



“Inspiring a Vibrant Community”

COTTONWOOD PUBLIC LIBRARY ADVISORY BOARD MEETING

Minutes

Wednesday, March 21, 2018@ 5:00 PM
 Dede Ewald Room, Cottonwood Public Library
 100 South Sixth St., Cottonwood, AZ

Agenda

I. Call to Order	Meeting called to order at 5:00 P.M. by president Margo Mitchell.
II. Roll Call	Present: Connie Gilmore, Henry Mellon, Margo Mitchell, Jackie Nairn, John O’Neill, Judy Paulus, Joe Stack, Library Manager Ryan Bigelow, Library Supervisor Mary Griffith, Youth Services Coordinator Joyce Read Absent: Community Services General Manager Richard Faust
III. Call to the public	There were no public requests to address the Board.
IV. Approval of Minutes	Regular meetings of January 17 and February 21, 2018: Judy moved that the minutes be accepted as stated. Joe seconded. <i>Minutes approved as written.</i>
V. Library Manager’s Report	<ol style="list-style-type: none"> 1. Ryan introduced the new Library Advisory Board member Henry Mellon. 2. Monthly statistics on program attendance, circulation, volunteer hours and other performance indicators: The library participated in the Verde Valley Sci Tech Festival by hosting a STEAMology event on February 21 that had 245 people in attendance. It went very well. Northern Arizona Healthcare conducted free wellness screenings on February 21 that had 70 in attendance in the Dede Ewald Room. The library showcased one local author for the Author’s Corner with 27 in attendance.

	<p>Judy noted that February 2018 circulation has increased greatly over February 2017. Joe pointed out that circulation has been up for over six months.</p> <p>3. Bookmarks Annual meeting update: Attendance was down. Ryan would like to explore how Bookmarks and the Library Advisory Board can work together.</p> <p>4. YLN Annul Report: There are 125,427 Yavapai County residents with an active library card, which is 55.6% of the population. The Yavapai Library Network costs \$2.33 per resident for YLN services annually. There are 10.4 items circulated annually per resident, and there were 101,650 new items added to the YLN in 2016-2017. Ryan commented on how collaborative the YLN is, and how well it is working.</p>
<p>VI. Adult Services Report</p>	<p>1. Monthly statistics on adult program attendance, gate counts and meeting room usage: There were 71 programs with 1101 in attendance in February 2018, vs. 45 programs with 553 in attendance in February 2017. One statistic, computer Guest Cards, has changed from last year and the library is now including Youth Services guest cards in the total. This provides better tracking of computer use in all areas.</p> <p>2. February events included the Seed Library, Artist’s Corner, Vanessa’s retirement party, Recorded Books, Medicare 101, Movie Monday, iPhone and Android workshops, Big Band Echoes, NAH Health Screening, and the Bookmark’s annual meeting. The iPhone and Android classes have been very popular, and Rose and Jeff are now taking individual appointments. Ryan explained the feedback survey that collected data on these workshops.</p> <p>3. There was an average of 684 visitors per day, and 151 computer users per day in February.</p>
<p>VII. Youth Service Report</p>	<p>1. Monthly statistics on program attendance and technology utilization: Overall total programs have increased from February 2017 to February 2018.</p> <p>2. Verde Valley Sci-Tech, STEAMology Update: There were 245 kids and families in attendance. Participants tried out new STEAM kits and some of our old favorites. In the Hideaway, TLC demonstrated the Anki-Overdrive race car track, the Sphero and Lego Mindstorms Robotics and the 3D pen. The grand finale was from 4:00-5:00 when the Wondor Factory from Flagstaff brought their wind tunnel.</p> <p>3. Youth Services is now posting Facebook notices. It seems to be increasing attendance for events such as Cartooning for kids.</p>

	<p>4. Ryan mentioned that the Teen area was rearranged, which has improved accessibility and services.</p>
<p>VIII. Unfinished Business</p>	<p>1. Strategic Plan – Continued discussion and direction of the Library Strategic Plan. Ryan referred to the ALA document on strategic planning. Strategic planning will be an ongoing process and Ryan would like input from the Advisory Board and the community.</p> <p>The following groups will be targeted for input: Staff, Stakeholders (organizations), Community, and “Regulars.” He reviewed a list of questions from which to gather information for each category. Ryan envisions a variety of information gathering techniques, including individual interviews and in-person and on-line surveys. Ryan would like to have this data for next year’s budgeting process. Mary noted that it costs about \$500 to insert a flyer in the water bill. Joe commented that if the survey does not get good response, it might not be worth it. Ryan said that the Library survey would be short and concise, which might help response rates. The goal is to have the information from the surveys available by January 2019. As there is an ongoing struggle for funds, Ryan would like to have data for City Council. He asked the Advisory board to think of any questions or additional stakeholder groups that can help provide needed data. Ryan will share his draft questions with the Advisory Board. The Board agreed that it’s a very good start.</p>
<p>IX. New Business</p>	<p>1. Parking – Discussion on potential solutions, concerns and challenges for library parking. Ryan would like to hear from the Board on issues and possible solutions. One of the biggest issues is people who park and stay all day. There is often a lack of parking in general, and specifically handicapped spaces. Ryan said the 8 CATS spots in the Rec center lot will be removed and available for general use. Joe suggested that signage should indicate that the Rec Center lot could be for both places. There is discussion of having the library staff park at the Public Safety building.</p> <p>2. New Website – Review of the current website with potential updates. The library uses a third party to manage the website. Ryan would like to update the website and wants Board input. The new format would allow the website to be more user-</p>

	<p>friendly for tablets and smart phones. The current template has been in use for 10 years. Among other things, the picture needs to be updated. Lots of good ideas were generated.</p> <p>3. Board Attendance – Introduction of attendance policy per the City of Cottonwood Board and Commission Member Handbook. Please let Ryan know if you can't make a meeting. We need four for a quorum.</p>
X. Correspondence/ Comments	Review of public comment cards from the month of February.
XI. Future Agenda Items & calendar updates	<p>Volunteer luncheon April 21 at the Rec Center</p> <p>Board and Commission Member Handbook</p> <p>Parking</p> <p>Strategic Plan</p> <p>E-rate</p>
XII. Adjournment	<p><i>Connie moved we adjourn. Jackie seconded. Motion approved unanimously.</i></p> <p>Meeting adjourned at 6:15 P.M.</p>

Respectfully submitted,

Connie Gilmore, Secretary