

City of Mesa Library Advisory Board Meeting

Date: May 17, 2005
Time: 6:30 p.m.
Location: City of Mesa Main Library
64 E. 1st Street

Members Present

Kay O'Connor
Chair

Doug Gerlach
Maria Mancinas
Michael Yates
Jaime Herrera
Alyssa Ratledge
Jim Driskill

Staff Present

Trisha Sorensen
Peggy Haney
Floran Becker
Barbara Bingham
Brynn Burton
Dawn Kucerak

Members Absent

Liz Purtell

Guests Present

AGENDA ITEM	DISCUSSION
Call to Order	Kay O'Connor, Chair, called the Regular Monthly Meeting of the City of Mesa Library Advisory Board to order at 6:32 p.m. on May 17, 2005.
Approval of Minutes	Doug Gerlach moved & Jaime Herrera seconded that the minutes of the March 15, 2005 regular meeting be approved as presented. Motion passed, all voting yes.
Public Comments	There were no public comments.
Director's Report	<p>Trisha Sorensen presented the Director's Report. Ms. Sorensen addressed the Division Highlights item regarding the change in the Library holds policy. The change restricts how holds can be placed. If items are checked in and available on the shelf, patrons can no longer put them on hold from home. Although there have been some patron complaints in response to this change, the reduction in the number of holds has also reduced the amount of staff time spent on finding items for patrons. This change was implemented to offset the staff reductions and increased activity during the Summer Reading Program. The change will be re-evaluated in September and the policy may revert back at that time.</p> <p>Ms. Sorensen also reported that the Collection Support Services (CSS) department is working towards restructuring the department and workflow in response to the pending retirement of three CSS staff members. They are examining work processes and focusing on maintaining an efficient workflow with less staff. The CSS reorganization should coincide with the new Horizon software scheduled for installation in September.</p>

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	<p>Ms. Sorensen discussed some of the changes that have been implemented to help support staffing shortages at the public service desks during the Summer Reading Program. Librarians have been asked to work an additional five service desk hours in the Circulation and/or Shelving departments, for an average of 25 service desk hours per week per librarian.</p> <p>Ms. Sorensen reported that another significant change is being planned for implementation at the Dobson Ranch Branch. In response to decreased staffing levels, the Dobson Ranch Branch will be closing their Reference Desk and transitioning to one public service desk. Ms. Sorensen stated that this change would require only minor alterations. Two self check-out machines will also be available at Dobson Ranch to encourage patron self-service and reduce staff time.</p> <p>Ms. Sorensen explained that the staff is working on making internal changes to accommodate for staff shortages system wide. At this point in time, the FY 05/06 budget appears to be balanced. The Library has eliminated 20 positions. This appears to have made an impression on the City Council who has not asked for further budget cuts. Ms Sorensen reported that the Library staff would be facing further staff reductions when approximately 10 staff members retire at the end of June 2005. She stated that scheduling and public service needs has become increasingly difficult to juggle with continually diminishing staffing.</p> <p>Ms Sorensen reported that the Library's performance rate remains constant. There is spike in activity expected at the beginning of June with the start of the Summer Reading Program.</p>
<p>YAAC Report</p>	<p>Alyssa Ratledge reported that preparations are being made for the upcoming Summer Reading Program. Teens are excited about this year's program. Ms. Ratledge also reported that Youth Services Librarian in charge of the YAAC group, Diane Tucillo would be retiring in June. At that point, the Friends of the Library will head YAAC. Ms. Tucillo, who has headed the YAAC group for many years, plans to join the Friends of the Library and will continue to work with the YAAC teens. Ms. Ratledge expressed her appreciation to the Friends of the Library for taking in the YAAC group.</p> <p>Ms. Ratledge reported that the YAAC teens volunteered to assist with the recent Scholastic Book Fair. The book fair was successful in raising funds for the Library.</p>
<p>Friends of the Library Report</p>	<p>Floran Becker reported that the Friends of the Library Scholastic Book Fair was held at all three library locations. Final figures for funds raised have not yet been reported. Ms. Becker stated that the YAAC teen group is new avenue for the Friends of the Library. She stated that the Friends group plans to try and hold one event per month as they continue to grow. Ms. Becker also reported that she would be retiring at the end of June 2005. At that time, Kathee Herbstreit, Library Volunteer Coordinator, will become the Friends liaison</p>
<p>Action Item Library Budget Update Input on Library Strategic Plan Feedback on 2005 Citizen Survey Results</p>	<p>Ms. Sorensen presented an update on the Library and City Budget situations. She stated that the seven-year financial forecast shows an ending fund balance of approximately \$8.5 million in fiscal year 06/07 but the following year the city is facing a \$50 million deficit unless our revenue structure changes. Ms. Sorensen explained that the seven-year forecast is conservative and assumes service levels will remain the same. In anticipation of the upcoming financial hit in FY 07/08, the City Council is focusing on taking additional cuts over the next two years. Ms. Sorensen stated that the Council is aware of the cuts the Library has made and to date have not asked for additional cuts to be made.</p>

