

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

A Regular Meeting of the Library Advisory Board was held on **Thursday, May 14, 2015 at 9:00 a.m.** in the Clark Memorial Clubhouse Men's Lounge, 19 North Ninth Street, Clarkdale, Arizona.

AGENDA ITEM: CALL TO ORDER – The meeting was called to order at 9:02 a.m. by Chairperson Sherman.

Board Members:

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

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

AGENDA ITEM: INFORMATIONAL REPORTS

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

Chairperson Sherman presented an article from the Verde Independent that highlighted Board Member Kramer's recognition as the City of Cottonwood's "Employee of the Quarter."

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

Community Services Administrative Assistant Joni Westcott reported on the following:

- **New Books:** A large shipment of new books was ordered and received in the Library. Staff and volunteer, Carol Engert are working to catalog and shelve the new items.
- **Spirit of Clarkdale:** Nominations are being accepted for the 2015 Spirit of Clarkdale Awards. Board members were encouraged to nominate community members who may be deserving of such an award.
- **Computer Update:** Following the implementation of the "one hour" computer use policy, staff had no adverse effects. Patrons were understanding and had no problems adhering to the policy. Staff did find that the users who previously spent the entire day in the Library and presented the most difficulties, stopped coming once the policy was implemented. This amounted to 3 users who were Cottonwood residents.

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

Board member Kramer motioned to approve the Special Meeting Minutes held on November 13, 2014 and Regular Meeting held on January 15, 2015. The motion was seconded by Board Member Murphy. The motion passed unanimously.

NEW BUSINESS

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.

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 was included in the Library Advisory Board packet.

Community Services Supervisor Dawn Norman presented a power point offering additional data collected last year as a result of actual programming and attendance, and hands-on, daily operations. Community Services Supervisor Dawn Norman explained the results of the survey conducted earlier this year aided by Administrative Assistant Joni Westcott.

Discussion followed about the Clarkdale library patrons and other community libraries comparisons, including that Clarkdale has two libraries. Board Member Murphy wanted to know what can be done to bring more people to the Clark Memorial Library which was followed by a round of conversation that, based on the survey results and daily stats, the majority of people don't need or use the Library.

Community Services Supervisor Dawn Norman explained that library trends have evolved from the traditional services normally offered towards libraries being community centers and focusing more on community outreach, taking the library services out into the community with programs and activities. Staff and the Board will need to think out of the box with programming and events offered, being conscientious about not duplicating services offered by neighboring libraries or other organizations. Programming and events offered outside of the library would be an extension of library services as staff intends to bring materials to the programs/events to allow patrons to check items out. For example, movie showings would be an opportunity to provide a selection of movies for check out. Books and read-a-longs would be available at Story Time in the Park. Staff is currently working on offering Movies in the Park, with the plan to rotate the showings at each of the town parks, Selna-Mongini, Centerville, Caballero and Town Parks. There was open discussion on offering Movies in the Park. Community Services Supervisor Norman also mentioned the forming of partnerships with community members to offer programs/activities to the community. Board member Kramer began a discussion around canned programs that could be offered that staff members could present without a large amount of expertise on a particular subject. He also mentioned offering classes on CPR and technology information for devices like computers, cell phones, tablets, and cameras.

Community Services Administrative Assistant Joni Westcott mentioned taking children's programs to the parks; including story time, art, and science related programs. There was open discussion on the different types of programming that could be offered. Chairperson Sherman supported the idea with enthusiasm regarding the inclusion of all parks in the community and stated that offering Wi-Fi in the park would be a great extended service for the library to offer to the community.

The consensus of the Board was positive in moving forward with community outreach of programs and activities.

AGENDA ITEM: WORKSESSION: 4TH OF JULY ICE CREAM SOCIAL – Discussion on the 2015 Fourth of July Ice Cream Social.

Community Services Administrative Assistant Joni Westcott reviewed the 2014 Ice Cream Social event reporting that proceeds totaled \$572.76, more than \$73 greater than the previous year. With gift card and monetary donations totaling \$375 and expenditures adding up to \$256.88 the total net proceeds for the event were \$690.88, over \$162 more than the previous year.

Suggestions and observations from the Library Board following the 2014 event resulted in the following information to be considered for the 2015 Ice Cream Social Event:

- Donated/homemade goods sold the best
- Should not sell as many whole pies and less pies are needed
- 12 gallons of ice cream were sold (9 gallons 2013)
- Better signage “Line Starts Here”
- Flat bottom cones are better, less breakage
- Better advertisement for “Pancake A-La-Mode”
- A set schedule should be pre-determined for volunteers and posted at the location
- Purchase one dozen cupcakes, no more than that
- Set up/sell tickets at pancake breakfast area for “Pancakes Alamode”
- 4 tubs of ice cream are plenty

Following a lengthy discussion about the “Pancake A-La Mode” concept all members were in agreeance to simplify the process by just telling folks that this is an option and placing a banner on the tent verses a grand plan to set up a separate table and sell tickets.

Community Services Administrative Assistant Joni Westcott was tasked to make handouts for Library patrons to encourage baked goods for the event and solicit volunteers in addition to the press releases that are sent to local media. This will also be advertised in the Town Small Talk. She will create a volunteer list and schedule to be posted at the tent during event and create the shopping list based on inventory taken by Chairperson Sherman at the end of event last year.

LIBRARY DONATION FUNDS- Discussion and consideration to approve the use of donation funds for various Community Services projects.

Community Services Supervisor Dawn Norman discussed the plan to offer outdoor movie showings in the local parks. In order to do so, portable outdoor cinema equipment will need to be purchased. Staff is working with several vendors on customized outdoor cinema equipment packages and price quotes. To date, costs received are estimated around \$12,000-\$14,000. The FY14-15 Parks and Recreation budget has \$7,950 for programming. In addition to these funds, the Parks and Recreation Commission has approved the use of the Parks and Recreation Donation Funds. These funds along with funding from the library budget will cover some of the cost, however, due to the expense of the equipment which is a one-time, lifetime purchase, additional funds will be needed. As previously discussed in review of the Community Services survey results, the community expressed the wish for additional outdoor/park activities and events. This equipment can be used for various outdoor programs/events, such as astronomy, photography, gaming, and sports event showings. Staff is requesting the Library Advisory

Board to approve the use of \$2,000 from the library donation account to contribute to the purchase of the equipment.

Chairperson Sherman motioned to approve the use of donation funds, the amount not to exceed \$2,000, to purchase outdoor cinema equipment. Board member Kramer seconded the motion. The motion passed unanimously.

There are a few areas of the library that have insufficient lighting and need improvement. These areas include the entryway and the back area of the library, which includes the children and non-fiction sections. Staff would like the Board to approve funds to install new lighting in these areas. Cost estimates would be acquired prior to the improvements being performed. There was open discussion on lighting.

Chairperson Sherman motioned to approve the use of donation funds, the amount not to exceed \$3,000, to update lighting in the Library. Board member Kramer seconded the motion. The motion passed unanimously.

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

No future agenda items were identified.

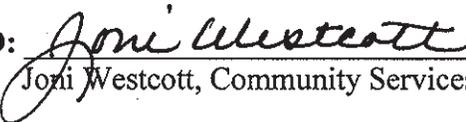
AGENDA ITEM: ADJOURNMENT-

Without objection, the meeting was adjourned at 10:25 a.m.

APPROVED:


John Sherman, Chairperson

SUBMITTED:


Joni Westcott, Community Services Administrative Assistant II