

**NOTICE OF A REGULAR MEETING
OF THE LIBRARY ADVISORY BOARD
OF THE TOWN OF CLARKDALE**

In accordance with Resolution #215 of the Town of Clarkdale, and Section 38-431.02, Arizona Revised Statutes,

NOTICE IS HEREBY GIVEN that the Library Advisory Board of the Town of Clarkdale will hold a Regular Meeting on Thursday, May 1, 2014, at 4:00 p.m., in the Clark Memorial Clubhouse Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona. Members of the Library Advisory Board will attend either in person or by telephone, video or internet conferencing. All members of the public are invited to attend.

The undersigned hereby certifies that a copy of this notice was duly posted on the Community Development Building bulletin board, located at 890 Main Street, Clarkdale, Arizona on the 29th day of April, 2014, at 5:30 p.m.

Dated this 29th day of April, 2014.

By:



Joni Westcott
Administrative Assistant II

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

1. CALL TO ORDER

2. PUBLIC COMMENT – The Library Advisory Board invites the public to provide comments at this time. Members of the Board may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01 (G), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling the matter for further consideration and decision at a later date. Persons interested in making comments on a specific agenda item are asked to complete a brief form and submit it to the Board Liaison during the meeting. Each Speaker is asked to limit their comments to five minutes.

3. MINUTES – Approval of the minutes of the Special Meeting held on April 10, 2014.

4. INFORMATIONAL REPORTS

CHAIRPERSON'S REPORT – A report from the Chairperson on current events.

STAFF REPORT – A report from Community Services staff members on current events.

NEW BUSINESS:

- 5. 2014 NATIONAL LIBRARY WEEK** - An update and discussion of the 2014 National Library Week promotion.
- 6. WORKSESSION ON THE 4TH OF JULY ICE CREAM SOCIAL** – A worksession on the 2014 Fourth of July Ice Cream Social.
- 7. LIBRARY STATISTICS** – Review and discussion of the Clark Memorial Library statistics.
- 8. YAVAPAI COUNTY LIBRARY DISTRICT AGREEMENT** - A discussion of the Yavapai County Library District Agreement for FY2014-2015.
- 9. REGULAR MEETINGS OF THE LIBRARY ADVISORY BOARD** – Discussion and consideration of establishing a new meeting day for the Library Advisory Board Regular Meetings.
- 10. FUTURE AGENDA ITEMS** – Listing of items to appear on future agendas.
- 11. ADJOURNMENT**

Reasonable accommodations may be requested by contacting Town Hall at (928) 639-2400 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

**MINUTES OF A SPECIAL MEETING
OF THE LIBRARY ADVISORY BOARD
OF THE TOWN OF CLARKDALE**

A Special Meeting of the Library Advisory Board of the Town of Clarkdale was held on Thursday, April 10, 2014, at 4:00 p.m., in the Clark Memorial Clubhouse Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona.

Chairperson: Jerry Wiley
Vice Chairperson: John Sherman
Board Members: Ann Viarengo
Tom Murphy
Karen Bowers

Town Staff Present:
HR/Community Services Director: Janet Perry
Community Services Administrative Assistant II: Joni Westcott

AGENDA ITEM: CALL TO ORDER – Chairperson Jerry Wiley called the meeting to order at 4:04 p.m. A quorum was present.

AGENDA ITEM: PUBLIC COMMENT - There was no public comment.

1. **AGENDA ITEM: MINUTES** – Approval of the minutes of the Special Meeting held on September 16, 2013 and the Regular Meeting held on November 7, 2013.

Vice Chair Sherman motioned to approve the Special Meeting minutes for September 16, 2013 and Regular Meeting for November 7, 2013 as written. Board Member Viarengo seconded the motion. The motion passed unanimously.

AGENDA ITEM: INFORMATIONAL REPORTS

CHAIRPERSON'S REPORT – A report from the Chairperson on current events.

None.

STAFF REPORT – A report from Community Services staff members on current events.

Community Services Administrative Assistant II Joni Westcott reported on the following:

Art in Public Places

- In the past few months the Library has hosted art from the Verde Valley Spinners and Weavers and the Clarkdale Jerome School.
- Currently on display through the end of April is the Sedona Camera Club, established in 1952 by photo enthusiasts.

- Coming up in May, exhibit called “Word is Art” by Beth Courtwright Detweiller. Oil on canvas that she describes as “iconic imagery and allegorical narratives”.
- Art in Public Places has scheduled consistent displays clear into 2015.

