

**City of Mesa Library
Advisory Board Meeting**

Date: January 24, 2007
Time: 6:30 p.m.
Location: City of Mesa Main Library
64 E. 1st Street

Members Present

Doug Gerlach
Chair

Cheryl Laflen
Maria Mancinas
Jaime Herrera
Alyssa Ratledge
Michael Yates

Staff Present

Heather Wolf
Dawn Kucerack
Perla Anderson
Lanty Snelson

Members Absent

Kay Henry
Liz Purtell

Guests Present

Jack Friedline

AGENDA ITEM	DISCUSSION
Call to Order	Board chair, Doug Gerlach called the regular monthly meeting of the City of Mesa Library Advisory Board to order at 6:30 p.m. on January 24, 2007.
Public Comments	There were no public comments.
Approval of Minutes	Mr. Gerlach moved that the minutes of the November 21, 2006 regular meeting be approved. Motion passed, all present voting yes.
Introduction of Deputy City Manager, Jack Friedline	Deputy City Manager, Jack Friedline, gave a brief introduction of his time with the city, departments he has managed, and expressed that although his philosophies might be different than those of the library, the goal is to reach a middle ground for customers. He elaborated on the response letter regarding the security issues. Mr. Gerlach wanted to discuss the security response letter in further detail, specifically, whether bottom line, are we doing the best we can? Board member Mike Yates, also wanted to insure that if cuts were made, not to forget the library.

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Mr. Friedline responded by informing the board that he called Assistant Chief Zielonka, and was informed that the security guards, when faced with eminent danger are going to call 911 themselves. Bottom line, the security guards are observers, who also call 911. Mr. Friedline wants to be kept up-to-date if roving is not occurring.

Board member Jaime Herrera inquired as to what training staff received at the desk? Library Director, Heather Wolf informed the board that there is training through the State library called "Danger At The Desk". Staff should all be aware to call 911 and don't wait!

Mr. Herrera expressed two issues, 1 – training and 2 – 911 call cost v. having an officer on site. Procedurally, Mr. Friedline and Ms. Wolf will work on putting the security BAR in the budget.

Mr. Gerlach inquired about any more disturbance issues? Ms. Wolf informed him of the latest bomb threat two weeks ago. There have also been some loud teens and a lady at RM was accusing staff of harassing her. Library needs to identify the lady. Staff has been instructed to call 911 if they see the lady again.

Director's Report

Library Director, Heather Wolf gave the board the abridged version of the monthly report:

The report will be changing to Mr. Friedline's reporting format.

Key Activities:

Liz Costanzo-Lee, Librarian III is purchasing electronic back issues of literary criticism at a really good price. Branches will have access to them.

At RM, a gentleman who runs a nonprofit dog organization bought 3000 books to resell for his charity. This took a big load off RM and they can now bring more books out.

Staff at MN watched a Webinar session called Digital Oxygen. The session covered how the younger generation has grown up with and uses the media.

New carpet has been scheduled for DR in April. DR has not had new carpet since it opened.

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The library has received over \$15,000.00 in monetary donations with no restrictions. A major part of the donations will be spent on new furniture for the children's section. Mr. Gerlach inquired whether the donations came directly to the library or through the Friends of the Library? Ms. Wolf informed the board the donations came in through the Library, Mr. Gerlach further explained the "Friends" were set up in part so that people wanting to donate could have a tax write-off. Mr. Gerlach thinks the tax deduction incentive could be a good reason to keep the "Friends" group alive.

Board member Maria Mancinas inquired about the City of Mesa/MCC status? Ms. Wolf explained that a downtown master plan is being worked on and that the library staff and MCC have met several times. A presentation on the downtown Mesa plan is scheduled for the February 15, 2007 Council study session.

Board member, Alyssa Ratledge inquired about the ADA compliance at DR? Ms. Wolf explained that the project fell off the radar. Miss Ratledge also inquired how and if the impact fees could be used for those purposes? Mr. Friedline confirmed that they can't be used for those purposes. Ms. Wolf will follow up.

Service Level Trends

If an item is new to the system and there is a Rush/Hold on it, the item gets processed promptly, added copies get handled accordingly, and new items (not in system) have a turn around time of 3 months.

Mr. Gerlach asked if a new sitting item gets requested, does it then move to the front of the line? Ms. Wolf replied that it does not. The system cannot track those kinds of movements. It is basically a "first in, first out" process.

YAAC Report

Miss Ratledge updated the board on YAAC.

