



"Inspiring a Vibrant Community"

COTTONWOOD PUBLIC LIBRARY ADVISORY BOARD MEETING

Minutes

Wednesday, August 19, 2020 @ 5:00 PM
 Online meeting via GoToMeeting.com Cottonwood, AZ

Agenda

I. Call to Order	Meeting called to order at 5:00 P.M. by president Margo Mitchell
II. Roll Call	Present: Susan Cox, Connie Gilmore, Kathy Hellman, Margo Mitchell, John O’Neill, Judy Paulus, Paula Thompson, Library Director Ryan Bigelow, Library Supervisor Jamie Shea, Deputy City Manager Rudy Rodriguez Absent: City Manager Ron Corbin
III. Call to the public	Questions or comments from the public can be emailed to rbigelow@cottonwoodaz.gov .
IV. Approval of Minutes	Susan moved that the minutes from July 22, 2020 be accepted as stated. John seconded. <i>Minutes approved as written.</i>
V. Library Director’s Report	<p>1. Monthly statistics on program attendance, circulation, volunteer hours and other performance indicators.</p> <p>Statistics are affected due to the Covid era. The July gate count was less than 50% of traditional numbers. Without live programs and only four public use computers, the numbers are down. However, the circulation count is good. People are still using the library and virtual programs are going well. Judy commented that the circulation numbers are terrific. Ebooks, audio books, and Kanopy numbers are good.</p> <p>Ryan shared that they are gathering some new internal statistics. For example, “holds placed.” They evaluated the situation and are working to improve success rates for filling holds. This adds to circulation numbers.</p> <p>Ryan noted that the YLN has 115,000 patrons.</p> <p>2. The bi-monthly July installment of Inside Cottonwood was shot on location at the Cottonwood Public Library, highlighting</p>

	<p>all of the virtual activities currently available for youth patrons. To date, the video has 359 views on Facebook.</p>
VI. Unfinished Business	<p>There was no unfinished business to discuss.</p>
VII. New Business	<p>Summer Reading Program review: The SRP was extended through August 15, due to school opening delays. The program was run virtually. Numbers were down, but participation numbers weren't bad. Ryan is concerned about 2019 numbers, and is evaluating them.</p> <p>The SRP aligned with the Strategic Plan for children "experiencing the world." For example, reading rewards included family tickets to Bearizona, a guided kayak trip, and a Pink Jeep tour. One promotion strategy is enticing incentives. All participants were invited to the Verde Drive In. The Cottonwood Public Library partnered with the Camp Verde Library for this event. Unfortunately, the original date had to be rescheduled due to a rare rainstorm. There were 30 Verde Valley families that participated in the rescheduled event. Overall, Ryan considers the Summer Reading Program a success.</p>
VIII. Future Agenda Items & calendar updates	<p>Next meeting—Wednesday, September 16, 2020, format TBD.</p> <p>Ryan's main concern is the safety of patrons and staff, and is acting accordingly when planning, which includes reaching out with more virtual activities. Susan asked about mobile hot spots. The library purchased five with the Cares grant, and all were checked out within 24 hours. Check outs are limited to three weeks. The mobile hot spots are essentially a wifi connection through a cell service. Kathy commented that they are having trouble finding adequate cell coverage in the rural Camp Verde areas.</p> <p>Judy asked if the library could spearhead donations of devices that could help students who don't have access to devices for online school. Ryan will look into it. Connie noted that devices would need to be evaluated and drives cleaned up. Rudy said that perhaps the city technology department could help, if enough useful devices were donated.</p>

	Ryan noted that he has been in regular contact with the school districts regarding library services to support their virtual students. He will discuss this with them as well.
IX. Adjournment	<i>Judy moved we adjourn. John seconded. Motion approved unanimously.</i> Meeting adjourned at 5:26 P.M.

*Respectfully submitted,
Connie Gilmore*