



City of Scottsdale Library Board

Regular Meeting Minutes

Wednesday, March 16, 2022

Meeting Held Electronically

PRESENT: Chair Shiela Reyman, Vice-Chair Janet Smigielski, Board Members Sam Campana (arrived at 3:45 p.m.), Sheila Collins, Freda Hartman, Fred Klein, and Marna McLendon

STAFF: Community Services Administrator, Kira Peters; Managers Mandy Carrico, Melissa Orr, Beckie Gallivan Butler, and Louisa Aikin

Call to Order

Chair Reyman called the meeting to order at 3:30 p.m.

Roll Call

Members present as listed above.

Public Comment: None

Minutes

Regular meeting minutes February 16, 2022

APPROVED 6-0 BY ROLL CALL VOTE; MOTION BY VICE-CHAIR SMIGIELSKI, 2ND BOARD MEMBER MCLENDON. CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, BOARD MEMBERS COLLINS, HARTMAN, KLEIN, AND MCLENDON VOTED IN THE AFFIRMATIVE, THERE WERE NO DISSENTING VOTES.

REGULAR MEETING AGENDA

1. Patron Comment Report.

Kira Peters, Library Director / Community Services Administrator presented relevant patron comments.

The format is easier to read and will have an additional column for the branch name added for next month's report.

Although it is not surprising, it is nice to hear how happy the public is to have the library back open. A couple of comments that stood out include:

- ▶ "Love the library; wish the weekend hours would be a little bit earlier."
- ▶ "Delighted and overjoyed the library returned to seven days a week with evening hours as well."
- ▶ A Mustang patron requested more large print books.
- ▶ There was an issue at Arabian with the drive thru; it should be noted Library staff take these comments seriously and do follow up.
- ▶ There was a comment related to reserving the public computers. There is a reservation system for library patrons and staff will continue to educate patrons on that system.

- ▶ There was a comment where a patron didn't realize a program had been cancelled and was disappointed. Patrons are encouraged to check the website or reach out to the call center to obtain the most up-to-date information.

Board members asked questions and made comments:

In response to Vice-Chair Smigielski's question, Ms. Carrico explained the public computers can be reserved for one-hour sessions that can be renewed. Additionally, several computers have been taken out of service to keep patrons six feet apart.

Ms. Peters in response to Board Member Collins' comment clarified the program cancellation was the library's error and they will ensure going forward that the website is updated.

In response to Board Member Hartman's inquiry, Ms. Aikin noted Arabian has challenges due to the U-shape design of the building. Some suggestions to help those who have limited mobility is to pull materials ahead of time and use the drive thru, possibly setting up a small selection of large print material closer to the entry, and having staff assist with obtaining materials. Ms. Carrico noted that all libraries are wheelchair accessible, and this is an issue at all libraries. The concern at Civic was addressed by getting a scooter for patrons to use. Should this become an issue at any of the other libraries they will put more money into accommodating patrons.

2. Director's Report

Kira Peters, Library Director/Community Services Administrator, provided a brief summary of current events in the library.

The Sky Room VIP Project will be complete at the end of this month. A Fiesta in the Sky grand opening will be held on Thursday, May 12, 2022, at 10:00 a.m. with a Cinco De Mayo theme. An invitation with more information will be sent out.

Within the Civic Center Library there is a display of Scottsdale organizations that made an impact to the community. The Friends of the Library paid for a lighting system that allows this display to be lit.

After the last discussion on gate counts, rather than doing comparisons regular monthly updates will be provided using January 2022 as the starting point. The gate counts system wide for January 2022 were 40,000 and February 2022 were 39,000. The gate counts for January and February 2021 when the library was closed were 9,800 each month.

Important dates to remember for the next steps for the decision package are:

- ▶ April 5, 2022, the proposed budget can be viewed on the City website.
- ▶ April 26, 2022, the budget will be presented to City Council.
- ▶ May 17, 2022, is the tentative adoption of the budget and review of rates and fees.
- ▶ June 7, 2022, is the final adoption of the budget.

At the beginning of March, the Library asked City Council to approve "bookshelf" revenue to go into the special revenue account instead of the General Fund. Based on current revenue, \$75,000 is anticipated for the upcoming year and would be restricted to library collection.

With the COVID trends going in the right direction, pandemic policies for the city have been updated and masks are no longer required for City employees.

