

City of Mesa Library Advisory Board Meeting

Date: May 17, 2011
Time: 5:30 p.m.
Location: Mesa Express Library
2055 S. Power Rd., Suite 1031

Members Present

Cheryl Laflen
Chair

Cameron Behning
Kathy Tolman
Sharon Webster
Becky Rapier
Teresa D'Asaro
Diane Cantile
Kay Henry

Staff Present

Heather Wolf
Kathy Little
Kellie Gillespie
Barbara Bingham
Dawn P. Kucerak

Members Absent

Dilworth Brinton, Jr.

Guests Present

AGENDA ITEM	DISCUSSION
Call to Order	Board Chair Cheryl Laflen called the regular bi-monthly meeting of the City of Mesa Library Advisory Board to order at 5:35 p.m. on May17, 2011.
Approval of Minutes	Board member Cameron Behning moved & Board member Kay Henry seconded that the minutes of the January 18, 2011 regular meeting be approved as presented. Motion passed, all voting yes.
Public Comments	There were no public comments.
Director's Report	<p><u>FY 11-12 Budget Update:</u> Library Director Heather Wolf reviewed the FY 11/12 budget presentation made to Council on April 7, 2011. See handout. Topics covered included: budget and FTE history, proposed FY 11/12 budget reductions, efficiencies, services, and partnerships.</p> <p>Board member Cameron Behning inquired about working with <i>College Depot</i>. Library Director Heather Wolf responded that the City of Mesa is using its Gates Foundation grant to create <i>College Counts</i>. Ms. Wolf explained that <i>College Counts</i> will work with the Mesa Public Schools, Mesa Community College, and the 4-year colleges to assist Mesa high school graduates to enter and complete college. Ms. Wolf responded that Branch Coordinator Kathy Little is working with the <i>College Counts</i> and Maricopa Workforce Connection (MWC) to provide space in the Main Library for MWC to operate a career center for 17-25 year olds.</p> <p><u>April Usage Statistics:</u> Library Director Heather Wolf reviewed the usage statistics for April 2011. See handout. Ms. Wolf mentioned that the 2010 Census data validates the consistent decline in in-house library visits. However, circulation increased FYTD by 6%. Ms. Wolf also reported that the Library was awarded a Library Services and Technology Act (LSTA) grant for a Community Needs Assessment that will help identify ways to increase library visits.</p>

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Express Library Update: Library Director Heather Wolf extended her gratitude to the Board for attending the grand opening of the Mesa Express Library (MEL). Ms. Wolf reviewed a *fast facts* sheet and funding spreadsheet for MEL, see handouts. Ms. Wolf reported that MEL has two employees and 30 volunteers. Board member Diane Cantile inquired about who to contact to volunteer. Library Director Heather Wolf responded that the Volunteer Coordinator is Kathee Herbstreit. Board member Kay Henry inquired about the rent for MEL. Library Director Heather Wolf responded that the Used Book Sale monies for the 3-year lease agreement are available. Ms. Wolf also responded that an automated vending machine for library materials has yet to be purchased.

YAAC Report Board member Cameron Behning reported that YAAC membership continues to increase and meetings have been scheduled for summer. The June 11, 2011, meeting will be at the Main Library. Mr. Behning also reported that the YAAC group will once again present the *Storybook Theatre* this summer.

Library Board Scope of Influence Discussion Board member Cameron Behning opened the discussion on how the library might promote itself in the schools. Discussion included these suggestions:

- Open mike, poetry slams
- In-service presentations about library services at the schools
- Library announcements through school newsletters and/or flyers
- Contact the Title 1 Specialist at the Title 1 schools, one school at a time
- Library presentations at Parent Teacher Organization (PTO) meetings
- Mass e-mails to the teachers
- Advertise library events by contacting each school's principal
- Press releases for library events/programs
- Focus on the schools that surround each library location
- Collaborate with the school's parent educator/parent liaison
- Artwork displays in the libraries by students

The Board also addressed Board member Kathy Tolman's suggestion that the Board sponsor an event or program to promote the library. The consensus of the Board was that the library would create a list of programs that the library has done in the past. The Board would then review the list and select one to sponsor.

Identify items for future September 2011 agenda Ms. Kathy Macdonald, Chief of Staff, City Manager's Administration, will speak about iMesa. Mr. Alex Dshuk, Manager of Technology and Innovation, and Library Director Heather Wolf's supervisor as of May 1, 2011, will introduce himself to the Board. Nomination and election of the Library Board's Vice-Chair.

Announcements Outgoing Board Chair Cheryl Laflen expressed her appreciation for having worked with the Library Board for the past six years. Board member Kay Henry will now become the new Board Chair. Board Chair Kay Henry is an iMesa committee member and the first iMesa committee meeting will be on May 22, 2011.

Adjournment Board member Diane Cantile moved & Board member Cameron Behning seconded that the meeting be adjourned. The meeting was adjourned at 6:32p.m.

The next meeting will be held on September 20, 2011 at 5:30 p.m. in the Main Library Boardroom, 64 E. 1st Street.