

City of Mesa Library Advisory Board Meeting

Date: September 20, 2005
Time: 6:30 p.m.
Location: City of Mesa Main Library
64 E. 1st Street
Board Room

Members Present

Kay O'Connor
Chair

Doug Gerlach
Maria Mancinas
Michael Yates
Jaime Herrera
Alyssa Ratledge
Liz Purtell
Cheryl Laflen

Staff Present

Trisha Sorensen
Dawn P. Kucerak
Barbara Bingham
Kate Havris

Members Absent

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 September 20, 2005. Ms. O'Connor introduced the new board member, Ms. Cheryl Laflen.
Approval of Minutes	Doug Gerlach moved & Michael Yates seconded that the minutes of the May 17, 2005 regular meeting be approved as presented. Motion passed, all voting yes.
Public Comments	There were no public comments. Cheryl Laflen moved to select Kay O'Connor as the Board Chairperson for an additional term & Liz Purtell seconded the motion. Motion passed, all voting yes.
Director's Report	<p>Trisha Sorensen presented the director's report. Ms. Sorensen reported that there has been an increase in media coverage for the City of Mesa libraries. Recently, channel 12 presented a 3 part series on the challenges facing three valley libraries (Mesa, Phoenix, and Scottsdale). Both Ms. Sorensen and Ms. Walters, Vice Mayor were interviewed. Ms. Sorensen cited a reduction in budget, staffing, and the book budget, and minimal programming as the current challenges for the Mesa Public Library. The Library Board viewed the Channel 12 segment on Mesa.</p> <p>Ms. Sorensen reported that public meetings were held at each of the three library locations at the end of August to obtain citizen feedback on the draft strategic plan and to discuss budget issues. Unfortunately, only 2 people attended the meeting at Dobson Ranch and no one attended the meetings at Red Mountain and Main. The meetings, though, were well advertised through flyers, on the website, and in the East Mesa Independent.</p> <p>Ms. Sorensen reported that morale continues to be of concern for both the City in</p>

AGENDA ITEM	DISCUSSION
-------------	------------

general and specifically at the library. Three major communications will probably occur in the next few months: 1) staff will be informed about a new RIF (Reduction in Force) policy, 2) there will be an increase in employee contributions to the health insurance, and 3) a possible list of reductions in 06/07 if tax initiatives on the ballot do not pass. Ms. Sorensen welcomed any suggestions by the library board on how to increase staff morale.

Ms. Sorensen reported that the new library software program, HORIZON, would be available for use in November 2005. Approval has been given to close the library's three locations on November 16, 2005 for staff to work with the new system before going "live" to the public.

Ms. Sorensen reported that work is being done Citywide to create a list of "worst case scenarios" should the tax initiatives not pass in the Spring of 2006. Any cuts or reduction in services could begin as early as July 2006. Michael Yates re-introduced the option of closing either the Red Mountain or Dobson Ranch libraries. Ms. Sorensen indicated that should library have input on any possible location closures that the library board would also have input. To date only one complaint has been received on the change in Thursday hours (open at 1:30 p.m.).

Ms. Sorensen reported that the Management Development Opportunity (MDO) program is working well and that the first round of the program has been completed.

Ms. Sorensen reported on trends regarding holds placed, holds filled, holds cancelled, holds not picked up, and overall circulation. Ms. Sorensen communicated that the policy change for patrons to not place holds from home if the book is on the shelf did reduce the number of holds placed by patrons as anticipated. Overall circulation continues to decrease. Discussion ensued as to reasons "why" there has been a decrease, reduced hours, limited collection, aging collection, etc. An analysis of the library's collection is currently being conducted.

Ms. Sorensen reported on the MCC joint partnership. The contract between the library and MCC and Libraries for the Future has been finalized. Libraries for the Future will facilitate the project and write the final report outlining what each entity needs to contribute to make the "project" work. MCC's first goals include a computer commons and an in-house reference collection. Mesa has 1.1 million in bonds earmarked for the MCC project.

Ms. Sorensen reported that the "old MAC" building is now officially under the domain of the Mesa Public Schools. The north side of the building has been remodeled and the south side is now being redone. Mesa Life Options will occupy the north end of the building. The south side of the building will be occupied by Mesa Public Schools and will provide a 2 + 2 (2 years high school and 2 years college) program for students.

Ms. Sorensen communicated that the County will raise the reciprocal borrower's fee from \$20.00 to \$29.00 over the next two years. This year's revenue from the program decreased by 50% from \$200,000 to 100,000. The decrease may be attributed to the libraries reduced services and an increase in regional libraries. The County will also begin to purchase electronic resources for use by valley libraries. This will free up additional monies for libraries to use in-house.

YAAC Report

Alyssa Ratledge reported an increase in overall participation in the summer reading program with an overall decrease in completion of the program by participants. She also reported an increased participation in the summer reading

AGENDA ITEM	DISCUSSION
	<p>program at the schools. In addition, Ms. Ratledge reported that the addition of a self-checkout machine in Youth Services has been beneficial with many patrons using the machine. With the purchase of two new self-checkout machines at Main, one of the two older self check out machines had been moved to Youth Services. With the additional self-checkout machines there has been an increase in their usage from 15 to 50%. Two additional self-checkout machines will be purchased for Red Mountain. Self-checkout has been available to the patrons for 2+ years.</p>
<p>Friends of the Library Report</p>	<p>Kate Havris reported that the Friends of the City of Mesa Library are sponsoring a Community Shopping Day fundraiser scheduled for October 27, 2005. The purchase of a \$10.00 ticket entitles shoppers to 10 to 20% discounts on almost all items at Macy's. Proceeds from ticket sales will support our libraries.</p>
<p>Action Item Library Budget Update</p>	<p>Ms. Sorensen inquired whether or not the library board would like to provide input to potential reductions in the budget if the library is given discretion to determine where reductions are made. The board agreed that it would like to participate in this process. Discussion on the implementation of the "potential" list of budget reductions could take place during the 2006 library board meetings. Jaime Herrera inquired as to how many lay offs the City of Mesa had experienced in the past. Only one lay off had occurred with only one City employee being laid off. In addition, Mr. Anderson, previous library director, had recommended the closure of Dobson Ranch library in the early 1990's. Due to public outcry this action was not taken.</p>
<p>Action Item Input on Library Strategic Plan</p>	<p>Ms. Sorensen explained in detail the Library's Strategic Plan. The process to develop the strategic plan included a survey, development of the plan, and electronic feedback on the plan (for 5-6 weeks). Discussion ensued about the strategic plan. Jaime Herrera inquired about diversity data. Ms. Sorensen reported that the City of Mesa does track diversity and remains proactive in recruiting minorities and is broadening its marketing for minorities. After further discussion the library board approved the strategic plan as written.</p>
<p>Announcements</p>	<p>Liz Purtell will be absent for the January and March 2006 Library Advisory Board meetings. The board approved these absences as excused absences.</p>
<p>Adjournment</p>	<p>Maria Mancinas moved & Jaime Herrera seconded that the meeting be adjourned. The meeting was adjourned at 7:52 p.m.</p> <p>The next meeting will be held on November 15, 2005, at 6:30 p.m. in the Main Library Boardroom, 64 E. 1st. Street.</p>