

City of Mesa Library Advisory Board Meeting

Date: November 21, 2006
Time: 6:30 p.m.
Location: City of Mesa Main Library
64 E. 1st Street

Members Present

Doug Gerlach
Chair

Sharon Corea
Cheryl Laflen
Maria Mancinas
Liz Purtell
Alyssa Ratledge
Kay Henry

Members Absent

Jaime Herrera
Michael Yates

Staff Present

Heather Wolf
Kate Havris
Perla Anderson

Guests Present

AGENDA ITEM	DISCUSSION
Call to Order	Doug called the regular monthly meeting of the City of Mesa Library Advisory Board to order at 6:30 p.m. on November 21, 2006.
Approval of Minutes	<p>Doug moved that the minutes of the September 19, 2006 regular meeting be approved. Kay opposed and recommended that the January 16, 2006 error reflect November 21, 2006. Cheryl moved and Kay seconded.</p> <p>Cheryl moved and Kay seconded that the minutes of the October 23, 2006 special meeting be approved as presented. Motion passed, all voting yes.</p>
Public Comments	There were no public comments.
Director's Report	<p>Heather gave the board the abridged version of the monthly report:</p> <p>Key Activities:</p> <p>Security – Issues at MN have subsided since the four teens were trespassed. RM is still without security. A rover was called one morning due to heated meeting.</p> <p>Story time at Main will soon expand to Wednesdays at 9:30 a.m. and 10:30 a.m.</p> <p>Dobson will be fully staffed soon.</p> <p>Major accomplishments:</p> <p>Staff has been attending professional seminars.</p>

AGENDA ITEM**DISCUSSION****Strategic Planning Activities:**

Supervisors have been meeting monthly and working on strategic planning.

The team is also working on quick and inexpensive projects to improve the library.

The supervisors selected three main focuses:

1. Customer service
2. Technology
3. Library as a center of community

Budget/Finance Issues:

The Library received a \$22,000.00 State Grant in Aid through the State Library and it will be used for new technology of the check in/check out process.

The Salt River Pima Maricopa Indian Community awarded the City of Mesa \$195,000.00, of which, the Library will receive \$50,000.00 to be used for life long learning material such as juvenile books, large print, non fiction, GED, English as second language, medical collection, and materials for people reentering the workforce.

Problem Issues:

The RM branch continues to experience standing water in a conduit, which is impacting the phone cables. An inexpensive solution has been implemented and we will wait to see what happens.

Board member Maria inquired about the status of the \$4 million dollars in impact fees? Heather informed the board that she recently received an email regarding the MCC/Downtown Development money and the possibility of maybe switching 1.1 million of bond money promised toward an expanded facility to \$1.1 million in impact fee money. This would then free up \$1.1 million in bond money, which could be used for projects not related to expansion of services.

The City has reorganized and Jack Friedline is now Heather's supervisor.

Doug inquired about any future property tax? He also wanted to know if Heather had started hearing more about the budget. Heather informed the board that several items were causing a problem with the City's 20 year forecast model. First, it is a different real estate market and the sale of the Pinal County water farmland is not expected to earn as much. Second, the study comparing other municipal government salaries shows that Mesa salaries are 7% under those of other neighboring cities. Third, health care costs were built into the model at 9%, which was correct at the time, however the current percentage is at 10.3%. Secondary property tax was mentioned as a way to pay current bond debt, which would free up approximately \$22 million a year for expanded services.

Doug inquired about the Friends of the Library status? Based on some emails he received, it is his impression that the group is struggling with how to fundraise and promote the library when they are having difficulty getting insured. Heather confirmed to the board that the Friends have concerns about how to do drives or events, increase active membership, etc. in light of the insurance dilemma. There has been some talk of meeting just enough to preserve their 5013C status.

AGENDA ITEM	DISCUSSION
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YAAC Report	Alyssa updated the board on YAAC.
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On October 21, 2006 YAAC held a very successful book sale at MN. YAAC members along with 12 volunteers made a lot of money, approximately \$2,000.00. RM also held a book sale at their location. All the money goes to fund various activities such as staff development and health and safety issues.

Friends of the Library Report	No Friends Report at this meeting.
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Action Item:	
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Because of the September meeting minutes, Heather received an e-mail from a patron who wanted to share with the board her concern that increased computer usage is causing a decrease in circulation. Heather clarified for the board why the significant decrease in circulation at DR and RM is being blamed on the reduction in hours at the branches rather than increased computer usage. Since April, when the hours were reduced, DR and RM have had the same pattern of circulation decrease, averaging 39% and 25% respectively. Main was not reduced in hours and only saw a sharp decline over last year during the summer months, which is being attributed to the lack of a Summer Reading Program. Since July, Main's decrease in circulation lessens every month. In October, it was just 2% lower than October 2005. Heather acknowledged the national trend of decreasing circulation which is related to computer usage as the patron noted. However, libraries have begun tracking "electronic visits" in order to capture the usage of our electronic databases. When combined, in-house visits and "electronic visits" show an overall increase in visits to the City of Mesa Library.

Maria inquired if the Mesa Room was available for tours? Heather informed the board that Anna Uremovich is the staff person who would set up and guide the tour.

Mike drafted a letter for the board's comments. Doug asked the Board to discuss two issues in Mike's draft. The first one is to see if the Board wants to make a recommendation to maintain security? And second, does the Board want to do something about a manpower study? The Board decided it would not help solve the problem so it would not be included in the request.

Doug believes security is an issue and therefore wrote a helpful paragraph to address the issue:

"The Library Advisory Board is concerned about the decrease and the level of security that is currently being provided.

After studying the matter, participating in discussions with the City of Mesa Police Department, Municipal Security personnel, and being informed about current security levels and recent security incidents, the board recommends that, at a minimum, at least one security officer should be on site at the Red Mountain branch and the Main library from mid afternoon until thirty (30) minutes after closing.

We would appreciate your prompt attention to this matter."

Budget Update	None.
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AGENDA ITEM	DISCUSSION
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Announcements	None.
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Adjournment	Doug asked the board if it would be possible to move the January's meeting to Wednesday, January 24, 2007? The next meeting will be held on January 24, 2007 at 6:30 p.m. in the Main Library Boardroom, 64 E. 1 st Street.
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Cheryl moved and Kay seconded that the meeting be adjourned. The meeting was adjourned at 7:30 p.m.

Heather Wolf, Library Director