

**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, March 12, 2015, at 9:00 a.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 3rd day of March, 2015, at 12:00 p.m.

Dated this 3rd day of January, 2015.

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. INFORMATIONAL REPORTS

- a. CHAIRPERSON'S REPORT – A report from the Chairperson on current events.
- b. STAFF REPORTS – A report from Community Services staff members on current events.

4. MINUTES – Discussion and consideration of the minutes of the Special Meeting held on November 13, 2014 and Regular Meeting held on January 15, 2015.

NEW BUSINESS:

5. **WORKSESSION: Community Services Survey & Data Review-** A presentation, review and discussion of the information and data recently collected by the Community Services Department regarding community usage of services and programming.
6. **FUTURE AGENDA ITEMS** – Listing of items to appear on future agendas.
7. **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 THE 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, November 13th, 2014, at 9:00 a.m., in the Clark Memorial Clubhouse Men's Lounge, 39 N. Ninth Street, Clarkdale, Arizona.

AGENDA ITEM: CALL TO ORDER

Meeting was called to order at 8:59 a.m. by Chairperson Sherman.

Present:

Chairperson	John Sherman
Board Member	Ben Kramer
Board Member	Tom Murphy

Absent:

Vice Chairperson	Karen Bowers
Board Member	Ann Viarengo

Town Staff:

Community Services Supervisor: Dawn Norman
Community Services Administrative Assistant II: Joni Westcott

AGENDA ITEM: PUBLIC COMMENT – No public comment.

AGENDA ITEM: MINUTES – Discussion and consideration of the minutes of the Regular Meeting held on May 1, 2014 and Special Meeting held on October 9th, 2014.

Board Member Kramer motioned to approve the Regular Meeting Minutes held on May 1, 2014 and Special Meeting held on October 9th, 2014, as written. The motion was seconded by Board Member Murphy. The motion passed unanimously.

AGENDA ITEM: INFORMATIONAL REPORTS

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

None

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

Staff member, Joni Westcott reported on the Kids at Hope Celebration that took place in the Library on November 12th. KAH is an organization committed to the belief that all children are capable of success, NO EXCEPTIONS. In order to honor the KAH Day annual celebration, Library staff offered games, balloons, prizes and treats to children who came in to the Library along with information about the KAH philosophy to share with parents. Staff also gave each child a free book.

- Community Services Supervisor Dawn Norman reported on the Library District Managers Meeting she recently attended:
 - The recent Jail Tax election was a major topic of this meeting. The fact that the Jail Tax did not pass may have a large financial impact on libraries and the annual distribution amount provided by the county.
 - There was also a lengthy discussion regarding the hiring of a Library Network employee to provide support to all libraries in the district. This would cost each of the libraries in the network. The question was raised as to what specific support this employee would provide to the network libraries. It became apparent that the primary responsibilities of this employee would be to support the District office, not specifically network duties, yet the network libraries would essentially be paying the salary of this employee. This sparked a discussion as the awareness of the essential duties came to light. There was not a consensus of support for this movement, especially due to the fact that the Jail tax did not pass and the unknown impact on annual distributions. More information will be provided to the Library Advisory Board when actual decisions and budgetary impacts are handed down.

FINANCIAL REPORT- A review of the current financial report.

The current library donation account balance is \$9,265.98. A portion of these funds are dedicated to purchase missing/damaged books and DVD/Blu-rays to replenish library inventory.

NEW BUSINESS:

AGENDA ITEM: WORKSESSION: 2014 LIBRARY ADVISORY BOARD ANNUAL BOOK SALE- A worksession to discuss the 2014 Library Advisory Board Annual Book Sale.

There was a general discussion regarding the 2014 Library Advisory Board Annual Book Sale. Staff member Joni Westcott presented a draft schedule for board member sign up to help during the Made in Clarkdale event. Library staff members will provide support for the sale during regular library hours. All Library Board Members will meet in the Library at 8:30 am on December 1st for book sale set up.

AGENDA ITEM: LIBRARY ADVISORY MEETING- Discussion and consideration to change the Regular Meeting date and time.

There was a general discussion regarding the change of the Library Advisory Board regular meeting time.

Chairperson Sherman motioned to change the Library Advisory Board Regular Meeting to the second Thursday of each month at 9:00 am. Board Member Kramer seconded the motion. The motion passed unanimously.

AGENDA ITEM: LIBRARY DONATION FUNDS-Discussion and consideration of possible expenditures for the Library.

There was a brief discussion regarding the purchase of needed items for the library. There was a consensus of the Board to have staff provide ideas to the Board for consideration.

AGENDA ITEM: FRIENDS OF THE LIBRARY- Discussion about “Friends of Library”.

