

PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES

March 5, 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; Barbara A. Escobar; Beverly J. Bannon; Edward Buster; Elizabeth Soltero; John Halliday; and Maria Iannone

Absent: Betsy Shepard and Nubia Valentino

Also Present: Amber Mathewson, Library Director; Michelle Simon, Deputy Director; Amy Rusk, Library Services Manager; Kate DeMeester, Library Services Manager; Holly Schaffer, Community Relations Manager; Kassy Rodeheaver, Business 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 John Halliday seconded approval of the February 6, 2020 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:

- Edward Buster took advantage of the road cleanup that happened in Vail, to talk about the new library that was coming.
- John Halliday visited the Dusenberry-River Library to see it before the renovation. The manager showed him around and explained what the renovation would entail. He also noted how impressed he was with publicity about the closing.
- Maria Iannone visited the Kirk-Bear Canyon Library to attend a presentation on Women's Suffrage. It was well attended and even had to turn people away. She particularly enjoyed the discussion afterwards.
- Elizabeth Soltero informed that the Library hosted a table at the open house the Ward 1 office hosted. The Library gave books and seeds out to the 500 people in attendance. She is also looking to find a way to supplement books for the teen migrants housed at Southwest Key. Ward 1 is also looking at improving customer service in their Tucson office and are looking at PCPL as a model.
- Beverly J. Bannon planted the seeds she got from the Seed Library last month. She also got to unexpectedly participate in a fire drill that happened during a visit to the Wheeler Taft Abbott Sr. Library.

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- Cheryl Langer attended a few humanities presentations at the Salazar-Ajo Library. She noted that under the new staff, activities for adults and children have increased there. She also informed that eight boxes of books sold on the book cart she maintains.

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 Public Library, informed:

- They are using a marketing consultant to increase their social media presence and saw an increase of 20% in February sales.
- They are close to buying new online book listing software, which will be cheaper and provide more listing opportunities.
- They have written five different grants, and hope to get a new Volunteer Coordinator through one of them, which would free up the rest of staff. They currently have three full-time and two part-time staff.

Pima Library Foundation's last Author Salon was coming up, and will feature author Evan Thomas.

6. NEW BUSINESS

A. LETTERS FROM INCARCERATED INDIVIDUALS

Kassy Rodeheaver, Business Librarian II

Presentation highlights:

Annually, the Library takes in 50,000 Info Line calls, and answers 2,500 emails. PCPL also responds to mailed questions, which have increased recently, due to word-of-mouth by the incarcerated individuals in the Arizona State Prison in Florence, AZ. While the prison is outside of Pima County, PCPL has responded due to trends of serving the State in general, and addressing equity issues.

The United States has one of the highest rates of incarceration globally, with over 2 million people in prison, and Arizona is number five, with over 42,000 people incarcerated. There is also a disparity when looking at the general population of Arizona compared to the incarcerated population. The work PCPL does for this population is equity-based and is part of a national library movement.

Every person who sends a letter can ask three questions per letter, and response can be up to ten double-sided pages of information. PCPL must abide by the Arizona Department of Corrections rules.

Requested information is varied, and typical to any population. Questions are asked about: medical, legal, addresses, housing, cost of living data, lyrics, images and art, cultural, religious, and science.

People incarcerated have to pay for their own envelopes, paper, and postage. Work programs pay about \$.04 an hour, so it takes about 2.5 hours of work for one letter. Prisons inspect 30% of outgoing mail and 100% of incoming mail.

In partnership with the Arizona Department of Corrections (ADC), the Library recently hosted a prison art exhibition. The ADC marketed it in the prisons and paid to mail the artwork.

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Over 50 people came to the reception and 150 public responses were sent back to the artists.

Staff is on track responding to the 400 letters they receive a month. They work with the County Law Library in obtaining answers to legal questions. Elizabeth Soltero asked if PCPL staffs people there and was answered that PCPL does not, but as the County Law Library catalogues their material, it appears in PCPL's catalogue.

Barbara Escobar asked if there were libraries in the prisons and was answered that funding does not support libraries in prisons, and if staffed, it is by non-librarians.

John Halliday asked how this program got started and was answered that it started with about five letters a month, and word of mouth caused it to expand. There were already occasional letters that came in.

Edward Buster asked if there were any grants available to fund the program. Grants exist, but more research needs to be done about streamlining the process internally, and to determine if outside funding is needed.

Cheryl Langer pointed out that this service is being provided across the state where there are other libraries, but the taxpayers of Pima County are paying for it. Kassy responded that this is a service expansion, and another way that PCPL is providing services to vulnerable populations. Kassy also presented at Arizona Library Association on this topic and invited other libraries to participate, and some are looking at how to offer these services.

B. REPORT AND RECOMMEND TO THE BOARD OF SUPERVISORS PROPOSED FY 2020/2021 BUDGET (ACTION ITEM)— MICHELLE SIMON, DEPUTY DIRECTOR

Director Mathewson gave an overview of the budget timeline:

The Library District started the budget process in October, which was due in January. A budget presentation to the Board of Supervisors is scheduled for May. They will tentatively adopt in June, and the tax rate will get set in August.

Deputy Director Simon reviewed the 2020/2021 budget as presented to the Board of Supervisors, which is accessed by going to the Pima County website <https://webcms.pima.gov> and clicking on the [County Budget link](#), which was in working draft mode at the time.

