

City of Mesa

Library Advisory Board Meeting Minutes

Date: November 21, 2023
Time: 5:30 p.m.
Location: Dobson Ranch Library
2425 S Dobson Rd
Mesa, AZ 85202

Members Present

Ralph Wilson, *Chair*
Jeff Clubb, *Vice Chair*
Lonica Rowley
Kristin Ricklefs-Johnson
James Martherus

Staff Present

Polly Bonnett
Jesse Simms
Anna Mathews
Tenecia Philips
Erin Jones
Megan Guderian
Tony Garvey

Members Absent

Jo Wilson
Steven Miner
Alisha Ward
Ellen Bachman

Guests Present

AGENDA ITEM	DISCUSSION
Call to Order	Chair Member, Ralph Wilson, called the meeting for the City of Mesa Library Advisory Board to order at 5:32 p.m. on November 21, 2023.
Approval of May 16th meeting minutes	The May 16th meeting minutes were moved by Jeff Club moved and seconded by James Martherus. Upon the tabulation of votes for the meeting minutes, the results showed: AYES – Wilson, Clubb, Rowley, Ricklefs-Johnson, and Martherus NAYS – None
Public Comments	There were no public comments.
Introductions, Recognitions, and Announcements	All staff and Board members present introduced themselves.
Election of Chair, Vice Chair	Former Vice Chair, Ralph Wilson, assumed the role of Chair, nominating Jeff Clubb as Vice Chair. Board member James Martherus seconded the motion. Upon the tabulation of votes for the meeting minutes, the results showed: AYES – Wilson, Rowley, Ricklefs-Johnson, and Martherus NAYS – None ABSTAIN - Clubb
MPS Presentation	Library Director, Polly Bonnett, and Assistant Library Director, Jesse Simms, provided an update on the Mesa Public Library and Mesa Public Schools partnership focused on getting Library cards into the hands of MPS students. They shared background on how the concept came up after hearing success stories of other city / school partnerships throughout the Country. Polly and Jesse Shared that MPL has successfully added an “opt-in” drop-down menu option for an MPL library card sign-up on all MPS kindergarten student registrations and has seen progress so far with card sign-ups. This year, guardians of over 1,400 of 3,700

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	kindergarteners opted in to receive a Library card, with hopes to expand to other grades in future years. They discussed Marketing for the program, plans for future partnerships, and ways to streamline the approach down the road. Vice Chair, Jeff Clubb, asked about the normal % of electronic circulation vs hard copy circulation. Jesse was able to share that our circulation % breakdown is on par with what we see nationally. Board member, Lonica Rowley, shared that her girls have had their student ID's memorized for years and advocated that future efforts consider using student ID's as library cards. Polly shared that this is a concept that MPL is investigating, as we look to expand access to other grades and school districts. Board member, James Martherus, asked about hurdles to expand the program and Jesse was able to highlight that data collection and data transmission to MPL will be a focus for the team in upcoming years.
Director's Update	Library Director, Polly Bonnett, Assistant Library Director, Jesse Simms, and Management Assistant II, Tony Garvey, presented the MPL MesaStat Socrata story page highlighting Library Services performance over the last year. The team discussed the strategic priorities for MPL, which included Community Literacy, Engagement and Access, Customer Experience, and Employee Engagement. The following performance measures were shared in detail, reviewing month-to-month stats: Library Circulation, MPL visitor counts, library card sign-ups, and employee turnover. Each of these MPL performance measures has targets set 2.5% above last year's actuals, with plans to continue to increase our monthly goals into next fiscal year. The team highlighted the circulation successes growing the use of the MPL collection by 5%, MPL visitor success with a in-person visitor increase of 13% year-over-year, and library cards registered success, bringing our active library user base to over 98,000. This is up from just 82,000 in October of 2022. Lonica asked us about the breakdown of our collection. Polly, Jesse, and Tony, shared the collection management process for MPL, how each genre size is determined, the tools we use to evaluate collection sizes, and how we actively manage the collection to ensure our collection is in line with community demands. Jeff asked about programs and the popularity of each. Staff shared that Halloween Boo, being one of the most attended programs, had over 1,000 attendees this year. Ralph asked about City Management support and Polly shared how strong it has been in recent years with each of the new projects/services being brought online.
Identify items for future agenda	Board member, James Martherus, asked to learn more about the Gateway Library. Board member, Kristin Ricklefs-Johnson, asked to learn more about Program development. Board member, Lonica Rowley, asked to learn more about CSS purchasing. The topic of MPL's Budget and Capital Improvement Program was discussed as a potential future topic.
Next Meeting Dates	January 16th, 2024 – Main Branch Library Board Room
Adjournment	Board member James Martherus moved, and Lonica Rowley seconded that the meeting be adjourned. The meeting was adjourned at 6:37pm. Upon tabulation of votes, it showed: AYES – Wilson, Clubb, Rowley, Ricklefs-Johnson, and Martherus NAYS – None The next meeting will be held on the 16th of January 2024 at 5:30 p.m in the Library Board Room at the Main branch Library.