

City of Mesa

Library Advisory Board Meeting Minutes

Date: January 21st, 2025
Time: 5:30 p.m.
Location: Main Library Board Room
64 E 1st St
Mesa, AZ 85201

Members Present

Ralph Wilson, *Chair*
Lonica Rowley, *Vice Chair*
Jo Wilson
Kristin Ricklefs-Johnson
Ellen Bachman
Christal Cline
Karina Wilhelm
Members Absent
James Martherus
Mark Powell

Staff Present

Polly Bonnett
Jesse Simms
Brandon Williams
Tony Garvey
Megan Guderian
Anna Mathews
Tenecia Phillips
Zach Gomez-Robinson
Stacey Akahoshi
Cory Black

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 5:30 p.m. on January 21 st , 2025.
Approval of November 19th meeting minutes	The November 19th meeting minutes were moved by Jo Wilson and seconded by Karina Wilhelm. Upon the tabulation of votes for the meeting minutes, the results showed: AYES – R. Wilson, J. Wilson, Ricklefs-Johnson, Rowley, Bachman, Cline, Wilhelm NAYS – None
Public Comments	There were no public comments.
Introductions, Recognitions, and Announcements	All staff and board members present introduced themselves.
Volunteer Services Annual Report	Volunteer Coordinator, Cory Black provided an overview of Volunteer Services, focusing on volunteer involvement and activities. She reported that in 2024 the library had 387 active volunteers, with 217 of them having started before 2024. Recruitment efforts include platforms such as Library Market, the MPL website, Volunteer Match, and Just Serve, as well as outreach events like the farmers markets, and lobby stops. Cory shared highlights from the volunteers' contributions. During the Summer Reading program, 101 teens participated as volunteers. Homebound Services currently involve 16 volunteers serving 13 patrons, with plans to expand the program into assisted living centers. For Valentine's Day, 2,275 valentines were distributed to 37 care centers, delivered by nine volunteers. She then provided updates on the bookstore and donation programs. The library received 67,250 book donations in 2024, with 5,181 books donated directly to the community and 709 books shared with Little Free Libraries. Sales have also been strong; the Big Book Sale generated \$5,118 in revenue, and the December sale brought in \$7,149.78. Total sales for 2024 amounted to \$106,032.46, which includes both in library and online sales. During the discussion, Christal asked how the library's volunteer recruitment is compared to other volunteer programs. Cory responded that they do not need to market heavily, as most volunteers approach the library on their own. Ralph inquired about the use of Amazon for book sales, and Cory explained the scanning process, the pricing system for bookstore items, and the differences in fees between Amazon and eBay, noting that Amazon takes a larger percentage. Ellen asked how the library decides what to sell versus what to give away. Cory explained that books are first rotated through bookstores at different branches. After two cycles, any unsold books are sent to outbound

AGENDA ITEM**DISCUSSION**

distribution. Lonica asked for more details on the outbound process and how books are selected. Cory clarified that the books sent to outbound are a mix of donated and withdrawn items. Kristin asked about teenage volunteers, and Cory shared that teens are welcome to volunteer and are usually recruited through schools. She also noted that teens are not required to complete background checks until they turn 18. Cory concluded by reminding the group about the upcoming volunteer luncheon event on February 1. The event will feature Greek food, a speech by Polly, the mayor's attendance, and the distribution of certificates to volunteers.

Marketing Update

Polly shared updates on marketing efforts, highlighting Sara and Veronica's collaboration. In January, a marketing group for the valley was formed. February featured a window display on Main Street, while April included community meetings for general obligation bonds, with the marketing team creating all promotional materials. In May, the Gateway Library groundbreaking event drew roughly 300 attendees, featuring VR and interactive activities. June and July, the library's busiest months, saw the award-winning "Bike to Books" program in partnership with Transportation, where winning student drawn designs were painted on a Mesa bike path. August included the "Draw Your Dream Bookmobile" bookmark campaign, and September promoted Library Card Sign-Up Month. In October, eCard posters were displayed at the airport, and in November the "Read Runner" wrap design was finalized. Veronica Coronado capped the year with an appearance on the Kelly Clarkson Show. The show focused on the libraries "Stuffed Animal Sleepover" Program. Polly expressed her excitement that in recent years, the Marketing team's work has received significant media attention for the library and our programs and services.

Directors Update

Library Director Polly Bonnett introduced an event called "Voices for Libraries 2025." The event will focus on federal funding for libraries, the reauthorization of the Museum of Library Services, support for literacy, and broadband as a human right. The state library is seeking individuals to attend the event in March in Washington, D.C., to advocate for library services in Arizona. Polly mentioned that if any board members are interested, they need to apply by Thursday. Ralph asked if there was concern about federal funding being cut. Polly shared that there is currently some concern. She went on to explain that federal funding comes to the library in the form of LSTA grants, which can be applied for each year. These grants can be used for items such as furniture, new services, and programs. Lastly, Polly informed the board that City Manager Chris Brady will be retiring at the end of May.

Identify items for future agenda

N/A

Next Meeting Dates

March 18th, 2025 –Dobson Ranch Library THINKspot

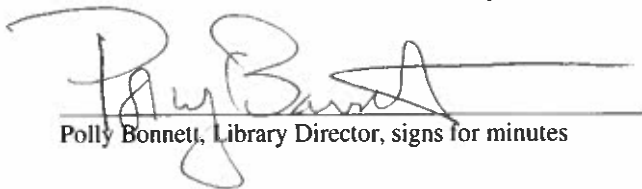
Adjournment

Board member Jo Wilson moved, and Lonica Rowley seconded that the meeting be adjourned. The meeting was adjourned at 6:17 pm. Upon tabulation of votes, it showed:

AYES – R. Wilson, J. Wilson, Ricklefs-Johnson, Rowley, Bachman, Cline, Wilhelm

NAYS – None

The next meeting will be held on the 18th of March 2025 at 5:30 p.m. in the THINKspot at the Dobson Ranch Library.



Polly Bonnett, Library Director, signs for minutes