Statistics-Data has been compiled and will be presented to LAB at an upcoming meeting where Supervisor Norman will be present to participate in the discussion. All regular meetings from this point forward will include a Library stat report.

Library District- As mentioned in a prior email to the Board, we continue to wait for more information regarding the Library District agreement. We will keep you posted.

Book Deal and Steals- A new, bigger and better, book sales area has been established in the Library. New donations get evaluated and either placed into circulation or added to the Book Deals and Steals shelves. Patrons come in more regularly because they know we are adding to the collection often.

Free Book Event- We recently collaborated with First Things First to offer free books to children.

Stay-cation Spring Break - Daily children’s programs were offered in collaboration with NAU Civic Service Institute & Senior Corp.

America Gets Electrified-Clarkdale Historical Society Museum has an electrifying display in cases up front.

Volunteers- We have had several people apply to volunteer for the Library. Most recently we added Terri Crisp to our team of regular Library volunteers. She is working 2-3 days a week.

FINANCIAL REPORT- A review of the current finance report.

NEW BUSINESS:

1. **ELECTION OF CHAIRPERSON AND VICE-CHAIRPERSON** - Discussion and consideration to elect a new chairperson and vice-chairperson.

Chairperson Wiley nominated Ann Viarengo as the new Chairperson, Board Member Viarengo negated. With no second, Chairperson Wiley withdrew his nomination. Board Member Viarengo nominated Vice-Chairperson John Sherman as Chairperson. Board Member Bowers seconded the motion. Vice-Chairperson Sherman clarified what tasks he will/will not do. Running meeting is okay but reaching out to county official, etc. is not something he will do – others promised support. Vice-Chairperson Sherman accepted the nomination and the motion passed unanimously.

Board Member Viarengo nominated Karen Bowers as Vice-Chairperson. Board Member Wiley seconded the motion. Board Member Bowers questioned the tasks involved and accepted the nomination. The motion passed unanimously.

2. **WORKSESSION ON THE 4TH OF JULY ICE CREAM SOCIAL** – A worksession to discuss the 2014 4th of July Ice Cream Social.

Board Member Sherman requested promotional efforts to promote baked good donations beginning in May. As an example, place promo insert in each book/DVD checked out. This item was tabled for more detailed discussion.

- a. **Silent Book Auction**

It was suggested to get more information regarding space availability at the Ice Cream Social because the book auction will require additional table(s) and space. Another suggestion was to use the book auction as an additional opportunity to promote library; distribute info about volunteering, programs, etc.

3. **NATIONAL LIBRARY WEEK**-Discussion regarding National Library Week, April 13-19, 2014.

Chairman Sherman asked if this was something staff could promote. Administrative Assistant II, Joni Westcott suggested that signs be placed in the Library to promote the weeklong event and that coffee and cookies be given away with a check out of 5 items or more. Chairman Sherman suggested that staff should proceed with efforts to promote National Library Week as staff sees fit. Vice-Chairperson Viarengo agreed.

AGENDA ITEM: FUTURE AGENDA ITEMS – Listing of items to appear on future agendas.

4th of July Ice Cream Social
Library Statistics
Yavapai County Library District Agreement
2014 Book Sale

AGENDA ITEM: ADJOURNMENT-With no further business before the Board and with no objection, the meeting adjourned at 5:02 p.m.

APPROVED:

John Sherman, Chairperson

SUBMITTED BY:

Joni Westcott, Administrative Assistant II



Staff Report

Agenda Item: 2014 NATIONAL LIBRARY WEEK - An update and discussion of the 2014 National Library Week promotion.

Staff Contact: Joni Westcott, Administrative Assistant II

Meeting Date: May 1, 2014

Background: Staff will provide an update to the Board on the outcome of the promotion offered to patrons on the week of April 14-18 to recognize National Library Week.

Patrons were encouraged to check out at least 5 items in a single transaction and were rewarded with a cup of coffee and a baked good. Children were rewarded with candy treats. All items needed for the promotion were generously donated by staff, board members and patrons. A total of thirty seven patrons took advantage of the incentive.

Staff plans to offer this promotion annually with planning and publicizing performed earlier in the year.

Recommendation: This item is scheduled as a discussion only, and no official action is necessary from the Board.