Staff member Joni Westcott provided a hand out with information on establishing a “Friends of the Library”. She explained that the process begins with forming 501c3 non- profit organization which would need to be a separate entity from the Town of Clarkdale. The Library Advisory Board is an entity of the Town of Clarkdale and would, therefore, be unable to initiate this non-profit organization.

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

Library Donation Funds

Friends of the Library

2014 Library Advisory Board Annual Book Sale

AGENDA ITEM: ADJOURNMENT

With no further business before the Board and with no objection, the meeting adjourned at 9:45 a.m.

APPROVED:

John Sherman, Chairperson

SUBMITTED BY:

Joni Westcott, Administrative Assistant II

**MINUTES OF THE REGULAR MEETING
OF THE LIBRARY ADVISORY BOARD
OF THE TOWN OF CLARKDALE**

A Regular Meeting of the Library Advisory Board of the Town of Clarkdale was held on Thursday, January 15th, 2015, at 9:00 a.m., in the Clark Memorial Library Conference Room, 39 N. Ninth Street, Clarkdale, Arizona.

AGENDA ITEM: CALL TO ORDER

Meeting was called to order at 9:07 a.m. by Chairperson Sherman.

Present:

Chairperson	John Sherman
Board Member	Ben Kramer
Board Member	Tom Murphy
Board Member	Ann Viarengo

Absent:

Vice Chairperson	Karen Bowers
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Town Staff:

Community Services Administrative Assistant II: Joni Westcott

AGENDA ITEM: PUBLIC COMMENT – No public comment.

AGENDA ITEM: INFORMATIONAL REPORTS

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

None

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

Staff Member Joni Westcott reported on the following:

- Art in Public Places -Verde Valley Spinners and Weavers are on exhibit through the end of February.
- New library volunteer – The library has acquired a new volunteer to assist with general library tasks on Wednesday afternoons.

NEW BUSINESS:

AGENDA ITEM: 2014 LIBRARY ADVISORY BOARD ANNUAL BOOK SALE- Discussion of the 2014 Library Advisory Board Annual Book Sale.

Staff Member Joni Westcott reviewed the 2014 book sale event with the Library Advisory Board. The Annual Book Sale took place during the month of December in the Clark Memorial Library, a new location

for this fundraiser. A large banner along with many festive lights were installed in the front of the Library to draw the attention of Made in Clarkdale (MIC) attendees and ongoing press releases and social media posts helped to promote the event. At the MIC opening, youth volunteers handed out flyers promoting the Book Sale.

A large supply of books were donated from one particular donor, approximately 79 boxes. Chairperson Sherman and Staff Member Susan Cox were instrumental in retrieving the donated items. In addition to the large donation, an additional 50 boxes were brought up from the Clubhouse basement, bringing the total number of boxes of books to 130. Chairperson Sherman stated that after the sale, 20 boxes were taken back to the basement to store, 4 went on to the "Book Deals and Steals" shelves in the Library and 30 boxes of old/unsellable books were donated to the Old Town Mission. Board Member Murphy stated that the VFW and Verde Valley Medical Center have small libraries in which the Board could consider to donate the unsellable books to in the future.

Staff Member Joni Westcott shared that Library Staff was able to provide a great deal of support to the sale on a daily basis, Library Board Members and volunteers covered evening and weekend hours. The feedback received from library patrons, community members, and visitors was positive. People enjoyed visiting the Clark Memorial Library for the first time and the additional space and open feeling of the new location.

Staff observed the following in attendees:

- Many visitors from out of town who were in the area for the holiday;
- Many of the same individuals returned frequently during the sale to purchase additional items.

There was open discussion on the schedule and the relocation of the sale.

Staff reviewed the daily sales totals with the Board. The sales were up over last year; book sales and donations totaled \$2213.47, \$387.47 more than last year.

Library Board Members, as well as Library Staff agreed that overall the move to the Library was positive.

There was open discussion on implementing the following items in 2015:

- Continue with same dates (entire month of December)
- Add the first week in January. Chairperson Sherman felt that adding the last week in November would be more beneficial to the sale.
- Do not include weeknight evenings during Made in Clarkdale (MIC) due to lack of sales. Chairperson Sherman and Board Member Viarengo agreed that the sale should be open longer hours on the opening night of MIC.
- Board Member Kramer recommended increasing the fill-a-bag sale to \$5-6 a bag and perhaps \$15 per banker box rather than the \$3 currently charged per bag of books.

AGENDA ITEM: CLARK MEMORIAL LIBRARY COMPUTER/INTERNET/WI-FI USE POLICY- Discussion and consideration of the Clark Memorial Library Computer/Internet/Wi-Fi Use Policy.

