

PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES

December 5, 2019, 4:00 p.m.

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

Present: Cheryl Langer, Chair; Nancy Puckett, Vice-Chair (via Skype); Beverly J. Bannon; Edward Buster; John Halliday; Betsy D. Shepard; Maria Iannone; and Elizabeth Soltero

Absent: Nubia Valentino

Also Present: Karyn Prechtel-Altman, Deputy Director; Michelle Simon, Deputy Director; Beth Matthias-Loghry, Library Services Manager; Kate DeMeester, Library Services Manager; Richard DiRusso, Library Services Manager; Holly Schaffer, Community Relations Manager; Anna Sanchez, Latinx Program Manager; Ken Zambos, Workforce and Economic Development Program Manager; 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

Beverly J. Bannon moved and John Halliday seconded approval of the November 7, 2019 minutes.

Motion carried.

3. INTRODUCTIONS

No introductions were made.

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:

- Cheryl Langer continues doing fabric classes at the Salazar-Ajo Library.
- Beverly J. Bannon recently read *The Giver of Stars*, by Jojo Moyes, which featured packhorse librarians that were established after the Depression.
- Nancy Puckett overheard someone in Chicago say, “I’m just a library kind of girl.” and thanked her.
- Maria Iannone met with John to set up a strategy for their shared District. She also taught her neighbor how to upload eBooks on his tablet.
- Betsy D. Shepard continues to educate her students about libraries (school and public).
- John Halliday is in the process of learning about the library in order to be a better advocate. He recently toured Nanini Library, where Branch Manager Kristi Bradford gave him an impromptu tour. He also dropped in on an English language class.

Library Advisory Board Minutes

- Edward D. Buster met with the Friends of the Southeast Library on December 2nd. They have a Facebook page set up to assist with soliciting donations.
- Elizabeth Soltero attended the Valencia Anniversary celebration.

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

Scott Lukomski, Friends of the Pima County Library informed:

- After establishing a grants committee, they identified several opportunities and recently applied for two different grants.
- They have been meeting with Main Street to assist with marketing needs. They discovered that even though they have existed for 50 years, their name recognition is poor.
- Their next community sale for members is coming up.
- Scott presented a \$65,000 check to the Library.

6. NEW BUSINESS

A. ADVOCACY OPPORTUNITIES

Michelle Simon, Deputy Director of Support Services

Some highlights provided:

People generally have a positive outlook about the Library, and about what we do for the community. A survey done in 2014 showed that 100% of the people valued and loved the Library and had no complaints.

One comment that is frequently heard is, "I didn't know the library did that." That is something we want to change. The Communications & Systems Office (CSO) works hard to make sure that people know the library is here, and that we are doing great things.

There are regular articles from staff published in the newspaper about why they love the library. The intention is to make the library real to people, by helping to identify what is important to them. And, there is always something for everyone. Finding out where someone's interest lies helps the library to be able to meet that interest.

The Library looks for scholarship support for Career Online High School (COHS). Everything needed to talk about the library is on PCPL's website, including information about COHS: tools, resources, success stories. COHS is for individuals above the age of 22, can read and write in English at a 9th grade level, and they have to know how to use technology. It is for an accredited High School diploma, and is different from a GED.

Another thing the 2014 survey showed was that people want the Library to teach children to read, and we do through several programs. Storytimes are intentional and teach caregivers how to help their children to read. Anna Sanchez, the new Program Manager for Latinx Outreach, will help to identify where there are gaps in the community, and will help identify ways to go to people who do not come into the library.

Another way the Library Board can support the Library is by talking to the Board of Supervisors about what their communities need, and what is happening at the library, as well as going into the community and talking with stakeholders. PCPL can provide any resources so Board members feel comfortable to go out and talk with the community.

Library Advisory Board Minutes

Cheryl Langer talked about not having information readily available when she talked with someone with a preschool child. Deputy Director Simon demonstrated how to use the search box and to refine the search to specific ages or types of program. Meeting rooms can be found by clicking on FAQs and searching for meeting rooms.

B. LIBRARY ADVISORY BOARD INDIVIDUAL MEMBER GOALS

Cheryl Langer distributed index cards and asked Board members to think about how they could advocate for the Library over the next three months. They are for personal use, and can be taken home and used as reminders.

7. LIBRARY REPORTS

A. COMMUNITY RELATIONS REPORT

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

- The 2020 schedule for Rainbow Reads is up. It alternates as a book chat and book club, and will be held at Woods Memorial Library now.
- The November Page Turners email was about books being turned into movies next year, and had a 78% open rate, which is almost unheard of. A monthly Bedtime Stories email will go out next week.
- Holly recently attended a program at Dusenberry River Library, To Tell Our Stories, which featured Holocaust survivors. If it is offered again, Holly recommends it highly.
- Holiday cards are coming from the printer soon, and Holly will get some to Board members to distribute.
- John Halliday asked about the email list, and how people get on it. It is supposed to be based on a user's activity, but not everyone present at the meeting was getting them. Sometimes emails get blocked, but Holly will send a test email to make sure it is working.

B. LIBRARY DIRECTOR'S REPORT

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

Director Mathewson was not in attendance.

Cheryl Langer asked about the acronyms that were used in Director Mathewson's report. DEIA is Diversity Equity Inclusion Access and FAFSA (Free Application for Federal Student Aid) is the grant application for college.

C. PUBLIC SERVICES REPORT

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

- The Library has rebranded services for nonprofits and businesses, and is now called Ignite. These services used to be available in one space and are now available at other locations.
- A program, "Friends, Families & Politics: How to talk across the political divide" was held at the Joyner-Green Valley Library, and was well received. A similar program was also held at Kirk-Bear Canyon Library, and more programs like this are expected to be held in the future.
- There had been a downward trend in circulation last year, but circulation is up overall, showing that we are doing something right.

D. SUPPORT SERVICES REPORT

Michelle Simon, Deputy Director of Support Services, highlighted and/or added to her written report:

PCPL received a Library Services & Technology Act (LSTA) grant to buy laptops and handheld scanners in order to do an inventory project. This will allow the collection to be evaluated and adjusted. The team, led by Diane Ward, has already been to Salazar-Ajo Library and Caviglia-Arivaca Library. This project will continue through spring and Deputy Director will provide an update at that time.

Southeast Library land has been flattened, and infrastructure is going in. (Holly will send an official invitation out for the groundbreaking once the details are worked out.) Sahuarita Library is almost at the point where the construction documents can go out to bid. Dusenberry-River Library interior renovation will probably start in the spring of 2020.

Elizabeth Soltero asked if South Tucson would get any nonprofit and business support for Spanish speakers. Ken Zambos responded that they have had partnerships in the past that hadn't worked out, but that they continue to seek opportunities for partnerships that will match the needs of the community.

John Halliday asked for an update concerning the publisher McMillan and their eBooks. Deputy Director Simon informed that in November, McMillan implemented an embargo, where libraries can purchase only one newly released eBooks for eight weeks. This creates a barrier to access. The Collection Development Office (CDO) is developing strategies to work with this, including adding funds to the Lucky Day Collection.

Advocacy opportunities: sign the petition <https://ebooksforall.org/> and send an email to McMillan.

8. CALL TO THE PUBLIC

No members of the public were in attendance.

9. ADJOURNMENT

Edward Buster moved and Elizabeth Soltero seconded adjournment of the meeting. Motion carried and meeting adjourned at 5:04 p.m.

Next Meeting: January 2, 2020, Joel D. Valdez Main Library, 101 N. Stone Ave., Tucson, AZ.

Submitted by:
Judy Moses
Special Staff Assistant - Senior