

**GLENDALE PUBLIC LIBRARY
LIBRARY ADVISORY BOARD MEETING
REVISED MINUTES**

Thursday, February 16, 2012
7:00 P.M.

Library Board Conference Room
Main Library
5959 W. Brown St.
Glendale, AZ 85302

Members Present:

Ms. Camille Donley, Chair
Ms. Char Sharp, Vice Chair
Ms. Karen Aborne
Ms. Sandra Burr
Ms. Marlowe Garay-Myers
Ms. Hailey Larson
Mr. Ken Wixon

Others Present:

Ms. Cheryl Kennedy, Interim Library & Arts Director
Ms. Cynthia Burmeister, Secretary, Main Library
Ms. Christine Frederickson, Management Asst. PR&L
Mr. Erik Strunk, Executive Director, PR&L

Members Absent:

Unexcused: Ms. Stephanie Aubourg
Ms. Bernadette Bolognini

CALL TO ORDER

Ms. Donley, Chairperson, called the meeting to order at 7:03 p.m.

APPROVAL OF MINUTES – January 19, 2012

Ms. Donley requested a motion to approve the minutes from the meeting held on January 19, 2012. A motion to approve the minutes was made by Ms. Burr. The motion, seconded by Ms. Sharp passed unanimously.

OVERVIEW OF DEPARTMENT MARKETING AUDIT

Ms. Kennedy introduced Ms. Christine Frederickson, Management Assistant for Park, Recreation and Library Services. Ms. Frederickson presented the results of a recent comprehensive marketing audit completed October 2011. The study addressed current marketing efforts, synergistic collaboration, outdated and redundant efforts, implementation of new and relevant initiatives surveying of key department staff. Recommendations included the following:

- Broaden customer focus beyond the base
- Use of focus groups to strip away blinders
- Consideration of paid advertising
- Sign-up for internet free listings
- Use of pricing as a marketing strategy
- Best use of My Community
- Create forum for marketing discussions
- Clarifying roles/resources available for marketing

Ms. Frederickson asked the Library Board members for any suggestions or comments on this time. Ms. Burr suggested more visual signage at library locations for events and classes, use of billboards and using outside vendors to create library fliers including the use of class instructors. Making the current approval process for event/program fliers was also discussed. Ms. Burr believes that the ‘play before you pay’ concept of

attending a class before actually enrolling is a great idea. Currently, 20% of enrollees do so on-line according to Ms. Frederickson. Ms. Garay-Meyers suggested informational tables at public venues such as the community pools and other events where lines for entrance exist. She also emphasized partnering with area schools to promote programming. Ms. Garay-Meyers also suggested partnering with Sahuaros Ranch for advertising. Mr. Wixon mentioned reciprocal borrowing as a means of broadening our customer base. Ms. Sharp suggested using Twitter for teen exposure/feedback. Ms. Frederickson explained the My Community is going to be reformatted and scaled down beginning May of 2012. Library events and programming will revert back to a calendar of events format. Ms. Kennedy stated that library is looking into incorporating weddings and church services in the library meeting spaces. Ms. Burr suggested the library joining the Visitors and Convention bureau along with re-establishing a Friends of the Library group. Mr. Strunk stated that working the library into a central reservation system is being addressed.

BROADBAND TECHNOLOGY OPPORTUNITIES PROGRAM II. (BTOP II) GRANT

Arizona State Library, Archives and Public Records applied for and has received a grant for job assistance programming. This will allow the Glendale library to address the increased demand by job-seekers at the libraries to search, apply and obtain or improve job-related skills. Currently, Mr. Steve Schrade volunteers and teaches classes on job searching, resume writing and technology skills. The grant is scheduled to go before council on March 13, 2012 and upon approval, will provide additional laptops and the hiring of an instructor. Additionally, the grant will provide workforce workstations, one at each Glendale library location. Each workstation will consist of a computer/printer/fax/scanner set up and provide video conferencing. They will be designated for job assistance only. Library Board members made the provided the following suggestions as places to promote job assistance:

