



*“Inspiring a Vibrant Community”*

## COTTONWOOD PUBLIC LIBRARY ADVISORY BOARD MEETING

### Minutes

Wednesday, September 25, 2019@ 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 5:01 P.M. by president Margo Mitchell
II. Roll Call	Present: Susan Cox, Connie Gilmore, Margo Mitchell, Judy Paulus, Paula Thompson, Library Manager Ryan Bigelow, City Manager Ron Corbin, Assistant City Manager Rudy Rodriguez Absent: Henry Mellon, John O’Neill
III. Call to the public	There were no public requests to address the Board.
IV. Approval of Minutes	Judy moved that the minutes from the regular meeting of July 24, 2019 be accepted as stated. Susan seconded. <i>Minutes approved as written.</i>
V. Library Director’s Report	<p>1. Introduction of new board member, Paula Thompson. Paula was one of the four applicants for three positions. Paula has been using the Cottonwood Public Library since 1974, and worked as a teacher and school librarian before retiring. Joe Stack is no longer on the board.</p> <p>2. Monthly statistics on program attendance, circulation, volunteer hours and other performance indicators. Ryan has questions about circulation trends, and is analyzing statistics.</p> <p>3. New hours begin Monday, Sept. 30. The library will be open Monday 9-5, Tuesday 9-7, Wednesday 9-7, Thursday 9-5, Friday 9-5, and Saturday 9-2. Ryan anticipates that meeting space will be utilized more fully. Ryan gathered input from many sources to adjust the library hours to best meet the needs of patrons and staff.</p>

	<p>4. Full-time job opening – Library Specialist – Teens. Position closes for first review Friday, October 3.</p> <p>5. Presentation of volunteer appreciation plaque in honor of Ruth Ann Haenny. An outside group presented a service plaque for 50 years of service. Her name will also be added to the volunteer plaque.</p> <p>6. August saw the return of the Newsletter, which will now be a monthly publication that includes information on library programs and events. The library also introduced Kanopy, a video streaming service, and received a favorable response from patrons with over 250 views in the first month.</p>
<p>VI. Unfinished Business</p>	<p>1. Strategic Plan—Update and progress on each of the seven strategic priorities.</p> <p><b>Create an inviting space for everyone.</b> Space near <b>the</b> fireplace was rearranged and is much more inviting. The staff hours were extended to 15 minutes beyond closing time to allow staff to close the library less hurriedly.</p> <p><b>Maximize hours of operation.</b> New hours begin Monday, September 30.</p> <p><b>Provide cultural diversity.</b> Spanish grant in progress.</p> <p><b>Encourage children to experience the world.</b> Teens went to Lowell Observatory August 2. APS is interested in supporting youth experiences through the library. A telescope was donated for star parties. The state park is going to work with the library.</p> <p><b>Improve Adult Digital Literacy.</b> Laptop check out program is in progress. Hosting free Goodwill Digital Skills classes is in progress.</p> <p><b>Strengthen community connectedness.</b> The library hosted a FRANK talk on water in the Verde Valley. Ryan is participating in Mingus School Connect Leadership Team. Parents had a basic CPR class during story time on August 8<sup>th</sup>.</p> <p><b>Engaging Community members not now utilizing the library.</b> Updated library brochure and included in welcome packets to local apartment complexes, in progress. Attended “We Are Cottonwood” event to promote Kanopy August 15. It was very popular. There will be a table at Verde River Day, with water bottles with the new logo. The library will participate in the National Night Out October 1. Adela attended the Cottonwood Head Start Resource Fair September 25. Judy suggested a book</p>

	<p>mark with the new hours. Ryan says there is also one for Kanopy.</p>
<p>VII. New Business</p>	<p>1. Review of 2019 Summer Reading Program. The Tinys had 103, Juvenile 181, Teens 76, and Adults 58 participants in the Summer Reading Program. The numbers are a little down from last year. The program was more interactive this year, and developed nicely. It was less minute-driven and more focused on developing a love for reading. Ryan wants to connect more with the schools and parents next year. There are some programs that required participation at the library, but much can be done online. Judy wondered if CATs could help. Rudy said there are liability issues that they're working on. Susan suggested a bookmobile that could go to neighborhoods. Ryan said they are expensive, but wants to reach out.</p> <p>2. Association for Rural and Small Libraries Annual Conference presentation. Ryan attended the conference in Burlington, VT, September 4-7. He had a scholarship to attend. He went to nine sessions: "Librarian's Guide to Homelessness"-- Communication, trauma, time issues, triggers. Ryan knows a lot of patrons by name, but do they know his? "Customer service: No Problem—what does the patron see from a busy librarian?"--Start with YES, then check your attitude, empowerment, recognizing a YES attitude. Ryan also wants to recognize volunteers with a lot of patron contact. "Own your Brand: Marketing on a Budget"—Libraries need to look at marketing from a business perspective, update the website and social media. Use the new logo to promote the library. "Did Slamming Your Head Against the Wall Help?"--Effective leaders reframe problems into opportunities for positive change. "2020 Census"—computer issues. The library can help provide computer access for people to complete the census and encourage all citizens to participate. Data is tied to state and federal money. The library will work with the city, as well as providing support. Ryan plans to have a kiosk. "When did I join the Geek Squad"—Techsoup.org, Training.digitallearn.org. PC use in libraries is dropping, but many have cell phones. Encourage and empower all staff to assist with basic computer issues. Ryan wants to explore ways to track Wi-Fi use. "Hidden Biases of Good People"—Diversity in materials is important, especially for children's collection development. "The Smart</p>

	<p>Spaces Process”—Involve your community in the planning process, which Ryan did with the strategic plan. Ryan reviewed a “Let go of” list. Collaborate with the community to provide active learning in the library. Be flexible with space. “Innovation on a Shoestring”—free and cheap tools. A variety of free tools were presented.</p> <p>3. Review of new logo for the Cottonwood Public Library. The new logo has been approved. The City has a part-time employee that designed the logo. She gave 8 options to the staff, got feedback, and the final image was selected. The logo fits in with the City of Cottonwood’s logo, and features “Connecting the Community” and “Inspiring a Vibrant Community.”</p>
VIII. Correspondence/ Comments	<p>Review of public comment cards from the months of July and August.</p> <p>There were comments on open hours, which have been addressed with the new hours; the library map collection; collection development focusing on books in Spanish, addiction, substance abuse, domestic violence, anger, anxiety, mental health, depression, sexual abuse, rape, abortion, self-esteem; compliments to staff members.</p>
IX. Future Agenda Items & calendar updates	<p><i>Next meeting—Wednesday, October 23, 2019.</i></p> <p>Joe Stack’s plaque presentation.</p> <p>Book Fair November 9.</p> <p>Updates on Strategic Plan.</p> <p>Introduction of new Teen librarian.</p> <p>New hours.</p> <p>Implementation of conference ideas.</p>
X. Adjournment	<p><i>Susan moved we adjourn. Judy seconded. Motion approved unanimously.</i></p> <p>Meeting adjourned at 6:00 P.M.</p>

*Respectfully submitted,  
Connie Gilmore, Secretary*