



Minutes LIBRARY ADVISORY BOARD September 7, 2011

Minutes of the Library Advisory Board (LAB) recorded at 6:30 p.m. on September 7, 2011, within the Tempe Public Library's lower-level Meeting Room B, 3500 S. Rural Road, Tempe, AZ.

(MEMBERS) Present:

Kirk Deem, Chair
Paul Hubbell, Vice Chair
Johnny Tse
Kurtis Zinger

(MEMBERS) Absent:

Patricia (Trish) DeGraaf
Dawn Thacker

City Staff Present:

Maja Aurora, Arts Coordinator - Library and Cultural Services Division
Tracy Hokaj, Librarian - Tempe Public Library
Theresa Ituarte, Circulation Services Coordinator - Tempe Public Library
Rachael Peterson, Administrative Assistant - Library and Cultural Services Division
Adrienne Richwine, Deputy Director - Library and Cultural Services Division
Clay Workman, Operations Manager - Tempe Public Library

Guest(s) Present:

Lupe Camargo, President - Friends of the Tempe Public Library

Agenda Item 1 - Call to Order

- Kirk Deem, Library Advisory Board Chair, called the meeting to order at 6:30 p.m.

Agenda Item 2 - Approval of the June 1, 2011, Library Advisory Board Meeting Minutes

- Lupe Camargo, Friends of the Tempe Public Library President, requested that Rachael Peterson, City of Tempe Library and Cultural Services Division Administrative Assistant, amend the June 1, 2011, Library Advisory Board Meeting Minutes document to reflect the following change in verbiage within the text on page three:
 - "S. Warren praised the *Arizona Diamondbacks Organization*, the *City of Tempe Kiwanis Recreation Center*, *Outback Steakhouse* and *Peter*

Piper Pizza for their sponsorship of the Youth and Teen Summer Reading Programs; S. Warren noted that each business/organization presented the Library with coupons to be distributed to Youth and Teen Summer Reading Program participants as prizes.”

- **MOTION:** Paul Hubbell, Library Advisory Board Vice Chair, moved to approve the June 1, 2011, Library Advisory Board Meeting Minutes with proposed changes.
- **SECOND:** Johnny Tse seconded.
- **DECISION:** June 1, 2011, Library Advisory Board Meeting Minutes approved with proposed changes.

Agenda Item 3 - Library Report

- Adrienne Richwine, City of Tempe Community Services Department Deputy Director - Library and Cultural Services Division, reported that Tempe Public Library (Library) staff representatives have been working with the **City of Tempe (City) 311 Call Center** to transmit information to City staff in relation to the general operations of the Tempe Public Library. Richwine further explained that it's the goal of the Tempe 311 Call Center representatives to utilize the information gathered from the Library staff to be able to effectively respond to Library-related inquiries as they arise.
- A. Richwine reported that the Library's **evacuation plan** has been updated.
- A. Richwine praised **Tracy Hokaj**, City of Tempe Librarian, for her efforts to coordinate the placement of a **paper recycling dumpster** near the Library's loading dock entrance. Richwine explained that the City cannot recycle old books due in most part to the material used to bind the books. Richwine affirmed that there is no charge for the dumpster, and that the Friends of the Tempe Public Library may generate revenue from the recycled material placed in the dumpster. Richwine further stated that the Library strives to set a good example within the Tempe community by saving trees, water, oil and landfill space.
- A. Richwine reported that a **Collections Services Request for Proposal (RFP)** will be placed on the September 22, 2011, Tempe City Council Formal Meeting Agenda for consideration.
- A. Richwine encouraged the Library Advisory Board members to view the article titled, **"Have Library Card, Will Succeed,"** within the **Connecting Tempe E-newsletter** dated July 29, 2011.
- A. Richwine stated that the Library procured a **Library Services and Technology Act Grant** that will be used to fund an **Arizona Centennial-celebrating program** titled, **"Fabulous Arizona, Fantastic Tempe,"** as well as youth and adult programming and the purchase of additional books.
- A. Richwine announced the addition of a **Best Seller Express Program** at the Tempe Public Library.
- A. Richwine further announced that the Library will receive \$62,000 in materials assistance in addition to the \$30,000 that it will receive from the **Maricopa County Library District (MCLD)** for the Library's participation in MCLD's **Reciprocal Borrowing Program**.

