

**City of Glendale  
Library Advisory Board Retreat  
Main Library, Large Meeting Room  
5959 West Brown Street  
Glendale, Arizona**

**Saturday, January 11, 2014  
8:30am**

**MINUTES**

**I. Call to Order – The Retreat began at approximately 8:41am.**

**Roll Call - Board members present were Fallucca, Collett, Rada, Wilson, Sommer, Bolognini, Shelly, MacKay, and Chairperson Aborne.**

**Staff – Council member Manny Martinez, Cholla District, Erik Strunk, Executive Director, Tom Duensing, Finance Executive Director, Cheryl Kennedy, Chief Librarian.**

**Icebreaker – The Board members enjoyed a brief icebreaker to begin the Retreat.**

Mr. Erik Strunk provided a brief introduction regarding the Retreat and the agenda. Mr. Strunk introduced Council member Martinez from the Cholla District.

Council member Martinez gave some information on how he became interested in serving his city and his time serving on the Government Services Committee. He also said he is very proud that the City of Glendale appoints teens to the Boards and Commission to get the younger citizens of Glendale involved in their community. He also announced the city would be updating the General Plan and this is another opportunity for citizens to get involved in city government. He thanked the Board for the invitation to the retreat.

Chairperson Aborne said the Board extends an invitation to any council members interested in attending these meetings.

**II. City of Glendale Five-Year Budget Forecast – Mr. Strunk introduced this item and said the City of Glendale’s Finance Executive Director, Tom Duensing would be presenting the forecast of the next five years and the impacts on the City’s budget.**

Mr. Duensing began his presentation by explaining the purpose of the five-year forecast. He said it is basically a precursor to the budget process. He continued by describing the forecast methodology, which includes 1) revenues, 2) expenditures, and 3) contingency. Mr. Duensing then reviewed the expected revenues noting the anticipated growth of the city’s sales tax; he noted the temporary sales tax which sunsets in 2017; and he noted the state shared revenues to the city.

Mr. Duensing moved forward to the city's expenditures such as the Arena, Camelback Ranch, the upcoming Superbowl in 2015 which the city will host at a cost of approximately \$1.7 million dollars, the salary adjustments for employees, which are necessary to stay competitive, and anticipated health insurance increases.

He explained the city's General Fund Structural Deficit and displayed a chart showing a five-year forecast. He displayed a chart showing the cost of personnel, supplies, services, and capital, contractual expenditures that are repayments that cannot be changed or negotiated, and contingency funds.

Mr. Duensing then explained the short term and long term options.

Board member Wilson asked if there would be layoffs of library personnel. She asked if the rate of employees leaving is average compared to other jurisdictions. Mr. Strunk said the average rate of employees leaving a jurisdiction is three to five percent; the City of Glendale is currently at 17% when it comes to the loss of employees.

Mr. Duensing concluded by stating the next step is to gather feedback for the upcoming budget meetings and have discussions on the options available.

Board member Sommer said she was very concerned about the information provided and felt that it does not appear to very hopeful or positive.

Board member Fallucca questioned if those currently in power were responsible for overseeing the city's monies.

Chairperson Aborne asked if impact fees could be assess on new development in order to provide funding for needed facilities.

Mr. Duensing explained the city can only count or included monies received for projects under construction. We cannot budget or forecast for projects that may or may not be constructed.

Chairperson Aborne questioned state-shared revenues, pay increases, and the potential of increasing library personnel.

Mr. Duensing discussed privatization and said the city is reviewing and discussing its options.

The Board thanked Mr. Duensing for the financial information.

**III. Library Advisory Board 2013 Accomplishments** – Ms. Kennedy stated the Library Advisory Board members met their 2013 goals and she briefly reviewed their

accomplishments. She explained the Board wore many hats such as Advocators, Beta Testers, Learners, Researchers, and Volunteers. She said they were advocators in the sense of keeping in contact with the Mayor and Council. She said Board members attended council district meetings and added the 2013 Library Board Annual Report will be forwarded to the Mayor and Council.

Ms. Kennedy said the Board members were Beta Testers testing Zinio and Axis 360.

