

City of Mesa Library Advisory Board Meeting

Date: April 21, 2009
Time: 5:30 p.m.
Location: City of Mesa Main Library
64 E. 1st Street

Members Present

Mike Yates

Chair

Dilworth Brinton, Jr.

Diane Cantile

Cheryl Laflen

Sharon Webster

Kay Henry

Oonagh McQuarrie

Becky Rapier

Staff Present

Kate Havris

Heather Wolf

Dawn P. Kucerak

Barbara Bingham

Kathy Little

Members Absent

Guests Present

Ellen Bachman, Dobson Ranch Library Volunteer

Dennis Kavanaugh, Councilmember

AGENDA ITEM	DISCUSSION
Call to Order	<p>Board Chair Mike Yates called the regular bi-monthly meeting of the City of Mesa Library Advisory Board to order at 5:36 p.m. on April 21, 2009.</p> <p>Board Chair Mike Yates welcomed both Ellen Bachman and Councilmember Dennis Kavanaugh as guests for this evening's Board meeting.</p>
Approval of Minutes	<p>Board member Cheryl Laflen moved & Board member Dilworth Brinton, Jr. seconded that the minutes of the January 20, 2009, regular meeting be approved as presented. Motion passed, all voting yes.</p>
Public Comments	<p>There were no public comments.</p>
Discussion & Recommendation of: Library Advisory Board Responsibilities	<p>The amended Library Advisory Board Responsibilities were reviewed. The amended responsibilities now include a lead-in paragraph (see handout) and "regularly" was deleted from the attendance piece under "Personal Commitment." The responsibilities will also be reviewed annually. Board member Dilworth Brinton, Jr. inquired as to how the document would be implemented. Board Chair Mike Yates responded that "it can't" and that the document is an agreement between Library staff and the Library Board. Board Chair Mike Yates also communicated that he has the City Manager's letter to the Library Board assuring the Board that they would be informed about the budget. Board member Cheryl Laflen moved and Board member Kay Henry seconded that the agreement between Library staff and the Library Board be accepted. Motion passed, all voting yes.</p>
Director's Report	<p>Library Director Heather Wolf provided the Director's Report.</p> <p><u>Fines & Fees Update:</u> The fee recommendation of \$5.00 for earbuds for use with Playaways or to listen to audio on the computer has been approved by the Audit &</p>

AGENDA ITEM

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Finance Committee. It will now be presented to full Council for approval on Thursday, April 30, 2009. Once approved, the fee will become effective July 1, 2009.

Budget Update: The February 2009 Privilege (Sales) and Use Tax Revenues were reviewed (see handout). The budget reductions effective January 9, 2009 should be sufficient to see the City through the downturn. Budget Director, Chuck Odom reported on March 26, 2009, that the budget is no worse than the revised projections.

Usage Statistics: The March 2009 Library Service Report was reviewed (see handout). Circulation is down by 2% for March 2009 as compared to March 2008 although FYTD 2009, circulation is up by 2%. Overall, in-house visits have increased and circulation has decreased. Board Chair Mike Yates inquired as to what has contributed to the decline in circulation at Main. Library Director Heather Wolf responded that there is a greater demand for computer usage to apply for jobs and unemployment benefits and create resumes. Plans for book displays to highlight resume writing and job searching will complement computer usage and increase circulation. Library Director Heather Wolf also commented that even though the hours at Dobson Ranch and Red Mountain have been reduced they are actually doing better now that they're open all day on Friday and Saturday.

There has been an increase in usage of the Greater Phoenix Digital Library (see handout). As part of a consortium, the City of Mesa Library spends approximately \$24,000 on digital materials for customers to download. FYTD 2009 there have been 21,365 downloads. Check-out costs for the digital library are about \$1.00 per check-out and require no staff time to complete the transaction. It all happens virtually. Board Chair Mike Yates inquired as to whether or not new books are available more quickly digitally than a book in print. Consensus was that a digital format is not available more quickly. Board member Oonagh McQuarrie inquired about downloading to an iPod. Downloads to an iPod may be made either for listening or reading. Board member Becky Rapier inquired about searching the catalog for items and format. The catalog will bring an item up in whatever format is available in the library, large type, audio, etc. The Phoenix Digital Bookmobile was here on Thursday, March 26, 2009 from 10:00 a.m. to 5:00 p.m.

New Items & Services:

Playaways: is a new Library format. It is basically an MP3 player with an audio book already on it. It is very portable. You may take it wherever you go and only requires one AAA battery and earphones. Indian gaming money purchased the playaways. Approximately 2-copies of 220 titles were purchased with Indian gaming money. Popular fiction and classic titles for adults, young adults, and children were purchased. Channel 15 also came to the Library to spotlight the "playaway" collection. Playaways are cost effective and are less staff intensive at check-in. Board Chair Mike Yates inquired as to who provides the playaways, the check-out period, and what happens when one doesn't come back. There is an actual company called PLAYAWAY from whom they are purchased. Playaways check out for three weeks. If a playaway is not returned, the process for any overdue item is followed.

Spanish Language Materials: The Mexican Consulate donated approximately 50 Spanish language materials to the library. The items include adult, young adult, and children's fiction and non-fiction materials. The Spanish language collections are well used at all locations.

AGENDA ITEM

DISCUSSION

Culture Pass 2009-2010 Series: is a cooperative program of which Chandler, Glendale, Mesa, Phoenix, Scottsdale, and Tempe public libraries are participants. Each library location is provided with five passes each for 15 different area arts and cultural institutions. Each pass is valid for four free admissions. Customers check out a Culture Pass using their library card. The customer is then given a date-due slip for admission into the selected institution. The loan period is for seven days. For the City of Mesa libraries this means free admission for 900 persons to Valley arts/cultural institutions each week.

YAAC Report: Board member Oonagh McQuarrie reported that the news is dismal. Membership in YAAC has declined. Meetings have also not been held due to the layoff of the staff liaison during the RIWF process. The YAAC group does now have a new liaison, Larry Lee, and a meeting is scheduled for Saturday, April 25, 2009. Mr. Lee has e-mailed the YAAC group for ideas about furniture in the young adult area. Board member Dilworth Brinton, Jr. inquired about increased YAAC membership. Board member Oonagh McQuarrie contacted local school librarians who recommended that YAAC posters may be put up for the 09/10 school year.

Board member Oonagh McQuarrie inquired about the SoundTubes, a focused speaker, if you stand under it you can hear it but if you walk away from it you can't. Assistant Library Director, Kate Havris responded that the SoundTubes should be installed at each location within the next month. The bid requirement has been fulfilled through Purchasing and a vendor will be selected. The music selection component has not yet been decided on.

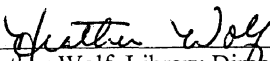
Identify items for future agendas None.

Announcements None.

Adjournment Library Director Heather Wolf requested that the May 19, 2009 meeting be re-scheduled due to a personal commitment. The Library Advisory Board meeting has been re-scheduled for May 26, 2009.

Board member Cheryl Laflen moved & Board member Dilworth Brinton, Jr. seconded that the meeting be adjourned. The meeting was adjourned at 6:16 p.m.

The next meeting will be held on May 26, 2009 at 5:30 p.m. in the Main Library Boardroom, 64 E. 1st Street.



Heather Wolf, Library Director