Agenda Item 4 - Activity Report: July, 2011

- **Clay Workman**, Tempe Public Library Operations Manager, encouraged the Library Advisory Board (LAB) members to view the **July, 2011, statistics report** included within the LAB meeting packets.
- C. Workman acknowledged the following noticeable trends:
 - Increased use of electronic resources;
 - A 20% decrease proportionate to a decrease in operating hours;
 - A 9.1% door count decrease;
 - A 7.7% decrease in the circulation of Tempe Public Library (Library) materials;
 - A 2.1% increase in Library patron registration.
- Kirk Deem, LAB Chair, and Paul Hubbell, LAB Vice Chair, praised C. Workman for his monthly statistics reports and asked C. Workman to present a more in-depth operations report to the LAB members at the LAB meeting scheduled to occur at 6:30 p.m. on October 5, 2011, within the Tempe Public Library's second floor Conference Room.
- P. Hubbell further clarified that he would like C. Workman to provide the LAB members with an overview of the criteria-reporting capabilities within the Library's multiple databases.

Agenda Item 5 - Report: Mill Avenue District Utility Boxes and Tempe Public Library Cards Public Artwork Opportunity

- Adrienne Richwine, Deputy Director - Library and Cultural Services Division, introduced **Maja Aurora**, Arts Coordinator - Library and Cultural Services Division, and further welcomed M. Aurora to the Library Advisory Board (LAB) meeting.
- M. Aurora distributed a draft **Call to Artists** document that explained the **Mill Avenue District Utility Boxes and Tempe Public Library Cards Public Artwork Opportunity** (Public Artwork Opportunity) in detail.
- M. Aurora explained that the Public Artwork Opportunity is a collaboration between the **City of Tempe** and the **Downtown Tempe Community**; M. Aurora further stated that six local artists will be selected via City of Tempe Public Art Program Panel Process to paint two-dimensional artwork on utility boxes located within Tempe's Mill Avenue District. Aurora stated that the artists who are selected to fulfill the Public Artwork Opportunity will also have their works prominently displayed on Tempe Public Library cards.
- Lupe Camargo, Friends of the Tempe Public Library President, praised the idea of connecting the Mill Avenue District to the Tempe Public Library.
- Kurtis Zinger inquired about why the project is based off of the utility box designs; M. Aurora explained that funding is limited for the project, and that the utility boxes are pre-existing structures.
- A. Richwine acknowledged that the City of Tempe Public Art Program frequently utilizes pre-existing structures as foundations for artwork opportunities; A. Richwine cited the following projects as examples:
 - Artist-Adorned Transit Stops and Shelters;
 - Transit Buses;
 - Neighborhood Stand-Pipes (Project is Specific to City of Tempe Neighborhood Services).
- Paul Hubbell, LAB Vice Chair, inquired if any steps will be taken to prevent graffiti damage to the artist-adorned utility boxes; A. Richwine explained that similar to transit

stops and shelters, a clear sealant coat of lacquer will be applied to the utility boxes that will allow for the easy removal of graffiti should the boxes be tagged.

- M. Aurora reported that artists will be selected by no later than January 1, 2012; M. Aurora further stated that the utility boxes will be painted by no later than February, 2012. Aurora encouraged the LAB members to contact her via email message at ***Maja_Aurora@tempe.gov*** if they are interested in serving as members of the Public Artwork Opportunity review panel.
- L. Camargo inquired about receiving the Public Artwork Opportunity's Call to Artists document electronically; M. Aurora explained that once finalized, she will forward the Call to Artists to Rachael Peterson, City of Tempe Library and Cultural Services Division Administrative Assistant, for distribution to the Library Advisory Board and Friends of the Tempe Public Library.