Pony Express technology was used during the pandemic to open a closed library branch. The plan is to complement the library service with Pony Express at Appaloosa, specifically prior to 10:00 a.m. during the week and specifically on Sundays. Pony Express will begin again once automated lighting is in place. Senior Managers Gallivan Butler and Carrico along with Branch Manager Larsen gave a nice presentation during an AZLA online webinar about Pony Express and how the City of Scottsdale Public Library system used the technology.

City Council approved the City Manager's request to provide employees with a bonus, being \$2,000 for full-time employees and a pro-rated amount for part-time employees.

The Public Library Association Conference is in Portland, Oregon next week, with several sessions being offered but specifically budget, metric, and bench marking. Information will be reported out on at one of the future meetings.

An email will be sent out with the organization chart and a link to the website. Should there be any questions, please reach out to Ms. Carrico.

The strategic plan survey as of today has received a strong response with 3001 respondents, compared to 1,900 responses in 2019.

The 2022 library card campaign is beginning and there is a plan to do something like the successful campaign in November 2021 to celebrate the card holders, which the Friends of the Library are willing to support and sponsor. More information will be made available as plans develop.

New e-Services: Newspaper Archives, Kanopy, and Wall Street Journal

Beckie Gallivan Butler, Collection Management (on behalf of Bethany Ronnberg, eResources Librarian), provided a presentation on new digital services in the library.

Last spring, the newspaper archival data base was added as a generous donation from Anna Unterberger. This resource offers access to a user-friendly database with over 130 Arizona newspapers and 2.9 million pages of history. This database can be searched using a location, date, subject, name, etc. The database is also accessible from home for patrons with a valid library card. Drop-in eMedia classes are offered at all branches where patrons can bring your own device and they will help you get set up and logged in. Ms. Carrico noted the job of the library staff is to remove barriers to information and connect people to resources without judgment. Staff take their job seriously and all create a positive helping attitude.

Kanopy is a streaming service like Netflix that offers a variety of films, documentaries, TV series, children's material, and Great Courses college classes. Six films per month can be accessed each month with three days to watch them from home by all patrons with a valid library card

The Wall Street Journal has been updated from a database to an online version of the newspaper and is great way to access current news. The digital newspaper can be accessed through the library website using the magazine / newspaper link. An access code will be provided that is good for three days and can be renewed every three days.

Board members asked questions and made comments:

Ms. Gallivan Butler in response to Vice-Chair Smigielski's question explained the reason for approaching the Friends of the Library for funding for the Newspaper Archival Database while

using the excess funds from the SHC capital campaign. Ultimately, Ms. Unterberger donated the necessary funds for the database and the SHC campaign funds were used to light the Community Organization display. This is an expensive niche product that will be used by a small group of patrons, the plan to fund it next year is by utilizing the Rassner account.

The eResources are promoted using many avenues, including providing information to City employees.

3. Arabian Library Branch Update

Louisa Aikin, Arabian Library Branch Manager, provided an update on operations and services at Arabian Library.

- ▶ The library is fully opened and almost fully staffed. We have a wonderful and flexible staff.
- ▶ It is not as busy as it was pre-COVID, but running third in gate counts at 12,000 between January 10 – March 15, 2022. The busiest hours are between 10-11 for story time and 1-4 when students leave school for the day.
- ▶ Story time numbers during January – February 2022 with minimal promotion had 88 total participants. Upon advertising and promoting the program the numbers increased to 112 total participants.
- ▶ The drive thru window numbers remain strong, even with the option to pick held items up inside the building. Between September 13, 2021 – January 9, 2022, the window had 6,350 cars and between January 10 – March 15, 2022, there were 9,940 cars.
- ▶ Library card requests remain steady with 94 card requests from September 13, 2021 – January 9, 2022, and 50 requests from January 10 – March 15, 2022.
- ▶ The checkouts for February were 3,311 inside the building and 2,750 at the window for a total of 6,061.
- ▶ There was a great response to the family read aloud night.
- ▶ On April 12, 2022, Arabian staff will be at the Phoenix Film Festival reading some movie theme related books, offering giveaways, and promoting the library system.
- ▶ The media room is opening up again and can be reserved. Media room 2 is still being utilized for storage.
- ▶ The service desk was moved toward the center of the walkway, making it more visible and easier to access. The call center is being moved out of the secretary's office to a cubicle in the staff work room. The secretary's office will be converted to an office for the third supervisor. Two no touch doors were installed for easier access.
- ▶ Arabian's unique design draws a large number of viewers, from architecture students to photo shoots.