AGENDA ITEM**DISCUSSION**

(At this point in time, board member Maria Mancinas joined the meeting.)

As part of our normal budget process the library submitted to the Finance Committee proposed increases in current fees and/or the establishment of new fees. In response to the budget situation, the Library has submitted the following proposed fee and fine increases and new fees to the Finance Committee in early April:

1. Processing fee to \$5
2. Collection fee to \$15
3. Copies/downloads to \$.20
4. Meeting room rental fee - \$10/hr. (Study rooms will continue to be free)
5. Charging \$.50 for holds not picked up
6. Charging \$.50 for Inter Library Loan items not picked up

Items #1 through #4 were approved by the Finance Committee and will go to the City Council for final approval in June. Once approved, these fees will be effective July 1st.

Board member Maria Mancinas expressed displeasure with the \$.20 charge for downloads and charging for meeting rooms. She stated that we are already charging \$.20 for downloads and she now goes to MCC because they do not charge for the service. She also believes charging for using library meeting rooms is wrong. (Ms. Mancinas left the meeting after making these comments.)

Ms. Sorensen stated that the Library's proposal to charge patrons for holds not picked up lead to a request by Finance Committee to look into attaining full cost recovery for the service. Copies of the initial report to the Finance Committee on the library's proposed fees and a follow-up report to the Community Services Manager on attaining full cost recovery were provided to the board. The full cost recovery amount is approximately \$1.00 per item. A charge for placing inter-library loan requests cannot be implemented as it violates the contract agreement. Ms. Sorensen noted that other Valley libraries do not charge patrons for placing items on hold.

Discussion was held regarding the hold process. Ms. Sorensen stated that the Finance Committee has identified holds as a special service, not a core service. The cost recovery analysis showed that 48% of hold requests are for items that are checked in and located at the facility used by the patron. 32% of the requests are for items checked out. 20% are requests for items to be transferred from one facility to another.

Board Recommendation: Ms. Sorensen asked for the Board's recommendation regarding implementing a charge for holds placed. Discussion ensued. The Board noted that the Citizen Survey supports implementing a charge for holds not picked up. The Board supported imposing a fee for holds not picked up.

Ms Sorensen reviewed other reports developed for the Council (copies provided to board members). These include reports on: 1) Distribution of users at each facility, 2) Staffing comparison between Red Mountain and Main Library, 3) Reducing Sunday hours, and 4) Alternatives for reducing hours.

The first three reports were for information only and were not discussed in great detail. The final report on options for reducing hours was discussed at length. She is currently preparing a presentation to Council regarding changes in Library hours. Ms. Sorensen has presented several options and is exploring other possible reductions in Library service hours for her presentation to Council on May 26th. Three options were initially presented to Council. These included: 1) Close Red Mountain and Dobson Ranch on Sundays, 2) Shorten hours of operation on

AGENDA ITEM**DISCUSSION**

Monday through Thursday from 10:00 – 7:00, 3) Reduce evening hours on Wednesday and Thursday. The Council suggested two more options and asked the library to explore these. These include: 1) Close the Main Library on Sundays, and 2) Open all 3 libraries at a later time on Thursdays (2:00 p.m.).

