

PIMA COUNTY PUBLIC LIBRARY ADVISORY BOARD MEETING MINUTES

November 5, 2020, 4:00 p.m.

Meeting conducted virtually via Microsoft Teams

Present: Nancy Puckett, Chair; Nubia Valentino, Vice-Chair; Beverly J. Bannon; Edward Buster; Barbara A. Escobar; John Halliday; Maria Iannone; Cheryl Langer; and Elizabeth Soltero

Absent: Betsy Shepard

Also Present: Amber Mathewson, Library Director; Karyn Prechtel-Altman, Deputy Director; Michelle Simon, Deputy Director; Kate DeMeester, Library Services Manager; Beth Matthias-Loghry, Library Services Manager; Sharla Ronstadt, Library Services Manager; Amy Rusk, Library Services Manager; Holly Schaffer, Community Relations Manager; Sandra White, Data Analyst; Ken Zambos, Workforce and Economic Development Program Manager; Victoria Buchinger, County Attorney; and Marisol Norzagaray

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

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

2. CALL TO THE PUBLIC

No members of the public were in attendance.

3. APPROVAL OF PREVIOUS MEETING'S MINUTES

Elizabeth Soltero moved and Cheryl Langer seconded approval of the October 1, 2020 minutes. Barbara Escobar abstained because she had not attended the meeting. Motion carried.

4. INTRODUCTIONS

Director Mathewson introduced Victoria Buchinger, the new County Attorney who is replacing Karen Friar. She has been with the Pima County Attorney's Office since January, and planned to sit in on today's meeting.

5. 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 had the opportunity to visit the Esmond Station Library, and said it was beautiful. The Friends of the Esmond Station Library is officially incorporated, and they are now taking book donations. They may get some artwork donated as well.
- John Halliday visited the Oro Valley Public Library and was happy to see so many people using the library to drop off their ballots.

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- Elizabeth Soltero thanked everyone who made the decision to rename Mission Library to the Richard Elías-Mission Library.
- Beverly J. Bannon reported on the Wheeler-Taft Abbett Sr. Library. People are allowed to come in after their temperatures are taken for computer use, even if they can't browse materials.

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

There were no reports.

7. NEW BUSINESS

A. NET PROMOTER SCORE SURVEY: A MEASURE OF CUSTOMER SATISFACTION – SANDRA WHITE, DATA ANALYST

Sandra White, PCPL's Data Analyst, presented information about the ongoing Net Promoter Score Survey, and how it is used at PCPL.

The Net Promoter Score (NPS) has been widely accepted by Fortune 500 companies, and other organizations, including libraries. The survey centers around the question, "How likely are you to recommend the Pima County Public Library to others?" It is emailed in English and Spanish to a random sample of cardholders who have used the library recently. The survey started in 2019, was paused this year April—August, but restarted in September.

Respondents are grouped into three categories based on the scores they chose.

- 9-10 are Promoters, and are happy supporters of the library.
- 7-8 are Passives. They are satisfied, but not likely to promote us.
- 0-6 are Detractors and are typically dissatisfied.

Subtracting the Detractors from the Promoters results in the Net Promoter Score. PCPL's Net Promoter Score average for this year is 88, which is higher than other Savannah Libraries, and when compared to others in the industry.

The survey also includes the opportunity to provide additional information about the chosen score. In September, PCPL received 383 comments, which is typical. Comments are usually positive, but some negative come through. Comments are separated out by locations and shared with managers so they can use them to improve services and motivate staff.

Nancy Puckett asked what kind of negative comments were received. These were mostly comments from people who didn't think the Library should be open at all, or from others who wanted to be able to come in and browse. There were also comments about hold times being too long, particularly for eBooks.

B. VOTE ON SOUTHEAST LIBRARY NAME FOR RECOMMENDATION TO COUNTY ADMINISTRATION: GIBSON-ESMOND STATION LIBRARY OR ANNE GIBSON-ESMOND STATION LIBRARY

The County Administrator asked the Library Board to make a decision about the name for the Esmond Station Library. Edward Buster made a motion to use the name, "Gibson-Esmond Station Library". Beverly J. Bannon seconded.