Agenda Item 6 - Report: Tempe Public Library Circulation Policy

- Clay Workman, Tempe Public Library Operations Manager, introduced ***Theresa Ituarte***, Tempe Public Library Circulation Services Coordinator, and welcomed T. Ituarte to the Library Advisory Board (LAB) meeting.
- T. Ituarte presented the LAB members with an updated ***Tempe Public Library Circulation Policy document***; T. Ituarte explained that the existing policy required necessary updates to reflect changes in terminology and recent technological updates within the Tempe Public Library (Library).
- Adrienne Richwine, Deputy Director - Library and Cultural Services Division, stated that it's the goal of the Library staff to place the updated Library Circulation Policy on the October 5, 2011, LAB meeting agenda for consideration.
- Lupe Camargo, Friends of the Tempe Public Library President, inquired if the Library's previous Circulation Policy is available for public view electronically. Clay Workman affirmed that the Library's previous Circulation Policy may be viewed online by visiting ***www.tempe.gov/library***.
- Kirk Deem thanked T. Ituarte and C. Workman for their efforts to update the Library's existing Circulation Policy.

Agenda Item 7 - Report: Tempe Public Library Collections Policy Update and Public Survey Review

- Clay Workman, Tempe Public Library Operations Manager, introduced ***Tracy Hokaj***, Librarian - Tempe Public Library, and welcomed T. Hokaj to the Library Advisory Board (LAB) meeting.
- T. Hokaj reported that she serves as a member of a ***Collections Management Team*** within the Tempe Public Library's Collections Services area; T. Hokaj explained that the existing ***Tempe Public Library (Library) Collections Policy*** document has not been updated since 2003.
- T. Hokaj stated that the Library's Collections Management Team updated the existing Collections Management Policy in accordance with the existing policies of libraries throughout the Valley. Hokaj explained that the existing Library Collections Policy is heavily-detailed; T. Hokaj further explained that the updated Library Collections Policy is an evaluation of the Library's Collections Area versus a detailed summary report.

- T. Hokaj acknowledged that the updated Collections Policy includes the following sections:
 - **Mission and Statement of Purpose;**
 - **Collection Maintenance and Evaluation;**
 - **Suggestions for Purchase;**
 - **Reconsideration of Library Materials;**
 - **Gifts and Donations.**
- T. Hokaj reported that the updated Collections Policy includes the following additions:
 - **Link to the American Library Association (ALA) Library Bill of Rights;**
 - **Link to the Freedom to Read Statement;**
 - **Link to the Freedom to View Statement.**
- Adrienne Richwine, Deputy Director - Library and Cultural Services Division, stated that it's the goal of the Library's Collections Management Team to place the updated Library Collections Policy on the October 5, 2011, LAB meeting agenda for consideration.
- T. Hokaj presented the LAB members with a **draft of a survey** created by the Library's Collections Management Team to be distributed to the Tempe Community specific to the Collections Area within the Tempe Public Library. Hokaj explained that the survey may provide insight into the current uses of the Library's Collections Area, as well as an assessment of patron satisfaction.
- T. Hokaj explained that the survey will be released as an email blast to community members who regularly receive email messages from the Library's listservs. Hokaj further confirmed that the survey will be posted to the Library's website, **www.tempe.gov/library**.
- Johnny Tse suggested that the Library staff members administer the surveys to the Library's regular patrons face-to-face. Tse further stated that it's his observation when administering surveys that people may not be inclined to fill-out surveys.
- C. Workman thanked J. Tse for his feedback; C. Workman noted that the survey is set to be administered electronically via **Survey Monkey**, and that the Library Collections Management Team is hoping to obtain subjective and open-ended responses.
- Lupe Camargo, Friends of the Tempe Public Library President, requested that the **Friends of the Tempe Public Library Book Store** be listed as a service within the criteria for the survey's second question, "**Which of these services do you use when in the Tempe Public Library?**"
- L. Camargo further requested that the survey include an element to assess staff interaction and facility layout satisfaction.

