

PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES

January 2, 2020, 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; Beverly J. Bannon; John Halliday; Maria Iannone; Elizabeth Soltero; and Nubia Valentino

Absent: Edward Buster and Betsy Shepard

Also Present: Amber Mathewson, Library Director; Karyn Prechtel-Altman, Deputy Director; Michelle Simon, Deputy Director; Amy Rusk, Library Services Manager; Kate DeMeester, Library Services Manager; Sharla Ronstadt, Library Services Manager; Holly Schaffer, Community Relations Manager; Ken Zambos, Workforce and Economic Development Program Manager; Kendra Davey, Literacy Initiatives 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

Director Mathewson requested that her report in the draft December 5, 2019 minutes be revised to show that FAFSA is an acronym for Free Application for Federal Student Aid.

Beverly J. Bannon moved and John Halliday seconded approval of the revised December 5, 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:

- Beverly J. Bannon recently visited the Nanini Library. She observed the large amount of reserved books and noticed how active the library was.
- John Halliday brought his granddaughter to the Chanukah Celebration, which was held at the Oro Valley Public Library. He also congratulated PCPL on this week's Arizona Daily Star coverage on the Library's work with individuals experiencing homelessness.
- Maria Iannone shared information about PCPL's small business and non-profit programs.
- Nancy Puckett attended events at Joyner-Green Valley Library, including an art talk. She also introduced a neighbor to PCPL's website and RBdigital.
- Cheryl Langer met with Salazar-Ajo Library's new Branch Manager, Richard Guinn, and talked about the Library Board's role.

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:

- They are on track with their annual donations and expect to donate \$70,000 in January.
- They are exploring the possibility of getting a new location.
- Their bookstore at Joel D. Valdez Main Library isn't profitable. People don't know about it, and they are looking for ways to market it.
- Members Only Sale and Community Sale were coming up. January is historically their best month for online sales, which account for more than half of their sales.

Director Mathewson talked about how well the Pima Library Foundation was doing this year. They have an engaged board and have two strategic planning sessions coming up. Nancy Puckett added that some of the authors featured in Southwest Books of the Year have been, or will be, featured at the Foundation's Author Salon Series. Evan Thomas, author of *First: Sandra Day O'Connor*, is scheduled for March 12, 2020.

6. NEW BUSINESS

A. CAREER ONLINE HIGH SCHOOL UPDATE

Ken Zambos, Program Manager for Workforce and Economic Development

Some highlights provided:

- Career Online High School (COHS) is one of the programs Ken oversees. The third COHS graduation is scheduled on January 15, 2020.
- COHS is a free 18 month accredited high school diploma and career certification program. Graduating students receive a certificate in one of 10 fields.
- A high school diploma provides access to education and a pathway to career advancement. It also provides an opportunity for students to be role models for their children and helps break the cycle of intergenerational poverty.
- Eligibility requires students to be 22 years and over, to live in Pima County, and to have a PCPL card.
- Students take the online self-assessment, take a two week prerequisite course, and then interview for a scholarship, which covers all program costs, including transcript evaluation.
- COHS is supported by donations from Pima Library Foundation and Friends.
- Almost 9,000 student applications have been processed since the program began in 2016 and 145 scholarships have been awarded.
- As of December, 70 students were enrolled. There will be 16 graduates at January's graduation.
- Scholarships cost \$1,295 per package.
- Beverly J. Bannon asked if the program was completely online, and was answered that it was, but that virtual face-to-face meetings are available. Student meet-ups are also offered quarterly.
- The biggest reason for not qualifying is that people don't live in Pima County, or even Arizona, or are under the age of 22. Resources are given to both groups.
- Cheryl Langer asked about getting funding from the business community, which had been discussed at a prior meeting. Director Mathewson responded that it is still possible, and if pursued, the next step might be to approach businesses that would benefit. Walmart and McDonald's already offer COHS to their employees.

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- John Halliday asked if PCPL was one of the first libraries to offer COHS and was answered that Los Angeles was the first, adding that one of PCPL's students may have completed the program in the shortest amount of time.