Board Member McLendon noted Arabian is the home of the Sustained Book club.

4. Sky Room Grand Opening

Kira Peters, Library Director/Community Services Administrator, provided an update on the grand opening of the Civic Center Library Sky Room

Save the date for Thursday, May 12, 2022 at 10:00 a.m. and information will be sent out to determine the number of board members attending to determine if a quorum should be posted.

5. Library Strategic Planning Process Update

Kira Peters, Library Director/Community Services Administrator, provided updates on the Library strategic planning committee for the strategic plan being developed for years 2023-2026.

Chair Reyman advised the board that Board Member Hartman has offered to be the representative with the strategic planning process.

The strategic planning committee will consist of senior management, a mix of other library staff, and Board Member Hartman. Carli will be inputting the information and progress into the project management system. The process will start with a meeting in April and continue the second Friday of every month from 10:30 – 12:00 until December. The last strategic planning process was very successful; however, we are living in different world, and it will be interesting to see what the community feels are priorities. The strategic plan is a road map to get achieve the goals. The plan must be flexible, evaluated and measured every year to determine success. Updates will be provided to the Board either monthly or quarterly.

6. Development of New Method for Library Metrics

Kira Peters, Library Directory/Community Services Administrator, provided information on the development of a new method for benchmarking Library Metrics.

After the last meeting it was determined the metrics report needs more context and the numbers need more meaning. On March 8, 2022, the senior library managers met and determined the first step is to look at the now and not compare to pre-pandemic. The data being presented to stakeholders needs to be clear, meaningful, and impactful. The person presenting the data should be knowledgeable of where the information came from. The next steps are to develop a plan for collecting, reporting, and presenting data.

Board Members asked questions:

Chair Reyman noted the charts need to track the same being fiscal or calendar year. Data is meaningless without context. We need to make sure we are meeting the needs of everyone within the community, which goes beyond this year's budget.

Vice-Chair Smigielski noted the charts need to present a positive picture of the data and show the value of the library. Ms. Peters advised not all data is positive, but going forward from January 2022, she will take a harder look at the data and make sure it tells an accurate story.

Board Member Collins noted the information needs to be accurate, if it does not make sense reformat it.

Board Member McLendon suggested capturing the comparison data from 2019, the last full year prior to the pandemic for reflection and history.

Board Member Campana discussed some outside factors that could impact the data, noting some of them may come back.

Board Member Hartman noted data needs context and to show what is impacting the numbers. If the presentation of the data is too complex the data gets lost.

Ms. Orr noted along with the bad comes the good, for example, many innovative and creative services were developed to continue to serve the community during the pandemic. These services are being evaluated to determine which should remain, be discontinued, or adjusted to continue to meet patron needs.

7. Board Members' Reports

Chair Reyman advised she attended the Friends of the Library meeting in March. It is exciting to see they want to do things for the library as they are very active, with a great agenda and want to make things work for the library. The Friends of the Library stated if they can get a substantial grant from AARP they will fund the hold-it lockers at the Granite Reef Senior Center.

Chair Reyman noted that Board Member Hartman has volunteered to be the Friends of the Library board representative.

Chair Reyman asked board members to reach out to the library branch managers and visit their libraries.

Board Member McLendon advised she reached out to City Council for another two-year session on the Board and included a snippet of the public comments.

Board Member Klein noted he met with Ms. Orr regarding the Adult Literacy Program and found they have a plan for great program that will start in September.

Vice-Chair Smigielski advised as a citizen she emailed each council person and asked for their support in reinstating the collection materials budget.

8. Identification of Future Agenda Items

Calendar; Budget Update; Resolution; Invite Bill Murphy to speak to the board on the decision package process; Technology in the Library; Third Quarter Library Usage Review; Adult Literacy Program

9. Adjournment

APPROVED: 7-0 BY ROLL CALL VOTE; MOTION BY BOARD MEMBER COLLINS; 2ND BY BOARD MEMBER CAMPANA; CHAIR REYMAN, VICE-CHAIR SMIGIELSKI, BOARD MEMBERS CAMPANA, COLLINS, HARTMAN, KLEIN, AND MCLENDON VOTED IN THE AFFIRMATIVE; THERE WERE NO DISSENTING VOTES.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 5:04 p.m.

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