Staff Member Joni Westcott presented the following information along with the proposed Clark Memorial Library Computer/Internet/Wi-Fi Use Policy:

The Clark Memorial Library currently utilizes the Yavapai County Library policy regarding Computer/Internet/Wi-Fi Use. Due to the change in the Library Agreement with the Yavapai County

Library District it is necessary for the Clark Memorial Library to adopt a Computer/Internet/Wi-Fi Use Policy. This will provide clear authority and guidance for the Clark Memorial Library staff.

The proposed draft policy is consistent with the Yavapai Library District policy with the exception of establishing a daily time limit for each patron of one hour (60 minutes) per day. Requests to extend time may be considered but are not to exceed two hours (120 minutes) per day. This time limit is consistent with computer/internet/Wi-Fi use policies of other libraries in the Yavapai Library Network.

There was a general discussion regarding the adoption of the Clark Memorial Library Computer/Internet/Wi-Fi Use Policy.

Chairperson Sherman motioned to adopt the Clark Memorial Library Computer / Internet/Wi-Fi Use Policy. Board Member Murphy seconded the motion. The motion passed unanimously.

AGENDA ITEM: FUTURE AGENDA ITEMS--

Donation Funds
Friends of the Library

AGENDA ITEM: ADJOURNMENT

With no objection, the meeting adjourned at 10:12 a.m.

APPROVED:

John Sherman, Chairperson

SUBMITTED BY:

Joni Westcott, Administrative Assistant II



Staff Report

Agenda Item: **WORKSESSION: Community Services Survey & Data Review-** A presentation, review and discussion of the information and data recently collected by the Community Services Department regarding community usage of services and programming.

Staff Contact: Joni Westcott, Community Services Administrative Assistant II
Dawn Norman, Community Services Supervisor

Meeting Date: January 15, 2015

Background: Last year the Community Services Department (CSD) created and distributed a survey to query the community and gain feedback regarding certain events, programs and activities currently being provided by the Town, and to collect information about other ideas and desires community members might have in these areas.

A copy of the survey and its resulting information is included in this packet. Staff will also be presenting additional data collected last year as a result of actual programming and attendance, and hands-on daily operations

Recommendation: This item is scheduled for discussion only.



Town of Clarkdale 2014 Community Activity Survey

Hello! Your Community Services Department is asking Clarkdale citizens to provide input regarding certain events, programs and activities that have either taken place, or you'd be interested to see happen in Clarkdale. While the resources available to provide these types of community activities continue to be limited, the feedback provided in this brief (2-sided) survey is very valuable to us and will help serve as a directional guide as we are able to take steps forward. We invite each household's participation, and appreciate the time and efforts to do so. **The deadline to submit completed surveys is Friday, November 14, 2014.**

1. Counting yourself, how many people in your household are:

Age 19 & under _____ 45 – 64 years _____
 20 – 44 years _____ 65 + years _____

2. What are the best methods for you and your household to receive information about Town events, programs and activities:

- | | |
|--|---|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Small Talk Town Newsletter |
| <input type="checkbox"/> Town of Clarkdale website | <input type="checkbox"/> Visit/Call Town of Clarkdale offices |
| <input type="checkbox"/> Town Facebook page(s) | <input type="checkbox"/> School flyers |
| <input type="checkbox"/> Other/Please specify: _____ | |

3. How often do you or someone in your household use/visit each of the following Clarkdale facilities?

<u>PARKS</u>	<u>PUBLIC RIVER ACCESS AREAS</u>	<u>CLARK MEMORIAL LIBRARY</u>
<input type="checkbox"/> Daily	<input type="checkbox"/> Daily	<input type="checkbox"/> Daily
<input type="checkbox"/> Weekly	<input type="checkbox"/> Weekly	<input type="checkbox"/> Weekly
<input type="checkbox"/> Monthly	<input type="checkbox"/> Monthly	<input type="checkbox"/> Monthly
<input type="checkbox"/> A few times yearly	<input type="checkbox"/> A few times yearly	<input type="checkbox"/> A few times yearly
<input type="checkbox"/> Never	<input type="checkbox"/> Never	<input type="checkbox"/> Never
<input type="checkbox"/> Not aware of this/these facilities	<input type="checkbox"/> Not aware of this/these facilities	<input type="checkbox"/> Not aware of the Clark Memorial Library

4. For each of the following Town events, activities or programs held this past year, if you or a member of your household did NOT attend it, please indicate why:

EVENT/ACTIVITY NAME	NOT AWARE OF THE ACTIVITY	NOT INTERESTED	OTHER REASON
Fourth of July			
Concerts in the Park			
Library Story Time			
Art in Public Places			
Halloween			
Movies on Monday			
Annual Book Sale			
Santa Comes to Town			
Caroling in the Park			



