

DRAFT



MINUTES

**LIBRARY ADVISORY BOARD
GLENDALE PUBLIC LIBRARY
5959 W. BROWN ST.
GLENDALE, ARIZONA 85302**

**SEPTEMBER 9, 2020
6:00P.M.**

1. CALL TO ORDER

Chair Gary R. Johnson called the meeting to order at 6:05 p.m.

2. ROLL CALL

Present: Gary Johnson, Chair
Karen Aborne, Board Member
Calvin Carbello, Teen
Eva Ndavu, Board Member
Timothy Ndavu, Board Member
Haydee Kukowski, Board Member

Absent: Diane Kocur, Board Member

Also Present: Michael Beck, Chief Librarian
Dawn Wasley, Library Administrator
Kayla Martinez, Library Administrative Support Specialist

Attendees: Merideth Jenson-Benjamin

3. CITIZEN COMMENTS

None.

4. APPROVAL OF THE MINUTES

a. APPROVAL OF AUGUST 22, 2020 MINUTES

Board Member T. Ndavu moved, Board Member E. Ndavu made the second, to approve the August 22, 2020 Library Advisory Board meeting minutes as written. Motion carried 6-0.

Motioned by Board Member Timothy Ndavu, seconded by Board Member Eva Ndavu

AYE: Chair Gary Johnson
Board Member Karen Aborne

Teen Calvin Carbello
Board Member Eva Ndavu
Board Member Timothy Ndavu
Board Member Haydee Kukowski

Passed

5. NEW BUSINESS

a. LIBRARY MARKETING EFFORTS

Chief Librarian Beck introduced Merideth Jenson-Benjamin, who oversees system wide marketing efforts for the library and is the Administrative Librarian for the Main Library.

Mrs. Jenson-Benjamin spoke to the Board about the current library marketing efforts. Highlights included the following:

Print Marketing

- The main tool for print marketing is the Glendale newsletter that is sent monthly to residents in their monthly water bill. There is no cost for the library since the city distributes the newsletter but are limited to the amount of space available. All marketing material must be submitted 3 months in advance in order to be printed at the appropriate time.

Digital Marketing

- All self-service checkout points and monitors throughout the library can display images and information to market service and events. This allows full and complete oversight of marketing material and is a low-cost marketing tool but does have a fairly low impact.
- The library website acts as a fifth branch and includes a rotating slideshow of all the most recent news and events. The website has an affordable cost that allows library staff to have control of all content.
- The Library E-Newsletter is sent to 25,000 subscribers. It allows patrons to read it on both a desktop and mobile devices. The E-Newsletter is created in house and can be sent out to subscribers whenever needed.
- The Glendale Public Library uses multiple social media platforms such as Facebook, Instagram and Twitter. They are free marketing tools that have gained the library 6,505 followers but due to each platform's algorithms are not as controlled as other digital marketing.
- The City allows the library to utilize the Nextdoor account that is sent to 45,000 residents but is only used for major projects

Board Member T. Ndavu asked Mrs. Jenson-Benjamin if she could elaborate why The City requires 3 months advance notice to publish information in the Glendale newsletter. Mrs. Jenson-Benjamin informed The Board that she is not aware of why that might be but that she will reach out to the individual who is in charge of the newsletter and follow up with Mr. Beck so that he may share that information at a later date.

b. ROLE AND MISSION OF LIBRARY ADVISORY BOARD

Chief Librarian Beck provided Board Members an overview of the mission, scope and function of the Library Advisory Board. The highlights included:

- The Board has nine members who are residents of the city and appointed by City Council.
- Two of the nine Board members can be students attending high school at the time of their appointment by the City Council.

- The Board shall establish such rules and regulations as it deems necessary for its government and for the faithful performance of its duties.
- A Board majority shall constitute a quorum, currently five. The affirmative and majority vote of commission members present at a meeting shall be required for passage of any matter before the Board.
- The powers and duties of the Board shall be advisory in nature, and all acts thereof shall be subject to review by the city council.

c. LIBRARY SERVICE UPDATES IN RESPONSE TO COVID-19

Chief Librarian Beck gave the Board an overview of existing library services in response to the current COVID-19 crisis. The overview included:

- Continuous success from both the lobby services and the drive through services.
- There have been 45,000 people who have physically used library services since May 4th.
- Continuing to follow both the CDC and the city guidelines for safety.
- Investigating ways to offer limited PC services.

6. CHIEF LIBRARIAN UPDATE

a. Chief Librarian Beck updated Board Members of the following:

- September is National Library Sign-Up Month and all month long the library will be offering Wonder Woman library cards.
- The library currently offers "Make and Take" crafts for teens and "Grab and Go" crafts for kids to do at home.
- The library is looking to expand the Backpack program.
- The library is currently looking into ways to lend digital hotspots that are being purchased through an LSTA grant.

7. BOARD MEMBER COMMENTS AND SUGGESTIONS

Board Member Aborne requested that the National Proclamation be added as an agenda item to discuss at the next meeting.

Board Member Kukowski asked for clarification regarding the check-out process of the Hot Spots. Chief Librarian Beck informed Board Member Kukowski that he will provide a follow up at the next meeting.

Board Member T. Ndavu asked if the Hot Spots could lead to a potential loss for the library. Chief Librarian Beck informed the board that he will provide more information at the next meeting.

8. NEXT MEETING

The next regular meeting of the Library Advisory Board will be held on October 14, 2020 at 6:00 p.m., in the Board Meeting Room of the Main Library, located at 5959 W. Brown St., Glendale, Arizona, 85302.

9. ADJOURNMENT

Motioned by Board Member E. Ndavu, seconded by Board Member Kukowski.

Motioned by Board Member Eva Ndavu, seconded by Board Member Haydee Kukowski

AYE: Chair Gary Johnson
 Board Member Karen Aborne
 Teen Calvin Carbello

Board Member Eva Ndavu
Board Member Timothy Ndavu
Board Member Haydee Kukowski

Passed

The Library Advisory Board meeting minutes of _____, 2020 were submitted and approved this ___ day of _____, 2020.

Kayla Martinez
Recording Secretary