

# City of Mesa Library Library Advisory Board Minutes of January 18, 2005 Meeting

Date: January 18, 2005  
 Time: 6:30 p.m.  
 Location: City of Mesa Main Library  
 64 E. 1<sup>st</sup> Street

**Members Present**

Kay O'Connor  
*Chair*  
 Jim Driskill  
 Doug Gerlach  
 Jaime Herrera  
 Liz Purtell  
 Alyssa Ratledge  
 Michael Yates

**Staff Present**

Floran Becker  
 Peggy Haney  
 Patricia Sorensen

**Members Absent**

Maria Mancinas

AGENDA ITEM	DISCUSSION
<b>Call to Order</b>	Kay O'Connor, Chair, called the Regular Monthly Meeting of the City of Mesa Library Advisory Board to order at 6:36 p.m. on January 18, 2005.
<b>Approval of Minutes</b>	Jim Driskill moved and Jaime Herrera seconded that the minutes of the November 16, 2004 regular monthly meeting be approved as presented. Motion passed, all voting yes.
<b>Public Comments</b>	There were no public comments.
<b>YAAC Report</b>	Alyssa Ratledge stated the Young Adult Advisory Council prepares the Open Shelf and FRANK literary magazine. There was nothing new to report.
<b>Friends of the Library Report</b>	Floran Becker reported the Friends of the Library sponsored a holiday story reading and pictures with Santa event at the Library. About 80 children attended.  The Friends will have their annual meeting on Saturday, January 29, 2005 from 1 – 3 p.m. Marshall Trimble will be the guest speaker, and all are invited to attend.
<b>Director's Report</b>	Trisha Sorensen distributed copies of the Library organizational chart and data charts showing the Library's performance measures.  She explained that a Management Development Opportunity (MDO) program has been implemented within the Library. The purpose is for employees to have the opportunity to develop skills to enable them to apply for future positions when they become open. The organizational chart shows the first rotation, which has been implemented; and, areas for the 2 <sup>nd</sup> round

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The data charts reflect the Library's performance measures, which are Library patrons. Question was asked how the Library counts patrons. Floran Becker explained there are gate counters. She stated new ones have been purchased so the same type will be used at all three branches to keep track on how many people are coming in to the Library. A decline shows in most of the numbers. The only increase was in electronic transactions. Trisha said the question to be asked, then, is the Library moving more to electronic resources; and, if that is the case, what should be our course of action. She stated data is just being collected, at this time, to give us an indication of what is going on. When we have more information, then we can look at other cities and libraries to see if there is something more we can do.

Trisha reported that, as can be seen on the chart, the fees and fines stay fairly constant. A gain shows when the increases went into effect for the collection fees and miscellaneous revenue and when we received our Reciprocal Borrowing revenue.

The strategic planning committee is working on plans so we are in line with other departments in the City. Staff will be working with a consultant as part of this planning process. A citizen survey will be conducted. It is planned that half of the sample will be from the general population, and half from library patrons. A follow up will be done by phone. It is expected that the Board will get information back from this survey in mid March.

During the budget kickoff meeting, the Library was told it would probably need to make a 2 – 3% reduction in its budget. It was reported there would be no cost of living adjustment for City employees this year, but we will still have increases due to merits, retirement payouts, etc.

The Board should have updated budget information in March. If the Board meets in March, it will get the information just before it is ready to be presented to the City Council. The Council can come back and say they want it cut more.

Trisha reported the City's sales taxes have gone up a bit, but the impact fees are down. The City could see a 3.7 million dollar reduction, if it keeps going the way it has. The City departments just got their baseline figures. The Library is probably looking at a 3% reduction. There will be no new positions open for the City this year.

The Finance Committee will meet over the next six months to come up with recommendations; but, even after they do, voters might need to approve of them. The City has discussed the possibility of offering voluntary severance or retirement packages. Vacant positions would then not be filled, or filled from other positions.

**Action Item  
Clarify Library Board  
Mission, Roles, and  
Responsibilities**

Trisha Sorensen requested feedback from the Board; asking if they are getting the information and reports they want. Jim Driskill stated he thinks what they got today is very helpful. She asked if the data tracking is helpful and what items should be on the agenda. Trisha stated she looked at the Parks & Recreation Board items and asked if these were also the right topics for the Library Board to focus.

Trisha reported that the policy on patron reprimand is currently in the City Attorney's office for review before it is adopted. The question was asked if the City Council needed to approve before it is adopted and Trisha reported it did not.

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Trisha reported she felt we were on the right track with the Library's fees and fines. She stated they had benchmarked other libraries before increasing the fees and cannot see us upping those fees anytime soon, because they had recently been raised. The Library and the Board should look at new fees, resources, and ways we can generate more money before we go to the Council.