5. For each of the following Clark Memorial Library services offered this past year, if you or a member of your household did **NOT** make use of it, please indicate why:

TYPE OF SERVICE	NOT A SERVICE WE NEED	NOT AWARE OF THIS SERVICE	I USE ANOTHER LIBRARY FOR THIS SERVICE
Children's Early Literacy			
Computer Station			
Computer use			
Wi-Fi			
Meeting/conference room space			
In-house catalog station			
Book check-out			
DVD/Blu-ray check-out			
Online, downloadable items (e-books, audio)			
Talking Book Library			
Use online catalog to reserve items			
Purchase used books			

6. Please check any of the following activities you OR any member of your household would have an interest in attending:

- Preschool programs/activities
- Youth after school programs/activities (i.e. art, game day, hiking, wildlife/nature, homework/study groups, app sharing, astronomy, etc.)
- Youth mini-day camps (on no-school days)
- Youth summer programs
- Teen programs/activities (i.e. art, game day, hiking, wildlife/nature, night dances, etc.)
- Adult programs/activities (i.e. nutrition, ancestry, gardening, photography, cooking, geocaching, sustainability, language, astronomy, art, etc.)
- Family programs/activities
- Additional Town Park events (i.e. art/craft fairs, campfire stories, movie showings, etc.)
- Public River Access Point programs/activities (i.e. nature walks & lectures, birding, geology, hiking, kayaking, etc.)
- Technology training (i.e. internet use, computer/tablet/e-reader basics, job searching, etc.)

Other: _____

Additional Suggestions/Comments: _____

Please return your completed survey before Friday, November 14th to the Town of Clarkdale, Community Services Department:

- ✓ drop off at the Clark Memorial Library located at 39 N. 9th Street, Clarkdale, AZ 86324, if after hours please use the book drop box at the library front door entrance;
- ✓ by mail to P. O. Box 308, Clarkdale, AZ 86324;
- ✓ by email to community.services@clarkdale.az.gov;
- ✓ OR complete an online version available at www.clarkdale.az.gov.

 THANK YOU 

COMMUNITY SERVICES

2014 SURVEY RESULTS

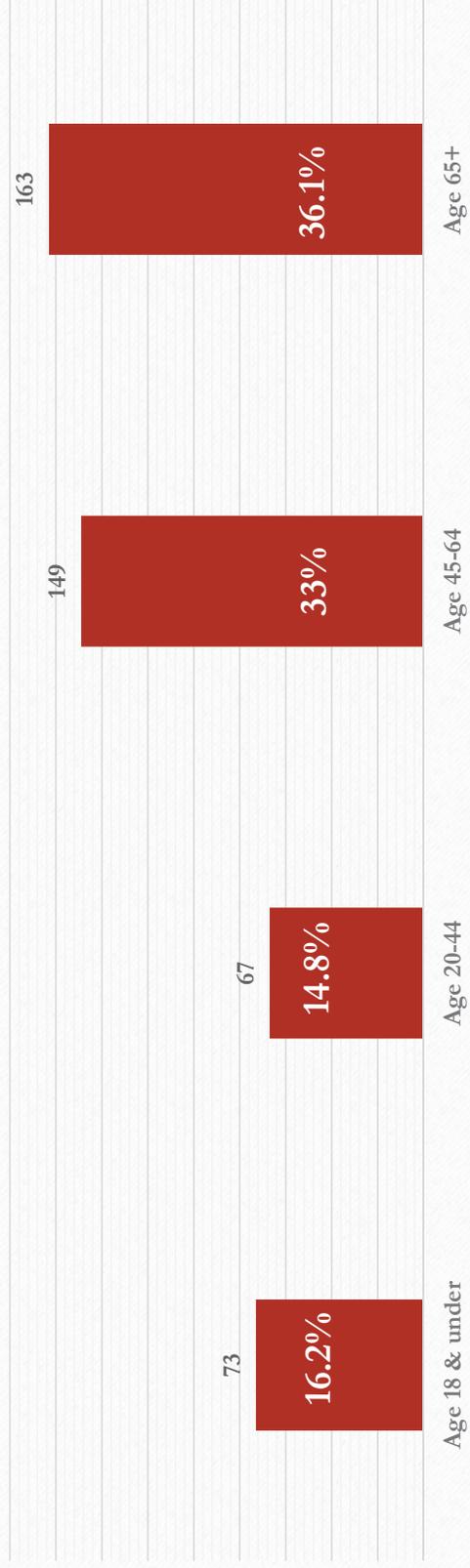
Q1

Household Information

214 Households/ Respondents

Responses Represent 452 Clarkdale Residents

HOW MANY IN THE HOUSEHOLD ARE:

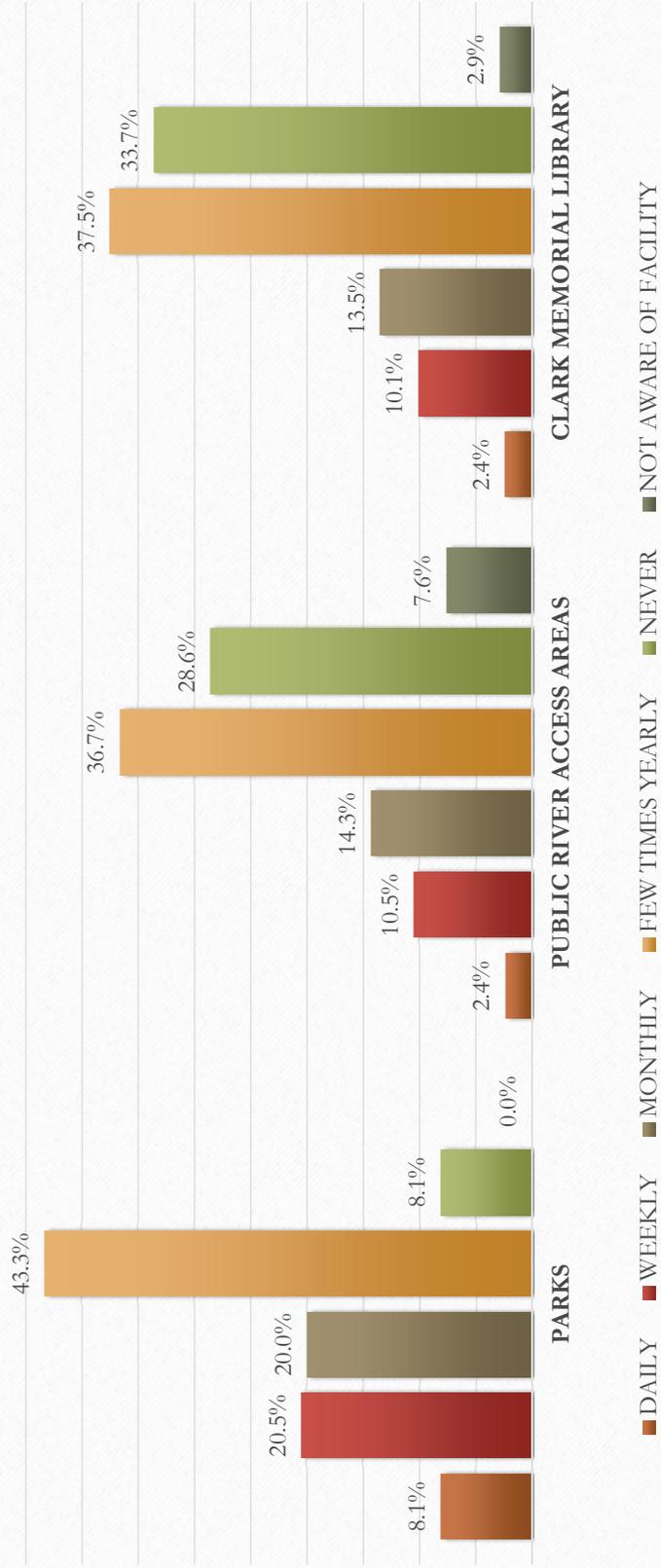


Q2 BEST METHOD TO RECEIVE INFORMATION



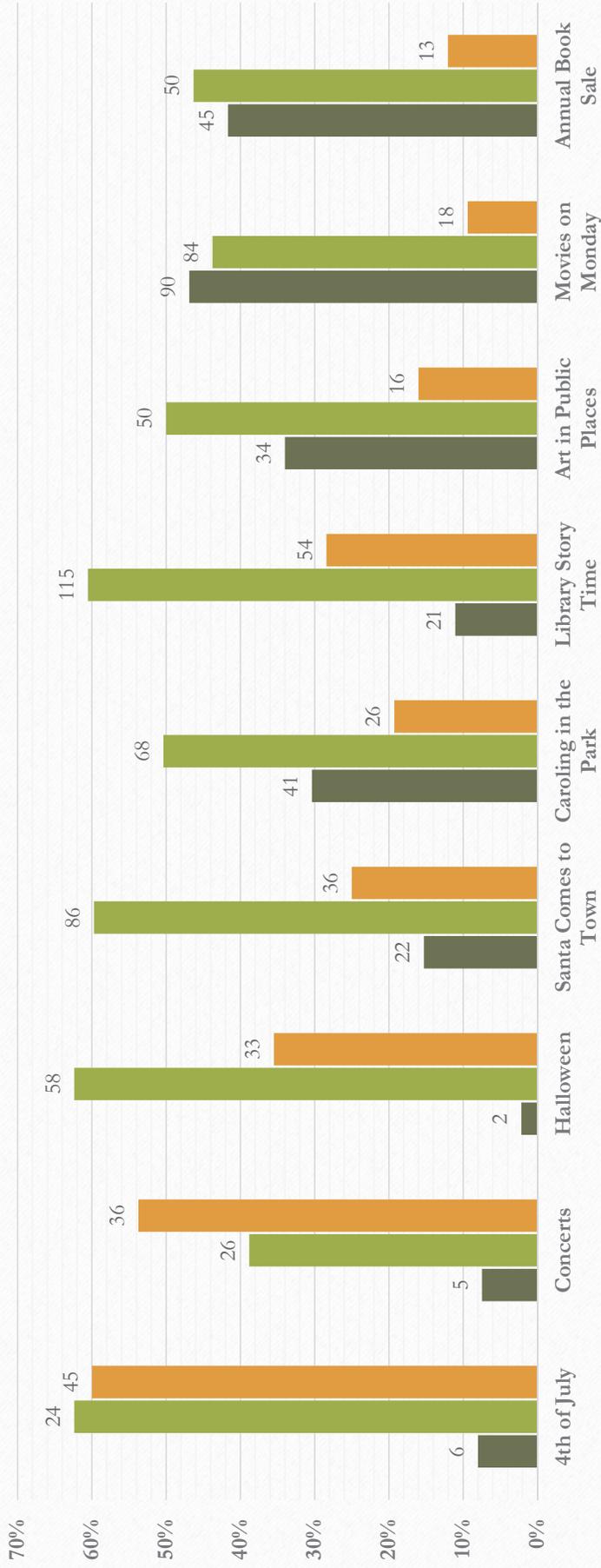
Q3

VISITS TO CLARKDALE RECREATION AREAS/FACILITIES



Q4 TOC EVENTS/PROGRAMS NOT ATTENDED AND WHY

■ Not Aware ■ Not Interested ■ Other



Q4-OTHER REASONS

PEOPLE DID NOT ATTEND TOC EVENTS

4TH OF JULY

Activities too early in the a.m.
Too old
Too hot
Out of town (7)
Go to Cottonwood
Have to work (3)
Too many people, parking
Age/health considerations (2)

CONCERTS

Don't like to go alone
Schedule conflicts and weather (4)
Forgot
No beer allowed, not even one
Too busy (2)
Age/health considerations (3)
Working (2)
Out of town

HALLOWEEN

Have own party
Out of town (2)
No kids (14)
Too many people (2)

MOVIES

During work hours
No children (14)

BOOK SALE

Forgot (2)
Age/health considerations (2)

STORY TIME

No children (17)
Kids too old
Only in Clarkdale on weekend
Schedule conflicts

SANTA

At the Cottonwood Christmas Parade
Out of Town (2)
No children (15)