Agenda Item 8 - Report: Friends of the Tempe Public Library

- Lupe Camargo, Friends of the Tempe Public Library (Friends) President, announced that the Friends recently launched an updated website; L. Camargo encouraged the Library Advisory Board (LAB) members to view the website by visiting **www.tempefriends.org**. Camargo stated that the website is simplistically designed; L. Camargo noted that it provides an outlet for Tempe Community members to submit their membership requests electronically and gives existing members an opportunity to pay their dues online, as well as submit volunteer interest.
- L. Camargo reported that the Friends' online book sales have expanded to include the utilization of **eBay** as well as Amazon.com; L. Camargo noted that eBay has a module specifically designed for non-profit organizations.

- L. Camargo noted that ***Friends of the Tempe Public Library drop-boxes*** have been placed at the following locations:
 - ***Safeway at McClintock Drive and Elliot Road, Tempe;***
 - ***Sunflower Market at McClintock Drive and Southern Avenue, Tempe.***
- L. Camargo reported that online book sales continue to grow; L. Camargo confirmed that the majority of online book sales are text book sales.
- L. Camargo reminded the LAB members that the Friends of the Tempe Public Library has been designated as a partner in the ***Mayor's Run***, an official charity and training program of the ***P.F. Chang's Rock 'n' Roll Arizona Marathon and Half Marathon*** scheduled for January 15, 2012. Camargo encouraged the LAB members to join the Friends' team and noted that monies raised will be matched by donations from Tempe Mayor Hugh Hallman, and will allow the Friends to continue to meet its campaign goal of supporting the programming and services of the Tempe Public Library. Camargo further reported that the Friends of the Tempe Public Library intends to create a master event calendar that will include and coincide with Tempe Public Library and other City of Tempe events and programs.

Agenda Item 9 - Board Members' Announcements

- Kirk Deem, Library Advisory Board (LAB) Chair, reminded the LAB members that the LAB has ***two vacant membership positions***. Deem encouraged the LAB members to continue to contact possible board members and encourage them to submit an application to the ***Tempe City Clerk's Office***. Deem stated that he'd like to review the ***Library Advisory Board Bylaws (Charter)*** and seek-out new avenues for advocacy based off of the LAB's mission as stated within the bylaws document.
- Lupe Camargo, Friends of the Tempe Public Library President, stated that she enjoys reviewing the Tempe Public Library's policy documents.
- K. Deem reported that he is open to receiving advocacy input from the LAB members; Adrienne Richwine, Deputy Director - Library and Cultural Services Division, suggested that the LAB members actively participate in the Library's Centennial-celebrating programming and events.
- Paul Hubbell, LAB Vice Chair, encouraged the LAB members to bring new advocacy ideas to the next regularly-scheduled LAB meeting.
- K. Deem asked Rachael Peterson, City of Tempe Library and Cultural Services Division Administrative Assistant, to forward the ***Library Advisory Board Bylaws (Charter)*** document to the LAB members.
- L. Camargo announced that ***Dawn Thacker***, LAB member, is teaching field rhetoric courses for adults ages 50 years and older within the Connections Café Program Room at the Tempe Public Library in conjunction with the ***Osher Institute for Lifelong Learning (Osher)***. Camargo noted that a full schedule of Osher classes may be viewed by visiting ***www.tempefriends.org***.

Agenda Item 10 - Adjournment

- Meeting adjourned at 8 p.m.

The next meeting of the Library Advisory Board is scheduled to take place at 6:30 p.m. on Wednesday, October 5, 2011, within the Tempe Public Library's second floor Conference Room, 3500 S. Rural Road, Tempe, AZ, 85282.

Prepared by: Rachael Peterson

Reviewed by: Adrienne Richwine

Kirk Deem
Library Advisory Board Chair