

PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES

October 3, 2019, 4:00 p.m.

Joel D. Valdez Library, 4th Floor Boardroom, 101 N. Stone Ave, Tucson, Arizona

Present: Cheryl Langer, Chair; Beverly J. Bannon; Edward Buster; John Halliday; Maria Iannone; Betsy D. Shepard; Elizabeth Soltero; and Nubia Valentino

Absent: Nancy Puckett, Vice-Chair

Also Present: Amber Mathewson, Library Director; Karyn Prechtel-Altman, Deputy Director; Holly Schaffer, Community Relations Manager; Lisa Bunker, Social Media Librarian; and Scott Lukomski, Friends of the Pima County Library

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Meeting was called to order at 4:00 p.m. by Cheryl Langer and the Pledge of Allegiance was recited.

2. APPROVAL OF PREVIOUS MEETING'S MINUTES

Edward Buster moved and Elizabeth Soltero seconded approval of the September 5, 2019 minutes.

Motion carried.

3. INTRODUCTIONS

New Board Members John Halliday and Betsy D. Shepard were introduced, and introductions were made around the room.

4. SUMMARY OF CURRENT EVENTS BY LIBRARY BOARD MEMBERS

Board members updated on what library related activities they have been doing since the last meeting. Some of the responses included:

- Edward Buster informed that the soon-to-be Friends of the Southeast Library continues to work with the Board of Supervisors and the Chamber of Commerce for the upcoming Southeast Library groundbreaking event.
- Elizabeth Soltero informed that the University of Arizona has been sharing Chicana authors with the Nuestras Raíces team for the Tucson Festival of Books. She also helped host a Latinx college day with TUSD and was pleased to see the Library there as well.
- John Halliday visited the Friends of the Pima County Public Library main location and was very impressed.
- Cheryl Langer continues to maintain the Friends' book cart at the Salazar-Ajo Library and restocked it for incoming winter visitors. It was very successful over the summer.

5. FRIENDS GROUPS AND LIBRARY FOUNDATION REPORTS ON EVENTS AND FUNDRAISING ACTIVITIES ON BEHALF OF THE PIMA COUNTY PUBLIC LIBRARY

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Scott Lukomski, President of Friends of the Pima County Library, informed:

- The Friends of the Pima County Public Library has established a grants committee. Former Library Board Member Nancy Magelli has joined the committee.
- A members sale was happening this weekend, and a community sale follows the next weekend.
- National Friends of the Library week is coming up this later this month, and Proclamations from Pima County and the City of Tucson were issued to recognize the Friends' contributions. A symbolic check for \$275,000 was presented to the Library at the last Pima County Board of Supervisors meeting.

Amber spoke on behalf of Anthony Young, President of the Pima Library Foundation, about upcoming Author Salon dates.

6. NEW BUSINESS

A. REVIEW OF THE LIBRARY ADVISORY BOARD'S MISSION; GOALS & OBJECTIVES

Edward Buster reviewed the Library Advisory Board's Mission, Goals and Objectives.

Mission:

The Library Advisory Board supports the Vision of the Pima County Public Library by serving as ambassadors to educate and advocate for the library.

Goals & Objectives:

Educate:

- Community leaders (Board of Supervisors, others)
- Library Use
- Library Service
- Explore what areas are underserved
- Keep our values in the forefront of each meeting and ensuring everyone is represented
- Share Library job postings to the community
- Hear from Library Managers about their community's profile and greatest needs
- Visit each branch in one's district and meet with Library Managers

Advocate:

- Meet with or write to community leaders, and personally invite them to events
- Invite one or two friends to "I Love My Library" activities and report back to staff
- Identify areas and activities in the community where the Board can represent the Library (outreach)
- Use social media to advocate on a topic or to highlight a service, either individually or as a planned group activity
- Carry business cards and library information for spontaneous or planned moments of sharing

Cheryl Langer added that there was time allotted on each Library Board meeting agenda to share what members have been doing. She said that it was helpful when Board members did an exercise where they wrote their Board goals for the year, and will probably do this again at a future meeting.

John Halliday asked about frequency of Board members meeting with their District's Supervisor, and was answered that they can meet whenever there was the opportunity

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(such as at an event), by scheduling an appointment, and as frequently as one wants. Edward Buster thought it was beneficial to have a working relationship with one's Supervisor, and suggested personally inviting them to Library events.

Nubia Valentino said that she used social media a lot, and being friends with her District Supervisor allows her Library posts to be seen and shared by them. She suggested sharing Library posts for this reason.