CAROLING

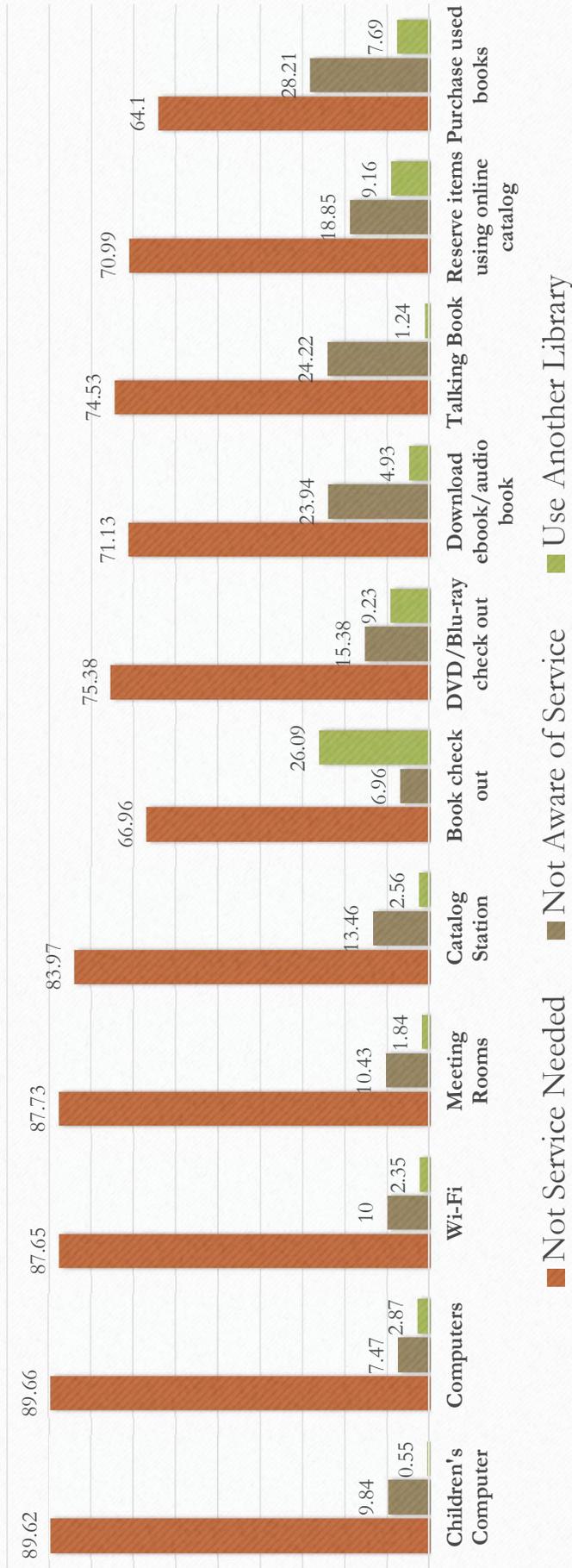
No time
Working
Health reasons

ART IN PUBLIC PLACES

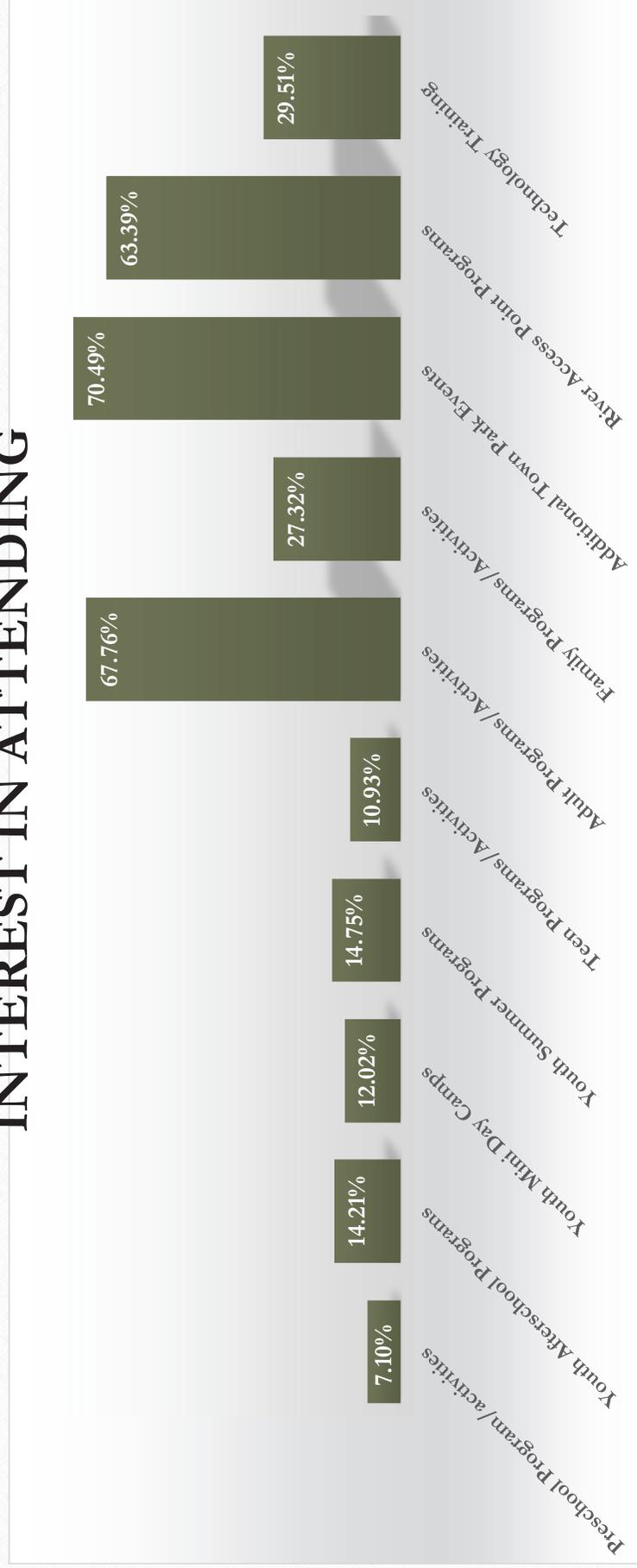
No time
Age/health considerations (2)
Forgot

