

City of Mesa Library Advisory Board Meeting Minutes of March 15, 2005 Meeting

Date: March 15, 2005
 Time: 6:30 p.m.
 Location: City of Mesa Main Library
 64 E. 1st Street

Members Present

Kay O'Connor
Chair
 Doug Gerlach
 Maria Mancinas
 Liz Purtell
 Michael Yates

Staff Present

Floran Becker
 Barbara Bingham
 Brynn Burton
 Peggy Haney
 Patricia Sorensen

Members Absent

Jim Driskill
 Jaime Herrera
 Alyssa Ratledge

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 6:34 p.m. on March 15, 2005.
Approval of Minutes	Doug Gerlach moved and Michael Yates seconded that the minutes of the January 18, 2005 regular monthly meeting be approved as presented. Motion passed, all voting yes.
Public Comments	There were no public comments.
Director's Report	<p>Trisha Sorensen presented the Director's Report. Ms. Sorensen stated that the Management Developmental Opportunity (MDO) program is now in full swing. The program exposes participating staff to new opportunities and perspectives at the various locations. Ms. Sorensen stated that the MDO program may continue in the future but eventually positions will be filled.</p> <p>Ms. Sorensen reported that the Library Strategic Planning process has been launched. ETC, Inc., based out of Kansas, has been contracted to conduct a Library survey. To date, 3000 surveys have been mailed of which 300 have been completed and returned. ETC, Inc. guarantees a total of 600 completed surveys. Respondents will also receive follow up phone calls. The survey process should be completed by the end of March 2005.</p> <p>Ms. Sorensen reported that the Library's Strategic Planning team met on Wednesday, March 9th. A draft mission statement was crafted at this meeting: <i>By providing access and guidance to information and collections, the City of Mesa Libraries expand minds, empower individuals, and enrich our diverse community.</i></p>

AGENDA ITEM**DISCUSSION**

The Board questioned the use of the term “collections” thinking it may be confusing to the public. Suggested terms were: “resources”, “services” (encompassing a broader area, e.g. Storytime, computers, etc.). Discussion ensued. Ms. Sorensen will address the Strategic Planning team with the suggested change. Additional work will be completed before the next Library Board meeting. Ms. Sorensen will report on this at the next meeting.

Trisha Sorensen reported that the Library’s Organizational Structure Team met to discuss strategies for dealing with increased workload during the upcoming Summer Reading Program and staff leaves and vacancies. Several recommendations will be announced to staff early next week. Some of the recommendations that will be implemented are the addition of two new self check-out machines and combining the public service desks at the Dobson Ranch Branch so that only one is open to assist patrons. Both Clerks and Reference staff will staff this desk. Proposed recommendations and changes will be in effect at a minimum April 1st through September 1st Patrons will be notified of the changes via web site and other publicity. Ms. Sorensen presented additional recommendations/changes, which include:

- Changing the standard number of desk hours worked by Reference Librarians to include hours assisting with Circulation duties
- Closing Telephone Reference service, effective May 1st
- No longer allowing patrons to place holds from home on items that are checked in - (anticipate 25% drop in holds)
- Changing Reference staff schedules so that all staff starts work at 8:00 a.m. or later.

Trisha Sorensen reported that she attended the Maricopa Association of Governments (MAG) meeting where there were several other library directors present. The Reciprocal Borrowing program was discussed, specifically the County’s distribution of funds to participating Libraries. The next meeting will address ways to assure equitable distribution of funds to Valley cities. The funds received by Mesa are added to the City of Mesa General Fund; and then allocated to the Library’s Budget.

Ms. Sorensen presented the Library Code of Conduct Enforcement draft policy. She stated that the City attorney has approved the draft policy as written. Ms. Sorensen requested feedback from the Board. Michael Yates questioned the policy’s definition of *inappropriate web site* as it refers only to child pornography. After some discussion, all agreed that the Library’s Enforcement of Code of Conduct and Internet Use policy should define *inappropriate web site* as any/all sites containing pornography.

Trisha Sorensen explained the proposed changes and additions to the Library Fees & Fines schedule.

YAAC Report

There was no YAAC report.