B. PRESENTATION ON SOCIAL MEDIA

Lisa Bunker, Social Media Librarian

Lisa Bunker informed the Library Advisory Board about social media activities of the Library. Highlights follow:

- Why social media? It is where people are, and where people are reading. It also provides a unique opportunity to speak in its own voice and to tell the deeper story of what the Library is doing.
- The Pew Research Center shows that American adults with internet access are increasingly using social media.
- 72 staff members contribute to the Library's social media, and 35 actively write.
- The PCPL Facebook page has over 12,800 likes, and individual branch pages have from 166 to 3,500 likes.
- Success of specific events are measured by looking at how they were promoted, and the resulting attendance. For instance, the Rumble screening was posted on Facebook and on the website, and an email was sent out. Attendance was at capacity.
- Events marketed on Facebook have thus far been free, but that is getting increasingly harder to do.
- Other uses for social media:
 - Events marketing
 - Library service awareness
 - Customer service
 - Entertainment & learning
 - Community building
 - Staff voice
 - Neighborhood news
- Some challenges include Facebook restricting who can see posts (especially anything that looks like a call to action) and business page posts not being as visible as those from personal accounts.
- How to help:
 - Like Facebook, Twitter, & Instagram
 - Set up notifications
 - Share PCPL posts with friends and with your Supervisors (who can then easily share them)
 - Tag influential friends on posts
 - Invite friends to events, some branches not active on social media
- PCPL's social media page: [The Library on Social Media](#)

Elizabeth Sotelo asked if Facebook and Instagram were effective in connecting with youth or young adults. Lisa responded that face-to-face interaction is best. Instagram has some success with those ages, but posts on Facebook are more for their parents.

7. LIBRARY REPORTS

A. COMMUNITY RELATIONS REPORT

Holly Schaffer, Community Relations Manager, highlighted and/or added to her written report:

- Holly brought new stickers and temporary tattoos that PCPL's graphic designers produced for outreach teams: Many Nations, Kindred, and Seed Library, and the LGBTQ+ Services Committee.
- TC Tolbert, Tucson's Poet Laureate, will be running a series of Trans, Non-binary, and Queer+ Poetry workshops at different library locations.
- National Alliance on Mental Illness (NAMI) will present Marin Sardy, the author of *The Edge of Every Day: Sketches of Schizophrenia* at the Joyner-Green Valley Library.
- Author Jacob Tobia will be coming to Murphy-Wilmot Library for the annual LGBTQ+ Services Committee event to talk about their book, *Sissy*. They have been interviewed by Trevor Noah and ran the Brooklyn Bridge in 2012 in stilettos to raise money for a shelter for homeless LGBT youth in New York City that was devastated by Hurricane Sandy.
- Holly encouraged music lovers to check out Qello, a digital music resource that PCPL offers. It provides concerts, music documentaries and live streaming events.
- Another great digital resource is RBdigital, which has 30,000 unlimited audiobook titles available.
- PCPL partnered with Make Way for Books on their early literacy app.
- The latest Arizona Daily Star column featured Rachel Garman from Murphy-Wilmot Library, who wrote about interacting with customers on their Facebook page.

B. LIBRARY DIRECTOR'S REPORT

Amber Mathewson, Library Director, highlighted and/or added to her written report:

Director Mathewson informed about the County Administration's reorganization of staff after the retirement of one of the administrators, Tom Burke. The Library Department had been reporting to Chief Deputy County Administrator Jan Leshner, and will now report to Deputy County Administrator for Community and Health Services, Dr. Francisco Garcia.

Deputy Directors Michelle Simon and Karyn Prechtel-Altman attended the Southwest Leadership Program at the University of Arizona's Eller College of Management last week.

Director Mathewson, Deputy Director Michelle Simon and Library Services Manager Sharla Ronstadt recently attended the OCLC's Library Futures Community Catalysts Conference in Phoenix. The four areas of focus were Exceeding Customer Expectation, Creating Impact, Leading with Technology, and Building Powerful Networks.

C. PUBLIC SERVICES REPORT

Karyn Prechtel-Altman, Deputy Director of Public Services & Community Engagement, highlighted and/or added to her written report:

The Latinx Outreach Program Manager was hired. Anna Sanchez, the former Manager of El Pueblo Library, accepted the position.

PCPL is partnering with Mi Familia Vota, a non-partisan voter registration group, to get people to register to vote. They will be setting up tables in the library. The County is supporting their efforts by helping them find places to engage with the community.

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Karyn encouraged her neighbor to take one of her daughters to Ready, Set, School since she was the right age. The neighbor followed up and told her that her daughter is learning more during the one and a half hours a week sessions than at her summer pre-school.

D. SUPPORT SERVICES REPORT

Michelle Simon, Deputy Director of Support Services, was not in attendance, and Director Mathewson encouraged reading her in-depth written report.

8. CALL TO THE PUBLIC

David Kopec spoke to the Board regarding potential health and safety issues at the Eckstrom-Columbus Library.

9. ADJOURNMENT

Edward Buster moved and Elizabeth Soltero seconded adjournment of the meeting. Motion carried and meeting adjourned at 5:21 p.m.

Next Meeting: November 7, 2019, Joel D. Valdez Main Library, 101 N. Stone Ave., Tucson, AZ

Submitted by:
Judy Moses
Special Staff Assistant - Senior