Q5

LIBRARY SERVICES NOT USED AND WHY



Q6 ACTIVITIES COMMUNITY MEMBERS HAVE INTEREST IN ATTENDING



Q6-RESPONSES TO "OTHER" OPTION REGARDING INTERESTS

- My grandchildren would be interested in youth programs.
- Vocational tech training, art classes (drawing, painting, 3D animation, arts and crafts, sewing)
- Pool reopened
- Adult programs such as hiking, wildlife/nature
- Not a big fan of kayaking/canoeing on the Verde, particularly large groups. Would like to hear more about hiking trails.
- More youth events-pool opening/baseball field
- Bicycling if streets were safer
- Trail system along/hear the river for running, hiking, biking
- Ancestry, photography, art/craft fairs
- Photography
- Additional services not needed. The Town can afford to offer the above??? Plus the liability insurance..who pays for it all?
- Bus trips to events or shopping
- Would like to provide art related programs; teach workshops, provide materials, etc.
- Cycling, hiking trails
- Bring back Rhythm and Ribs!! Ask for more volunteers instead of axing a favorite event.

ADDITIONAL COMMENTS FROM SURVEY RESPONDENTS

<p>Would be interested in doing youth programs for astronomy. Think there should be a food bank for Clarkdale residents only.</p>
<p>Nice job soliciting community involvement & participation in building community. We appreciate your efforts and thank all for all you do. You are surveying 2 who between work & church community are usually out of the home 10-14 hour. 6 days a week. Not that uninterested, time issue for some of these.</p>
<p>Love your library staff! Best group of workers I have ever seen!</p>
<p>For your budget and size I think you do a great job providing services to the community.</p>
<p>Definitely need more programs for kids and teens. Library space need to be reassessed. Do we need a traditional library? How better could the space be used? Need to look forward</p>
<p>Provide an envelope for your bill!!</p>
<p>Activities that bring in large, noisy groups impose on nearby residents; location, size and duration of such activities should be carefully considered and located in appropriate settings, not necessarily on Main Street. Would like to see a 'neighbors helping neighbors' program in Town and a community garden project for growing and sharing healthy foods.</p>
<p>We just moved her so we look forward to participating in events in the future.</p>
<p>We feel the town should allocate most of this money to open the baseball field back up.</p>
<p>Maybe WiFi at the park near gazebo</p>
<p>Please don't shut down Halloween at 7pm. Let it run until 8:30 or 9:00.</p>
<p>Program(s) at Centerville Park.</p>
<p>Please! Send a return envelope with your utility bill. You are the only one who doesn't.</p>
<p>I just moved into the community in Oct. I am very excited to be a part of Clarkdale's wonderful community.</p>
<p>We love watching improvements and growth in our little town of Clarkdale.</p>
<p>Technology training for elderly would be very helpful</p>
<p>Because of the proximity of the Cottonwood Library, I think the library budget should be used to only supply computer use & WiFi. The books are not necessary. Any budget savings could be used to support Made in Clarkdale or other events.</p>

I know it's nice to have events and services locally, however, since Clarkdale is so close to Cottonwood, and Cottonwood has better resources, with better availability (hours/days open), it would make sense to me to get rid of some of the services in Clarkdale. The library for example. Since they are hardly open when I would be able to go, I never go and just use the one in Cottonwood, which I use often. I wish there was a way to consolidate some services between Cottonwood and Clarkdale.

Doing a great job! Thanks!

Just moved here in February. Wasn't aware of these things, but would be interested now that I know.

I have not visited the Public River Access areas but I plan to!

The library should become a pick up/drop off location as supposed to a full service library where the only people in the library are those playing computer games all day. The community would be better served with a limited amount of services and hours. The book collection is not serving the needs of the community but the transit services are very popular.

For some of us, Clarkdale is that place "way over there", where we send money for water and trash pickup, pay high property taxes and get little in return. How about more enforcement of speeding on Old Jerome Speedway and non-stop barking dogs? Or just annex on to Cottonwood so we can get a return on sales taxes?

Although we do not utilize the youth services, we believe they are a vital part of our community. Our youth really need good programs!

Is it possible to get an email distribution group to let us know of web site updates?

We love Clarkdale

See above! Port~ a~ potties were overflowing and V.I.P. section was mostly empty...how about a happy medium?! Motorcyclists may fill motel rooms...we are the people that live here... There must be a solution!

Love the Made in Clarkdale Art Show...my thought for last year, was that it would've been nice to have tables/chairs to sit and enjoy the music with my beverage. So maybe this year that will happen.