until the police arrived. Bad things can happen quickly, and staff needs to feel safe.

Ms. Carrico stated that there is a certain element of duties as library staff, as in enforcing rules and making the best judgment calls. She added that she is exploring the possibility of a security guard at the Civic Center and the Mustang branches because incidents are escalating there, by report. She added that staff do need to feel empowered and prepared and be ready to handle everything up to serious, which is why training is provided to staff. The role of monitors is to de-escalate situations, but not restrain patrons. Standard procedure is to call the police if the situation cannot be addressed through customer service skills. Ms. Carrico noted that the monitors are a valuable tool as a first line customer service agent, and because they roam the library to ensure compliance with the library's rules. She noted that the feedback was valid, and options are being explored.

Board Member Smigielski said she is aware that monitors' duties are not simply security. She added that while their role was beneficial, in times of major incidents, a security guard would be more appropriate.

Board Member McLendon suggested that Scottsdale's Risk Management Department might engage in appropriate measures since they might have resources and analysis tools that would be helpful.

Board Member Collins stated that she was hearing from staff that potential solutions are being considered and explored.

Ms. Peters stated that the Library has a good relationship with the PD, so it might be helpful to have them come in and provide staff training.

Ms. Orr stated that regarding the Mustang Library, the beat officer worked with them (when she worked there) and would provide drive-throughs to make a presence. She added that officers would come on property to make sure that overnight visitors were not in the area when the library opened. She added that the precinct was right by that library and could get to it quickly. Ms. Orr noted that PD does provide a presence at Mustang through these activities, and PCIS

has worked with staff on training for active shooter and letting people know when it is appropriate to ask for outside assistance in library activities.

Chair Quale thanked Ms. Peters and Ms. Carrico for their presentation (will return to Board with revisions next meeting).

7. Palomino Library Transition Update

Ms. Peters, Ms. Orr, and Ms. Carrico provided the report, noting the following:

- Will have a webpage to address Palomino transition, which will cover:
 - Transitioning library services out of Palomino
 - Services in community
 - Scottsdale Unified School District's role in the partnership
 - Data about why Palomino closed, including cardholders and gate numbers
 - Cost to the City
 - Services and location of other branches
 - A space for patrons to respond
 - Web page is just ready to go live (sample posted for the Board's review)
 - Basic page but as ways are solidified, goals and other relevant items will be added

Ms. Orr stated the ultimate plan is to hold a neighborhood meeting, and include the school, as they were a part of that decision and patrons would want to know what the school could provide to students and community. She added that it was hoped that they could provide a unified message with the school and district with an exchange of needs and services.

Vice Chair Reyman noted the importance of having a school representative at the public meeting because she had heard some citizens stating that this transition would "punish" the school.

Ms. Orr stated that satellite services would be offered, also, as part of library services, but there will be a training and transition time for that. She added that Acorn TV (streaming) would also be offered as part of services; a presentation will be forthcoming on that.

Chair Quale thanked staff for their presentation.

8. Library Fees and Charges Policy

Beckie Gallivan Butler, Senior Library Manager, outlined proposed policy changes for the replacement of lost or damaged items in various learning kits to bring the policy in line with the fees and charges for the 2019-2020 fiscal year.

First, she noted that in the Board Packet, there was information on Acorn British TV streaming, which is part of the library's services. She added that Bethany Romberg's business card was attached, and she is willing to meet with Board Members individually in order to provide guidance on how to use the service.

Ms. Gallivan Butler provided the following highlights for the Library Fees and Charges Policy:

- Must go to Council each year to make changes to the fines and fees policy

- Changes have to be published in the newspaper, with 60 days for public comment, then to Council for a vote
- The only change proposed is how kits are charged (replacement fee is currently \$150 in the policy but want to change that to what the kit costs since prices of kits change periodically), to avoid over-charging or under-charging on cost of kits not returned
- Proposed change to be effective July 1, 2019

VICE CHAIR REYMAN MOVED TO APPROVE THE LIBRARY FEES AND CHARGES POLICY CHANGES AS PRESENTED (EFFECTIVE JULY 1, 2019). BOARD MEMBER COLLINS SECONDED THE MOTION, WHICH CARRIED FIVE (5) TO ZERO (0). CHAIR QUALE, VICE CHAIR REYMAN AND BOARD MEMBERS COLLINS, SMIGIELSKI AND WACHS VOTED IN THE AFFIRMATIVE, WITH NO DISSENTING VOTES. BOARD MEMBER McLENDON ABSTAINED.

9. Board Members' Report

Board Member Collins stated she had visited the Coronado, California library, obtaining a visitor's card for \$10. She was able to attend speakers' events, which were hosted by Friends, who also run the bookstore there. Board Member Collins stated she had visited the Mustang Library yesterday, and received a tour from Ms. Medina, Site Manager, which made for an increased appreciation for the physical items at that branch.

Chair Quale stated she had returned to the Cleveland Library and the Chief of Relations Development had spent some time with her and provided good information on Friends and Foundation that could tie to strategic planning. Chair Quale stated she had also wandered into the Flagstaff Library, and they were hosting The Regal, a collaborative event between towns. She added that Google Partners discussed the Foundation's grants to libraries opportunities.

10. Identification of Future Agenda Items

The Library Board suggested the following future items for the next regular meeting:

Future Agenda Items were identified as:

1. Outreach
2. Safety
3. Quarterly Statistics Report

11. Adjournment

VICE CHAIR REYMAN MOVED TO ADJOURN THE MEETING. BOARD MEMBER SMIGIELSKI SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR QUALE, VICE CHAIR REYMAN AND BOARD MEMBERS COLLINS, McLENDON, 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 5:42 p.m.

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