Ms. Sorensen asked for Board input. She discussed additional data showing that usage of the libraries is pretty evenly spread out during the day and evening. In other words, reducing either morning or evening hours will have about the same impact on patrons. A third options was identified, closing earlier on Thursday evening (5:30 p.m.).

Jim Driskill noted that the Citizen's Survey supports closing on Sunday. This may not be a viable option due to the Quality of Life funding used for Sunday hours. The Board also noted that opening later on Thursday results in an inconsistent schedule of hours for the library. Closing on Thursday evening provides more consistency because the hours on Thursday would be the same as what is currently in place on Friday and Saturday.

Board Recommendation: The Board supported a new option, that of closing all three libraries at 5:30 p.m. on Thursday.

Ms. Sorensen asked for input on the Library Strategic Plan. She asked the Board to consider the Vision Statement, Values Statement, what kind of library they want COML to be, and what kind of library system we should strive for in the future.

Board Recommendation: The Board discussed the Vision Statement. The requested that the term "Mesan" be changed. Staff will be asked to consider other options, which will be presented to the Board at a later date.

Board Recommendation: Ms. Sorensen presented the Values Statement. She explained that staff attempted to personalize the City of Mesa Values Statement for the Library. The Board discussed and expressed support for the Values Statement, as written.

Ms. Sorensen explained to the Board the direction in which the Library is moving. She stated that the City of Mesa Library is striving to be a community library – less academic, more popular. She stressed that a community library will support teen and youth activities. Ms. Sorensen expressed that there will be a focus on balancing the resources at the Main and Red Mountain branches.

Board Recommendation: She asked the Board for input and ideas about the type of Library they envision for Mesa. Discussion was held. The Board supports the community library concept and the direction that COML is moving.

Jaime Herrera asked how the Mesa Community College partnership would impact the City of Mesa Library. Ms. Sorensen presented the MCC proposal and distributed maps to the Board. At this time, information is limited as there has only been one planning meeting. Ms Sorensen shared some possible scenarios and will continue to update the Board on the status of the partnership project. The next meeting with MCC is scheduled for June 2005.

Ms. Sorensen asked the Board to provide input on planning future branches. Development options would include adding smaller facilities (perhaps 6-8 storefronts) or 3-4 larger branches throughout the City. At this time, there is no funding for expansion; however, Ms. Sorensen explained bond money might be an option in the future. Discussion was held. Peggy Haney indicated that Phoenix has approximately 17 branch libraries, but no longer builds large facilities. The

AGENDA ITEM	DISCUSSION
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availability of electronic resources has diminished the demand for large, traditional libraries.

Board Recommendation: The Board agreed that smaller “satellite” facilities are a good way to go.

Ms. Sorensen asked for input on the Citizen’s Survey. She explained that the survey was conducted using a random sampling of Library users and non-users. Jaime Herrera questioned the cross-tab data regarding language barriers. Ms. Sorensen will research and respond to Mr. Herrera’s concern. The Board discussed the survey results and noted no other concerns.

Announcements

Ms. Sorensen announced that this meeting would be the last monthly meeting before the summer hiatus. The Board agreed to continue that schedule and will meet again in September 2005. Ms. Sorensen has again requested that a replacement Board member be appointed to fill the current vacancy.

Jim Driskill announced that this would be his last Board meeting.

Ms. Sorensen announced that Library Administrative staff members Floran Becker, Peggy Haney and Brynn Burton will be retiring in June.

Adjournment

Mike Yates moved and Jim Driskill seconded that the meeting be adjourned. The meeting was adjourned at 8:17 p.m.

The next meeting will be held September 20, 2005, 6:30 p.m. in the Main Library Board Room, 64 E. 1st Street.

Patricia Sorensen, Library Director