Highlights:

- The Library Budget is made up of three different funds: donations, grants, and the operations budget, which is a dedicated revenue that comes from secondary property taxes.
- Part of the budget includes money solely to be used for capital improvement projects.
- The Fund Balance, similar to a savings account, is used for expenses that exceed the planned revenues.
- It takes about two years before an economic downturn is represented in the budget.
- The Library is in a pay-as-you-go model, with \$.04 of the \$.53 collected from taxes going to capital improvement projects.
- New buildings or expansions will increase staff totals.
- Barbara Escobar asked if there has been a trend for an increased

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budget every year. Deputy Director Simon responded that there is a trend due to a variety of reasons, including staff salary increases, cost of benefits increases, and because the minimum raise increases.

- Beverly J. Bannon asked if the Library budget was separate from the County's, and if surplus was invested. Deputy Director Simon responded that the secondary property tax for the Library goes into its own separate account, however, County Finance does invest it.
- John Halliday asked how the Library knows how to budget for salaries and health benefits. Deputy Director Simon responded that the County Finance Department handles it, and that benefits also change based on what employees elect. For planning purposes, it is estimated at salary amount plus 35%.
- The Library is scheduled to present its budget in May. The Library Advisory Board can attend the Board of Supervisors meeting.
- John Halliday and Maria Iannone planned to meet with their District Supervisor and asked about getting some talking points.
- Cheryl Langer asked about sending a letter recommending the budget and Director Mathewson said if she wanted to, to send it to the Clerk of the Board.

Edward Buster moved and Nancy Puckett seconded approval of recommending the Library Budget for FY 2020/2021 as presented. Motion carried.

C. START DISCUSSION ABOUT LIBRARY ADVISORY BOARD, FRIENDS AND FOUNDATION ANNUAL RETREAT ON MAY 2, 2020: TOPIC AND LOCATION

A discussion was held about where the next retreat would be held and what would be accomplished. Since a retreat had not yet been held in a District 2 Library, the Board decided to hold it at the Sam Lena-South Tucson Library.

Suggestions for the retreat included: bringing a facilitator in, Community Impact Plan, Friends and Foundation presentation and a refresher of the each group's role, and advocacy for the Library. Director Mathewson will work on a draft agenda.

7. LIBRARY REPORTS

D. COMMUNITY RELATIONS REPORT

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

- Kate DeMeester was on the panel of a session "Intentional Inclusion: Disrupting Middle Class Bias in Library Programming" at the Public Library Association in February that was very well attended. Kate DeMeester added that there were over 700 attendees and that a webinar was done on the second day because it filled up.
- Seven billboards advertising library programs have gone up in various areas that support Spanish speakers. There is the potential for 495,000 people to see them.
- Pima County Supervisor Ramón Valadez (District 2) recently honored Mary Sanchez, Eckstrom-Columbus Library Manager, and Dana Moore, Quincie Douglas, with Community Leadership Awards.
- The Library is doing heavy promotion about the Census. A Census Saturday Party is coming up at Mission Library on March 21st.
- The Library's affinity teams are doing great work. The Nuestras Raíces team has a great lineup of authors for the Tucson Festival of Books. The Welcome to America

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team put together a series of musical performances. Kindred has introduced Read Black, a round robin book discussion.

- Edward Buster asked if there were any statistics on the advertising that was being done. Since a library card is not required for events and programs, it is difficult to track, but targeted areas are central, downtown and the south side.

8. LIBRARY DIRECTOR'S REPORT

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

April's Library Advisory Board meeting will be held in the Children's Room at Joel D. Valdez Main Library. The boardroom was needed to onboard the 34 new Library Associates that were recently hired.

Director Mathewson attended Arizona Library Association's Congressional Fly-in, held in Washington D.C. in early February. They were able to discuss Library Services and Technology Act (LSTA) funding with legislators' aides. These grants are the only Federal funding that goes to libraries, and PCPL frequently uses them to fund pilot programs.

Staffing is coming along and the next big hire will be to hire 25 Library Technical Associates.

E. PUBLIC SERVICES REPORT

Director Mathewson reported for Deputy Director Prechtel-Altman Karyn Prechtel-Altman, Deputy Director of Public Services & Community Engagement.

The Tucson Festival of Books is coming up, on March 14-15th. The insert in the Arizona Daily Star will be issued on March 8th. There is also a Tucson Festival of Books app. PCPL's Nuestras Raíces tent will have some great authors, as usual, and the Bookmobile will be there as well.

Cheryl Langer said that she'd heard that three authors backed out of the Tucson Festival of Books due to fears of traveling during the coronavirus. Holly Schaffer said she heard it was up to 21 now.

F. SUPPORT SERVICES REPORT

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

Deputy Director Simon thanked Holly Schaffer for the blogpost on PCPL's website about coronavirus information. She encouraged people to look at the CDC website for lots of frequently updated information. Deputy Director Simon said that ways to stay healthy include washing your hands, not touching your face, and staying home if you're sick. As of this date, 3,000 people have died globally.

Other facilities news:

- At Nanini Library, fire retardant was accidentally dispensed in the book chute recently, and spread throughout the library, which then had to close for two days.
- Five large glass panels at the Flowing Wells Library crashed down when work was being done on the building, before the library opened. No one was hurt.
- The framework for the Southeast Library is now up.
- Edward Buster asked about the marble tiles on the Joel D. Valdez Main Library, and if they are secure, since some had fallen off in the past. Deputy Director Simon

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responded that the building continues to be monitored and that there is no danger at this time.

9. CALL TO THE PUBLIC

No members of the public were in attendance.

10. ADJOURNMENT

Edward Buster moved and Beverly J. Bannon seconded adjournment of the meeting. Motion carried and meeting adjourned at 5:45 p.m.

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

Submitted by:
Judy Moses
Special Staff Assistant - Senior