Staff Report

Agenda Item: **WORKSESSION ON THE 4TH OF JULY ICE CREAM SOCIAL –
A worksession on the 2014 Fourth of July Ice Cream Social.**

Staff Contact: Joni Westcott, Administrative Assistant II

Meeting Date: May 1, 2014

Background: On July 11, 2013 there was a general discussion regarding the 2013 4th of July Ice Cream Social. Proceeds from the event totaled \$489.00. This was an increase of \$16.00 in sales from the 2012 Ice Cream Social. There is a remaining balance of \$42.31 on the Wal-Mart Gift Card and a balance of \$4.40 on the Safeway Gift Card.

Changes made for 2013 included:

- 6 Tables
- New location on the west side of the Gazebo
- Two cash boxes
- Use of crockpots for ice cream scoops
- Service hours between 8:00 a.m. – 11:00 a.m.
- Rearrangement of tables increasing space to accommodate 12 volunteers

Recommendations for the 2014 4th of July Ice Cream Social included:

- Eliminate sheet cakes
- Request donation of 4 tubs of ice cream
- Distribute donation book marks in June
- Sell Ice Cream Sandwiches

Recommendation: This item is scheduled as a worksession only, and no official action is necessary from the Library Advisory Board.



Staff Report

Agenda Item: **LIBRARY STATISTICS** – Review and discussion of the Clark Memorial Library statistics.

Staff Contact: Dawn Norman, Community Services Supervisor

Meeting Date: May 1, 2014

Background: Staff will review and compare library statistics with the Library Advisory Board. This includes annual statistics for fiscal years (FY): 2011-2012, 2012-2013, 3rd Quarter results for FY2013-2014, detailed comparisons of number of registered users, number of visits and circulation for each item category.

Since the implementation of Symphony, the software used for library operations, the Yavapai Library Network has made improvements that allows the system to generate more detailed and accurate results. This is reflected in the comparison of FY2011-2012 verses FY2012-2013 in: Number of Registered Users and Total Circulation for Electronic Transactions.

Moving forward, library statistics will be included at each Regular Meeting of the Library Advisory Board under the Reports section.

Recommendation: This item is scheduled as a discussion only, and no official action is necessary from the Board.

CLARK MEMORIAL LIBRARY ANNUAL STA

These statistics are for the period of a fiscal year: July

	FY 2011-2012	FY 2012-2013	
# of Registered Users	534*	1105	*This represents active purging patrons who
Library Volunteers	20	18	
# of Hours Volunteers Worked	1605	1093	
# of Print Materials (Books)	7465	8283	
# of Audio Materials	194	145	
# of Video Materials (DVDs/Blu-Rays)	1123	797	
# of Print Subscriptions (Magazines)	50	36	
Public Service Hours	1995	2012	
Total Attendance	9000	9516	
Total Circulation - Physical Transactions	11735	12893	
Total Circulation - Electronic Transactions	2079*	56084	*This amount reflects only. Up until last year Yavapai Library Network for single libraries.
Total Circulation	13814	68977	Significant difference
Total Circulation of Children's Materials in all formats	2120	3011	
Annual # of Public Computer Users	3559	3496	This statistic does not
# of Children's Programs	3	1	
Total Children's Program Attendance	377	117	
# of Young Adult Programs	1	1	
Total Young Adult Program Attendance	Unknown	Unknown	It is difficult to track a of visitors who come
# of Adult Programs	2	4	
Total Adult's Program Attendance	Unknown	246	Does not include Art



Staff Report

Agenda Item: **YAVAPAI COUNTY LIBRARY DISTRICT AGREEMENT - A**
discussion of the Yavapai County Library District Agreement for FY2014-
2015.

Staff Contact: Dawn Norman, Community Services Supervisor

Meeting Date: May 1, 2014

Background: Staff will provide an update to the Library Advisory Board on the progress
of the annual Yavapai County Library District Agreement for FY2014-2015.

Recommendation: This item is scheduled as a discussion only, and no official action is
necessary from the Board.



Staff Report

Agenda Item: **REGULAR MEETINGS OF THE LIBRARY ADVISORY BOARD**
– Discussion and consideration of establishing a new meeting day for the Library Advisory Board Regular Meetings.

Staff Contact: Dawn Norman, Community Services Supervisor

Meeting Date: May 1, 2014

Background: The Library Advisory Board meets on a bi-monthly schedule. These meetings are held on the first Thursday of the month at 4:00 p.m. The current schedule poses challenges to producing timely monthly reports due to the meeting date falling adjacent to the closing of the previous month. Prime examples are the finance reports and library monthly statistics. Staff would like the Board to consider changing the meeting day to the second Thursday of the month. This would allow additional time for staff to prepare the required supporting documents and to present them in a timely manner to the Board.