Under the Learners Hat, Ms. Kennedy noted items such as the children and teen programming, the summer reading program, the book sale program, ebook platform – Axis 360, 501c3 Gifting for Glendale, focused on Makerspace, STEM Programming, Technology and Circulation Services, and the Westgate Gallery Project.

The Board members researched online or visited valley and out of town and state libraries. The Board researched friends of the library groups and also provided revenue generating and fundraising ideas.

As Volunteers, Board member Sommer and Chairperson Aborne hosted the Wee Readers at Westgate. Board member Bolognini distributed surveys at the Main Library and tallied the results, which allowed staff to work on other work requests.

Ms. Kennedy thanked the members for their volunteerism and dedication to the Board, libraries, and its patrons.

**IV. Library Future Trends** – Ms. Kennedy made a presentation regarding the foreseeable community impacts on the future of libraries. These community impacts will require the libraries to incorporate new philosophies, technologies, spaces, and practices to provide the services those community members will need.

Ms. Kennedy began by providing a brief summary of the past history of libraries stating they have been in existence for nearly 4,000 years. She said in the mid-1800s libraries were privately owned. It wasn't until the 1890s that libraries became public.

She continued by explaining previously libraries were quiet buildings with loud rooms and now libraries are loud buildings that offer quiet rooms.

Ms. Kennedy stated the ten key trends were 1) communications systems are continually changing, 2) all technology ends, 3) ultimate small particle for storage, 4) search technology will become more complicated, 5) time compression is changing, 6) transitioning to a verbal society, 7) demand for global information is growing, 8) new era of global systems, 9) product-based economy vs. experience based economy, and 10) center of information to a center of culture.

Many benefits include the transition from consumers to producers such as readers are becoming writers; audio listeners are becoming audio composers; and video watchers are becoming video producers.

She said tools used for production are podcast studios, audio stations, and video stations just to name a few.

Ms. Kennedy displayed a slide showing a bank of computers with a search librarian stationed in the center available to assist patrons looking for information online.

She noted how libraries are assisting those who work alone such as one-person businesses or those who typically work out of their homes.

Ms. Kennedy concluded by stating libraries are here to stay as there have been various forms of libraries existing for nearly 4,000 years. She concluded by reviewing a few recommendations such as evaluate the library experience, embrace new information technologies, preserve memories of the community, and experiment with creative spaces so the future role of the library can define itself.

Mr. Strunk suggested the Board begin by including recommendations into next year's Action Plan.

**V. Development of the Library Advisory Board 2014 - 2014 Action Plan**

Each year the Board creates goals to accomplish during the year. The Action Plan should include goals the Board would like to accomplish and how they will go about accomplishing those goals.

Chairperson Aborne said they should meet with Council members so they understand how important the libraries are to the community and their constituents. Also, the Board should compose a letter to the Council expressing appreciation for the use of the gallery at Westgate.

Board member Bolognini said Friends of the Library needs to be a driving force behind the libraries to make people aware of the libraries' needs and how they can contribute.

Board member Wilson said libraries should make strong bonds with local businesses in order to increase sales tax revenue, which in turn would help the libraries. She also suggested the "Westgate VIP discount card" should be extended to other areas of Glendale. She added a strong volunteer system is needed.

Board member Fallucca said libraries in under served areas need promoting.

Board member Shelly suggested the Board needs a well-written survey is needed to gather information, which is really needed to help improve the libraries, services, and any other areas.

Chairperson Aborne said subcommittees would be needed in order to address the Board's ideas.

Board member Wilson suggested the Board create a Library Advisory Tool Kit which includes a description of how to connect to various types of social media. She suggested this tool kit also include a PowerPoint which is very general but where information can be added. She suggested the Board gather input from the students who attend local schools to see what their expectations are from the libraries.

Chairperson Aborne asked if Ms. Kennedy could ask staff what their concerns and suggestions might be and for Ms. Kennedy to advise the Board.

- VI. Library Advisory Board Comments and Suggestions** – The Board said they would be interested in viewing detailed budget presentation on library accounts only.

Chairperson Aborne stated the Board should operate on a fiscal year rather than a calendar year as it does now. The Board agreed.

- VII. Adjournment** – With no further business, the Retreat adjourned at 12:10pm. The next meeting is scheduled for Wednesday, February 12, 2014 at 6pm in the Hummingbird Room, Foothills Branch Library.