7. LIBRARY REPORTS

A. COMMUNITY RELATIONS REPORT

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

- The Career Online High School graduation invitation was sent to the Board via email and a calendar invitation.
- An invitation was also sent to the Board for the Southeast Library groundbreaking, which will be on January 22nd. There will be a shuttle taking people to the site from the Vail Innovation Center.
- The 43rd annual edition of the Southwest Books of the Year is out. It features books that are considered to be the best of the best of southwest themed literature. Six panelists read through books throughout the year and make their top picks. Reneé Bibby, the Visual Marketing Manager, used a new design.
- The monthly page-turners email that went out had an open rate of 99.6%, which is unheard of. It was sent to 14,000 people and had only 22 unsubscribe requests.
- Director Mathewson added that she doesn't always agree with reviews, but every Southwest Books of the Year book she has read has been very good.

B. LIBRARY DIRECTOR'S REPORT

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

Dr. Francisco Garcia, Deputy County Administrator, will be having all of the Department heads meet to talk about goals for the year, and where they intersect. Tomorrow's discussion will be on homelessness, and what Departments are doing about it, as well as what they are doing to address the Census.

Concerning homelessness, some creative solutions are being tried nationwide. For example, one city opened up a parking lot for people living in cars, providing restrooms and showers.

Joyner-Green Valley Library recently had a community discussion on how homelessness can be addressed in that area. It was a great discussion and raised awareness. About 75 people attended.

C. PUBLIC SERVICES REPORT

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

- Deputy Directors Prechtel-Altman and Simon recently met with South Tucson officials to discuss the environment (loitering, public health issues, etc.) around the Sam Lena-South Tucson Library. They had a productive discussion and came to a common agreement about how best to address these issues. Deputy Director Simon is also working with facilities to get better lighting around the library.
- Sam Lena-South Tucson Library will be partnering with Southern Arizona Legal Aid to begin a pilot project that will provide video chat to help people to talk with lawyers.

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- PCPL received an American Library Association (ALA) Census Equity grant. About 500 libraries across the nation applied for this and only 59 received it. It will provide \$2,000 for the purchase of devices help tribal nations participate in the Census online.

D. SUPPORT SERVICES REPORT

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

Related to the presentation on advocacy that Deputy Director Simon did at the last Board meeting, she distributed The Aspen Institute Dialogue on Public Libraries Strategies for Success, located here:

https://csreports.aspeninstitute.org/documents/Strategies_for_Success.pdf

She pointed out the lists showing 15 action steps for library leaders, policymakers, and for the community. Cultivate Leadership shows key steps as improving communications with community leaders, developing community champions, strengthening intersections with diverse communities and communities of color, and reaching out to and engaging with young-professional organizations and demonstrating the collective impact of partners working together.

Other points that Deputy Director Simon highlighted from the handout were:

- “Communicate the library’s story of impact directly to the public, partners, stakeholders and policy makers. Include the new vision built on the library’s people, place and platform assets.” The Community Impact Plan is something the Library Board can share with the Board of Supervisors to help them understand the integral parts of the Library.
- “Be an informed champion for the library and what it offers in the community.”
- “Advocate on behalf of the long-term sustainability of public libraries.”
- “Explore the library’s people, place and platform assets.” Attending programs helps with understanding what the Library is doing.

Director Mathewson added that speaking of advocacy, she will be going to Washington D.C. in February. She was invited by the American Library Association with other librarians to talk to legislators about the importance of funding for libraries. She will report on this in March.

8. CALL TO THE PUBLIC

No members of the public were in attendance.

9. ADJOURNMENT

Nancy Puckett moved and Elizabeth Soltero seconded adjournment of the meeting. Motion carried and meeting adjourned at 4:45 p.m.

Next Meeting: February 6, 2020, Joel D. Valdez Main Library, 101 N. Stone Ave., Tucson, AZ.

Submitted by:
Judy Moses
Special Staff Assistant - Senior