The Board will get a breakdown of the proposed budget in March. Michael Yates stated he would like to get a copy of the present budget to compare. Trisha answered that the new budget will be different because we are implementing an activity-based budgeting system. With this type of system, we can tell how much it costs for each branch and service. The current budget is 11.5 million dollars. Of that figure, 9 million is for people, and books and materials. Very little of the budget is spent on training and supplies. A question was asked on the percentage of employee turnover and what percentage of the budget is for staff. Trisha reported that most of the turnover is with the part-time staff and the figures could be provided for the Board.

Jim Driskill stated that last year, when the Board received calls from the media regarding program cuts at the Library, they had not been given information ahead of time. He feels communication from staff regarding decisions is very important and beneficial to the Board. He stated he felt a monthly meeting was not necessary; but would like a monthly update. Doug Gerlach stated that the more information they had, the better. He asked if a monthly report could be emailed to board members. Trisha Sorensen answered that it could be done.

Trisha Sorensen stated the City Council held Strategic Planning Sessions at the end of the year to try to get a handle on prioritization of City services. She reported that the services rating in the bottom 60 are going to the Council in the next week or so. She stated that the Library had 6 of those services in the bottom 60, and does not know what they are going to do with services information forms. All three of our libraries were in the lower ones where the Council is requesting further information. Michael Yates asked if this is public information, where they could get it. Trisha answered she would find out for him.

There was discussion on the fact that there are some big issues coming up and deciding where the focus needs to be. There are issues regarding the budget and budget constraints, whether the Board is comfortable with just getting the information, or do they want to provide input, the bond money what can be done with it, and what would we gain. Also, being brought up, is the future of the Main Library on whether it should stay a reference/research library and the future of the Mesa Room because we are running out of room to store collections. With the budget constraints, the questions will be if we are cutting in the right areas, and the fact that we do not have places to cut. Trisha stated she is asking the Board where they want to help, if she is on track with what the Board is thinking, what is the focus and direction, and how we do this.

Jim Driskill stated he would like communication from Library staff; and felt if the Board gets that, they can buy into the key responsibility areas.

Kay O'Connor and Jamie Herrera brought up discussion that, during recent interviews, the candidates brought up the ideas of libraries getting funding from partnerships, grants, and raising monies on their own, taking control over their own destiny. Trisha informed them that she felt that would be addressed during the Strategic Planning Sessions and we need to pursue it, but need to find ways where the money comes back to the Library. She told them that the money from fees and fines does not come back to the Library, but goes into the City general fund and is budgeted from there; and with the huge needs for police, fire, and

AGENDA ITEM	DISCUSSION
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streets, those are the first priorities. Monies from the Friends of the Library come back directly to the Library.

Trisha Sorensen stated that the City is so far behind in its infrastructure that she believes it will be 2 – 4 years before we see our budget back up.

Floran Becker stated if we do not improve our computer area, we would fall further behind, and probably lose patrons. She said her area is working on updating and has plans to move from Dynix to Horizon. She informed us that with Dynix we are unable to upgrade on our present server; whereas, Horizon is web based and would enable the Library to do this. In order to do this, \$50,000 has been budgeted this year from the reciprocal borrowing money, with \$100,000 needing to be budgeted next year. The Board will be able to see this when the budget is presented to them.

Michael Yates asked if the City Council receives copies of the Board minutes. Trisha answered that a copy gets sent to the City Clerk's office. A special election will be held March 17 regarding the future of Riverview.

There was discussion on when to schedule the next meeting. Trisha Sorensen informed the Board that the Library's first budget rollup was due on February 18, and the end rollup was due March 26 or 28. This does not leave much time flexibility. She asked if the Board wanted to meet before the first rollup in order to have input, or if they just wanted to be given the information. If they waited until the next regular meeting, it would be too late to provide their input and recommendations for the budget. If the Board met earlier, there would be time to get the proposal and make changes before the budget went in for the first rollup.

Jim Driskill moved that a special meeting of the Library Board be scheduled for February 8. Jamie Herrera seconded the motion. All approved.

**Action Item**  
**Establish Responsibility**  
**Areas for 2005**  
**Action Item**  
**Board Meetings for**  
**2005**

A motion was called to accept the key responsibility areas. Jim Driskill moved to accept, Michael Yates seconded. All approved.

Schedule: Discuss at February 8 meeting.  
Time: Continue to meet at 6:30 p.m.  
Location: Continue to meet at the Main Library

**Announcements**  
**Adjournment**

There were no announcements.  
Kay O'Connor moved, and Jaime Herrera seconded for the meeting to be adjourned. The meeting was adjourned at 7:48 p.m.

The next meeting will be held February 8, 2005, 6:30 p.m. in the Main Library Youth Activity Room, 64 E. 1<sup>st</sup> Street.