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Discussion:

Edward Buster talked about how Anne Gibson has been the matriarch of the greater Vail area for decades. She has been instrumental with local businesses, the Vail School District, and copious organizations. Nancy Puckett said that she has also been an active participant in Library Board retreats. Director Mathewson added that people were advocating for libraries in the Vail and Sahuarita areas since at least 2009. The bonds did not pass, but Anne Gibson attended every single meeting, and was instrumental in keeping the library front and center for that community.

Cheryl Langer asked why the name Gibson-Esmond Station Library was chosen and not Anne Gibson-Esmond Station Library pointing out that there could be other Gibsons in the area. She also noted that other libraries have used first and last names, or just last names.

Edward Buster said that the Library had put out a vote and the consensus indicated that they wanted to celebrate the history and significance of Esmond Station as well as be able to celebrate Anne Gibson. Maria Iannone pointed out that the vote was whether or not to use the first name, but that using the last name was a given. She also liked showing that a woman was being honored.

John Halliday said he was also leaning towards including the first name. Beverly J. Bannon asked if Anne Gibson had been asked about what she would prefer. Edward responded that getting the library is more important to her than having her name on it.

Because she goes by W. Anne Gibson, Edward amended his motion to use the name "W. Anne Gibson-Esmond Station Library". Cheryl Langer seconded the motion. Motion was approved unanimously.

The Board then voted to make the recommendation to County Administration to use the name "W. Anne Gibson-Esmond Station Library" (as opposed to the two that were suggested to the Board). Motion passed unanimously.

Director Mathewson will make the recommendation to Mr. Huckelberry.

8. LIBRARY REPORTS

A. COMMUNITY RELATIONS REPORT

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

- The Pima Library Foundation is working to bring \$75,000 to build an outdoor performance space at the new Sahuarita Library. A Savannah email sent out about this to people in the Green Valley and Sahuarita area had a 71% open rate.
- Holly shared a compliment recently received from a patron: "I've had access to some great library systems in this country to include New York Public Library and the Library of Congress. Your system punches well above its weight. Many thanks for that!"
- Library Night Out is being transitioned to Library Night In, and is scheduled for November 13th. There will be two episodes of Molly of Denali, a cooking demonstration, and a talk with Pascua youth and elders.
- Beverly J. Bannon asked how much land the Sahuarita Library was going to be on, and Holly responded that it would add an additional 1,000 square feet and that the library was going to be 17,000 square feet.

B. LIBRARY DIRECTOR'S REPORT

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

Director Mathewson informed the Library Advisory Board that the Board of Supervisors would be changing composition, looking like there would be two incumbents with the rest changing. She added that Library Board members could set up meetings with the new Supervisors in their Districts in January or later. She also reminded Board members that they still represent their Districts, even with a new Supervisor, until their terms are up.

The LGBTQ+ virtual author event with Robin Talley happened on October 24th. Director Mathewson introduced the event.

Interviews for 12 Librarian II positions have been completed and references are being checked.

It is budget time, and Director Mathewson included a budget calendar in the Library Board packet for information on what the Library will be working on over the next months.

Computers are available at all locations now, except at El Rio Library because the El Rio Center is not open. On November 9th, the Library will be changing the practice of how long returned material is on hold, from 72 hours to 24 hours. Many studies have been done on how long the virus stays on surfaces and overwhelming evidence shows that the amount that remains after 24 hours is significantly reduced. Staff will continue using protocols, and will have UV lights available for certain material. Deputy Director Simon shared the following article: <https://www.wired.com/story/its-time-to-talk-about-Covid-19-19-and-surfaces-again/>

On November 16, the Library will be allow individuals to come into the Library to select their own books and to use self-check. Fewer people will be allowed in buildings at one time, and numbers will be adjusted based on Covid-19 rates.