Miss Ratledge updated the board on YAAC's efforts to get teens into the library. Library attendance drops during the summer and dropped additionally due to lack of summer reading programs this past year.

AGENDA ITEM	DISCUSSION
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YAAC is also busy trying to recruit junior high students since a majority of YAAC members will be graduating this year. Karen Peterson is now in charge of YAAC. The transition has been made from the "Friends" to the library. Mr. Gerlach inquired if the seniors are not replaced, will YAAC fall apart? Miss Ratledge replied that not for at least two/three years.

Friends of the Library Report

No Friends Report at this meeting.

Action Item

Board member Sharon Corea resigned her board post. Heidi Gast, Assistant to the Mayor needs everyone to get the word out so the position could be promptly filled.

Ms. Corea wanted to express her gratitude to everyone on the board. Ms. Corea is from District 6. The board has representation from all but Districts 1 and 2.

Ms. Mancinas will include a recruitment spot in the next Mesa LTD newsletter to include the open spot on the board.

Budget Update

Library Fees and Fines.

Mr. Friedline reiterated that he has been through many budgets. When Mr. Friedline looked at library services, he wanted to see if there were ways to generate new funds for the library. Mr. Friedline doesn't want to compare the library to a Starbucks, however, he wants to know if he is off base with his ideas for the library, or if the board can try to get a sense for what they want for the library's future, like getting a security guard at RM.

Mr. Friedline wants the board to look at implementing and charging fees. He wants to assign a value to the services provided. Specifically, by setting a particular fee and calculating what can be generated.

Mr. Friedline understands that the library staff does not necessarily agree with his philosophy. The library has the philosophy that follows Benjamin Franklin's view of free library services. As an observer, Mr. Friedline sees services going away. He would like to see if the library could bring services back according to his philosophy.

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The budget numbers are due February 9, 2007. Accordingly, the library would like to present to the board the following proposed changes:

Charging for the large meeting rooms.

The board would like to see what is part of the “charging library” and what is part of the “free services”.

Mr. Friedline would like to call a special meeting in early February to revisit the proposed fines and fees in more detail.

Bottom line, Mr. Friedline wants to generate funds for the library however, he would not request a fee without justification. Historically, the library has been told all fees go to the general funds, Mr. Friedline packages his proposals in a way that reflect a Budget Adjustment Request “BAR”. This method shows how a service is provided along with the fee to cover the service. Ms. Mancinas agrees with Mr. Friedline in that most items are very reasonable increases. Furthermore, Ms. Mancinas expressed a need for the charges and increases and moves to approve.

Ms. Ratledge would like to separately approve each item, specifically, because she knows we charge more than any other city for non-resident fees. Ms. Wolf clarified that non-resident fees in Mesa are no more than in other cities. We used to charge more, but not anymore.

Mr. Gerlach inquired what the non-resident fee was? Ms. Wolf explained what a non (Maricopa county) resident fee was, which explained to him why the City of Phoenix did not charge him for a library card.

Among other proposed charges:

Guest passes would have a one-time charge.

Internet only passes are for people who either choose not to provide an ID or are not residents of Maricopa county.

Currently, we provide a service of obituary searches. Patrons contact the library for this service all the time. (Phoenix charges \$22.50 regardless of outcome.)

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Mr. Gerlach inquired about holds –
The proposed holds are 5 free, with the sixth \$1.00.

Ms. Wolf is asking for direction from the board to get an idea of which are good ideas and which are not. Miss Ratledge thinks all the fees are reasonable. Mr. Gerlach wants more specific information on all the proposed charges.

Mr. Herrera proposes bidding wars with holds.

According to Ms. Wolf, charging for library cards is the “stake in the heart” for librarians. Ms. Wolf compares it to charging for votes. “We are impacting the young and disadvantaged”. Mr. Herrera expressed that if a library card is charged, people would value their library card more. Miss Ratledge expressed that charging would lead people to go to other libraries. Just in reducing hours there has been a decrease in patron visits. No public library in the U.S. charges for a library card.

Library staff will also get clarification from TSS to see if the library can identify the difference between a hold versus a transfer.

Announcements None.

Adjournment The next special meeting will be held on Wednesday, February 7, 2007 at 6:30 p.m. in the Main Library boardroom, 64 E. 1st Street.

The next regular meeting will be held on Tuesday, March 20, 2007.

Motion was made to adjourn the meeting, all present voting yes. The meeting was adjourned at 8:05 p.m.

Heather Wolf, Library Director