AGENDA ITEM	DISCUSSION
<p>Friends of the Library Report</p>	<p>Floran Becker reported that the Friends of the Library elected new officers in February. Tamara Rinck is the new President of the Friends group.</p> <p>Ms. Becker stated that the Friends of the Library marched in the Mesa Day Parade on Saturday, March 5th, 2005. They passed out candy with logos promoting the Friends group at this event.</p> <p>The Friends are planning a Book Fair to be held on March 30th and April 1st at all three City of Mesa Library locations. They are actively looking for groups (scouts, etc.) to assist with the Book Fair.</p> <p>The Friends of the Library will be attending the annual Volunteer Luncheon on Saturday, April 9th to promote membership. They plan to offer free memberships to Library volunteers.</p> <p>Floran Becker commended the Friends for being so motivated and organized.</p>
<p>Action Item FY 05/06 & FY 06/07 Library Budget Update</p>	<p>Trisha Sorensen presented an update on the Library's Budget situation. Ms. Sorensen stated that the baseline budget was received in January 2005. The Library has been able to meet that baseline due to vacancy savings over the last year.</p> <p>Ms. Sorensen stated that on Thursday, March 17, 2005 after the finance presentation to City Council there might be more cuts necessary. Ms. Sorensen anticipates that these cuts will likely impact the Library.</p> <p>Ms. Sorensen stated that a voluntary severance package would be presented to the Council on Thursday. It is likely that some library staff will take advantage of the proposed severance package. The Library will need to determine how to distribute staff in the areas that may be impacted after retirements & any future cuts are complete. Ms. Sorensen stated that the severance package is a positive effort by the City to avoid staff layoffs and should open some promotional opportunities.</p> <p>Trisha Sorensen presented the Fees and Fines comparison to the Board. Ms. Sorensen stated that the proposed changes/increases are for: processing fees, collection agency fees and copy fees. The proposed new fees are for: holds not picked up, meeting room rental fees and Inter-library Loan materials not picked up. These proposed increases and additions are part of the Library's budget package awaiting Council approval.</p>
<p>Action Item Library Cuts in Services and/or Hours</p>	<p>Trisha Sorensen asked for direction from the Board in the event more budget cuts are necessary. Three options were presented to the Board:</p> <ol style="list-style-type: none"> 1) Reduced services 2) Reduced hours 3) Reduced book budget <p>Doug Gerlach suggested assessing which services to cut. Mr. Gerlach recommended cutting services and/or hours before cutting the materials budget.</p> <p>Michael Yates asked for a definition of "services" that might be cut. Trisha Sorensen stated that Circulation and Shelving services would be the last to be cut. Ms. Sorensen explained that services such as those provided by Periodicals, Mesa Room and Reference were possible areas to reduce or cut. For example, the questions facing the services provided by the Mesa Room are: Do we continue to archive? Keep the room open to the public? Change hours?</p>

AGENDA ITEM	DISCUSSION
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Trisha Sorensen explained that processing the Mesa Room collection is a full-time job. The City of Mesa Library currently has a backlog of materials waiting to be processed so they can be maintained in environmentally appropriate conditions. Additionally, the Mesa Room is in need of repairs and expansion. Ms. Sorensen stated that there are three archives in the area, all with a different focus.

Maria Mancinas suggested looking closely at the new Mission Statement when deciding where to make future cuts.

Peggy Haney stated that the Library is at “bare bones” for cuts so are limited on areas to reduce. Any future cuts will be relatively insignificant for only “nickel & dime” savings.

Trisha Sorensen stated that the largest service areas where reductions are possible include the Mesa Room, Periodicals, Inter-library Loan, Government Documents and reduced staffing at the Reference Desk.

Michael Yates suggested Library hours be cut before services. Although services will still be available, cutting hours will send a clearer message to the community. Mr. Yates stated that the community would better understand the impact of the budget cuts, if the Library is closed or reduced operating hours.

Kay O’Connor asked if other groups have been contacted to help provide programs (i.e. Target). Trisha Sorensen explained that the Friends of the Library would be looking for sponsors and partners.

The Board unanimously supported cutting hours first then, if necessary, cutting services. Cutting the materials budget should be the last resort.

Trisha Sorensen reported that the first meeting to discuss the possible Mesa Community College/City of Mesa Library partnership would be held next Thursday. The intent of this meeting is to clarify the vision and impact of this partnership on the City of Mesa Library. Ms. Sorensen will report back at next Board meeting.

Announcements

No announcements were made.

Adjournment

Kay O’Connor moved and Michael Yates seconded that the meeting be adjourned. The meeting was adjourned at 7:30 p.m.

The next meeting will be held May 17, 2005, 6:30 p.m. in the Main Library Board Room, 64 E. 1st Street.