C. PUBLIC SERVICES REPORT

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

Staffing Update:

- Kathy Konecny, who was the manager of Joyner-Green Valley Library, is now the manager of Murphy-Wilmot Library.
- Victoria Salajko is the new manager of Joyner-Green Valley Library. And there was a recent article about her in the Green Valley newspaper: Interview with Victoria Salajko (Green Valley) and Angie Grischkowsky (Sahuarita): https://www.sahuaritasun.com/news/heres-how-your-local-libraries-are-handling-pandemic-challenge/article_c0a4010a-3729-552d-b477-65d3b972ab0c.html
- Em Lane is the new manager of Woods Memorial Library.
- Meggin Kitterman is the new manager of Wheeler Taft Abbett Sr. Library.
- Tenecia Phillips is the now the manager of Joel D Valdez Main Library.
- Hired from outside PCPL are Matías Torres, the new manager of Dusenberry-River, and Linde Furman, the new manager of Kirk-Bear Canyon Library.

Deputy Director Prechtel-Altman gave a shout out to Library Services Manager Amy Rusk, who works closely with the Many Nations team, local tribal nations, and the University of Arizona, in order to make Library Night In with Molly of Denali happen.

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Deputy Director Prechtel-Altman reviewed some of the services that PCPL is currently offering. GED classes are now being offered online, in English and Spanish. Job Help classes are also being offered online, such as Resume Writing One-on-One Help. And PCPL's Learn at Home page has been updated, with new resources and tools being added frequently. The E-Library page has also been revamped, and resources can be found by format or topic.

D. SUPPORT SERVICES REPORT

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

Deputy Director Simon updated on facilities:

- The construction of the Esmond Station Library is complete. Shelves and furniture are getting installed through December. Mary McKinney, currently the manager at Miller-Golf Links, will be the manager at Esmond Station Library. She is helping to coordinate deliveries. Books are getting delivered in December and staff from Collection Development and Technical Services will be there to help get them on the shelves.
- Sahuarita Library will be complete soon as well.
- Richard Elías-Mission Library was renamed and the renovation process will begin.
- Martha Cooper Library will be expanded and renovated, and is in the design phase.
- Dusenberry-River Library renovation is complete, and people are now using it.

Deputy Director Simon is sometimes asked how construction can happen when there is a budget freeze, and explained that the Library uses a Pay-As-You-Go model. A portion of the secondary property taxes is devoted solely to capital improvement projects. The majority of projects are on a 10 year infrastructure plan.

Social distancing has necessitated an evaluation of workspaces on the 4th floor of the Joel D. Valdez Main Library, including in Technical Services, Collection Development, Communications and Systems, Community Engagement Office and Administration. Some staff will be working in a nearby building while their areas are worked on.

During the Presidential election, many libraries were used as polling places as well as for early and emergency voting locations. There were a record number of early ballots dropped off both at the Post Office and at libraries. Staff rose to the challenge so much so that the Records Office and the Elections Department stated that they couldn't have done it without the Library's assistance. Deputy Director Simon said that she is very proud of PCPL staff, and what was accomplished.

Deputy Director Simon reminded the Library Board about the Pima County Health Department's regular videos on Covid-19 data, as related to Pima County: <https://www.youtube.com/user/pimagov>. Pima County Health Department Director Dr. Theresa Cullen recently talked about three things to avoid: crowded, close and confined spaces.

Deputy Director Simon discussed the REALM project, where OCLC, Institute of Museum and Library Services, Battelle, and the Cleveland Public Library collaborated to test how the virus behaves on library material. PCPL has taken this data, along with information from other science articles and from the County Health Department, to conclude that fomite transmission is less likely than originally thought to be the case. For that reason, staff have now been instructed to set aside material for 24 hours, not 72.

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Nancy Puckett thanked staff saying that she and the Library Board continue to be hugely impressed with the dedication and accomplishments of staff.

Nubia Valentino asked if it would be possible to use Zoom instead of MS Teams. Director Mathewson informed that the County has found that MS Teams is more secure than Zoom. Deputy Director Simon advised updating MS Teams software for the best performance. She also offered to do an MS Teams tutorial for the Library Board if they need it.

9. ADJOURNMENT

Edward Buster moved and Beverly J. Bannon seconded adjournment of the meeting. Motion carried and meeting adjourned at 5:10 p.m.

Next Meeting: December 3, 2020, at 4:00 p.m. Meeting will be held virtually, with instructions on the agenda.

Submitted by:
Judy Moses
Special Staff Assistant - Senior