- Workforce
- DES job fair on March 21, 2012
- Placing information at locations that teach G.E.D. classes.
- ASU West/G.C.C./Midwestern University
- Area blood banks
- S.W. Job Network's online capabilities for posting information
- City of Glendale Chamber of Commerce.
- City of Glendale Cap office
- City of Glendale Visitors Center
- City of Glendale water bill supplement
- Work with individual Council members at their events
- Luke Air Force Base
- Teens Today

GOAL SETTING

The library board continued their review of the 2012 goals developed at the November 17th Library Advisory Board meeting. The following changes were made:

- Incorporate item number 8 into item number 1D.
- Strike item number 6
- Goal number 7 to read as "Submit a quality of library life report to City Council on a semi-annual basis."

Ms. Donley requested a motion to approve the 2012 goals. A motion to approve the goals was made by Ms. Sharp. The motion, seconded by Ms. Larson passed unanimously

LIBRARY DIRECTOR UPDATE

- Ms. Kennedy distributed the statistics of Snapshot Day that took place on January 24, 2012. Thank you to Ms. Burr, Ms. Bologinini, Ms. Summer and Mr. Wixon for assisting with this even. Ms. Kennedy will provide a link to Library Advisory members to view a presentation of Snapshot day. Ms. Kennedy will invite Ms. Lesa Holstine, Library Manager at Velma Teague, to discuss the results of the statistics and the dynamics involved with Velma Teague Library.
- Ms. Kennedy provided a staffing update to the board members stemming from Mr. Wixon's question at the January 19, 2012 Library Board meeting. Ms. Kennedy provided statistical information to the library board members.
- The Overdrive Digital Bookmobile is coming to Glendale Public Library, allowing for a hands-on approach to e-readers and e-books. The bookmobile will be at the Main library on February 25th from 1:00 p.m. until 5:00 p.m. It will visit the Foothills branch on February 29th from 10:00 a.m. until 5:00 p.m. Thank you to Ms. Burr, Ms. Sharp, Ms. Donley and Mr. Wixon for offering to help with this event.
- Polaris was approved by Glendale City Council and is moving forward in the IGA process.
- RFID is scheduled to be presented to City Council on March 13, 2012
- Library week is April 8th through the 12th with this year's theme "You Belong @ Your Library". Ms. Burr suggested inviting Mayor Scruggs and City Council to a breakfast this week, to which board members agreed to participate. Ms. Kennedy will create an invitation to be signed by all board members.
- Mr. Strunk addressed the board with the current City Budget workshops and the budget review materials that were recently posted on the internet. Service alternatives were asked for from each City department. City Council will be reviewing the 2012-13 budget into March 2012. The proposals can be viewed on the City website. Glendale library staff is scheduled to present its budget information to the Council at the February 21st workshop at 1:30 p.m. All inquiries by board members can be shared on the FY 12-13 budget website.

LIBRARY ADVISORY BOARD COMMENTS AND SUGGESTIONS

- Ms. Sharp commented on the great article on the Maricopa County partnership in the Glendale section of the Arizona Republic.
- Ms. Aborne thanked her friend Suzie Summer for volunteering at the Snapshot Day event. She emphasized inviting friends and neighbors to the Library Advisory Board meetings for information and possible future membership on the board.
- Ms. Burr emphasized the need to keep City Council informed of library vacancies.
- Ms. Donley would like to see the Library Advisory Board meet throughout the summer months.

ADJOURNMENT

Ms. Donley requested a motion to adjourn the meeting. Ms. Sharp moved that the meeting be adjourned. The motion, seconded by Ms. Aborne, passed unanimously. The meeting was adjourned by Ms. Donley at 8:55 p.m.

Respectfully Submitted,

Cynthia Burmeister
 Secretary
 Parks, Recreation and Library Services
 Glendale Public Library