



City of Apache Junction, Arizona

Meeting Minutes Library Board

Meeting Location:
City Council Chambers
at City Hall
300 E. Superstition Blvd.
Apache Junction, AZ 85119

www.ajpl.org
P: (480) 474-8555

Thursday, March 10, 2022

6:30 PM

City Council Chambers

A. Call to Order

President Krause called the meeting to order at 6:30pm

B. Roll Call

Present: 4 - Boardmember Borey
Boardmember Walters
Boardmember Krause
Boardmember Hall

Excused: 3 - Boardmember Wine
Boardmember Rajski
Boardmember Kruser

C. Acceptance of Agenda

Vice President Hall moved to accept the agenda. Boardmember Walters seconded the motion.

Yes 4 - Boardmember Borey, Boardmember Walters, Boardmember Krause, and
Boardmember Hall

No 0

Excused 3 - Boardmember Wine, Boardmember Rajski, and Boardmember Kruser

D. Acceptance of Minutes for the January 13, 2022 Regular Meeting

Boardmember Walters moved to accept the minutes as presented. Vice President Hall seconded the motion.

Yes 4 - Boardmember Borey, Boardmember Walters, Boardmember Krause, and
Boardmember Hall

No 0

Excused 3 - Boardmember Wine, Boardmember Rajski, and Boardmember Kruser

E. Call to the Public

None

F. Correspondence and Communications

None

G. Librarian's Report

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1. [22-164](#) Presentation, discussion and update on library statistics, programs and events.

Director Harrison reviewed the January and February statistics. In addition, there was a statewide e-content initiative called Digital Discovery 2 that was offered from the Arizona State library to all libraries in Arizona. Libraries will receive funds to go toward e-content (e-books, e-audio books, etc.). Based on population, the library received \$13,384.55 that will be used to purchase video and digital and audio e-content with no restrictions on the category of the content. There can only be one copy and one user at a time. We are currently adding the titles into our Overdrive/Libby account. Director Harrison went on to discuss past programs and upcoming events at the library.

2. [22-165](#) Presentation, discussion and update on the library strategic planning process.

Director Harrison discussed the library's strategic planning process. Garvey Consulting will be working with us through the process. Director Harrison appointed a committee to include some staff, a library board member, school principal, philanthropist and marketing and healthcare professional. A project orientation was held to discuss how the process will work, the type of data to be collected and the resources to be used. Discussions of current trends in public libraries were also discussed. We are currently looking at focus group demographics and will be choosing a list of the top five focus groups to pinpoint. Garvey Consulting requested five years of specific library data to include circulations and collections in addition to short and long term planning documents, library policies and organizational charts. We are currently in the engagement phase. The staff survey has been sent out and we will be creating a staff focus group. A public survey will go out soon as well. The information received from these surveys will form the basis of the new strategic plan. Once completed, we will summarize the findings from the surveys and focus groups, look at the relevance of current services, what the unmet needs of the library are and be able to see what patrons want that they are not getting. Next we will identify key service priorities and goals and review the library's mission and vision statements to ensure that they fall in line. Strategies will be created to address the service priorities and goals as well as measurable objectives. Short term vs. long term goals will be identified and in the final stages, preparation of a draft to a final plan will be developed with staff where they will build different activities to support the plan and include performance measures needed for implementation and assessment.

H. Old Business

1. [22-166](#) Presentation, discussion and update on strategies to promote library services.

At the last meeting, board members brainstormed different ideas to promote library services. As a result, monthly event calendars and Universal Class flyers are now at the chamber of commerce. Posting to the city marquee continues. Director Harrison has talked to staff at the multi-generational center about advertising at their facility. Something new that library staff did was create and post Facebook ads. Testing of six different services took place at a cost of \$3 per day to promote programs for three weeks. Collectively, we reached almost 23,000 people with the ads. There were 52 that engaged with a post, 38 who clicked on a post, 12 who posted a reaction and one comment. We will continue to try this and possibly do it for the upcoming summer reading program. The event calendar was also posted at Ace Hardware on their community board. Writer in Residence flyers and bookmarks were taken to the Changing Hands Bookstore in Tempe and the Poisoned Pen Bookstore. Event calendars and flyers were provided to Apache Junction Schools, Imagine Prep and Avalon Charter Schools. Apache Junction Schools will be publishing the event calendars on their digital platform as well as sharing it on their social media pages. Our outreach librarian has visited some churches in

Apache Junction and provided calendars and flyers for them in addition to attending meetings around the city including several HOA meetings and a chamber of commerce mixer. Some libraries have a dedicated outreach librarian and also an outreach form on their website. We have just created an outreach form that is now on our website. If someone is interested in having an outreach visit they can fill out the form and it will go directly to our outreach librarian. With the help of the Friends of the Library we will also be participating in Google ad grants for non-profits. This free resource is designed to extend our public service messages allowing access of up to \$10k monthly in search ads.

I. New Business

None

J. Requests for Future Agenda Items

None

K. Adjournment

President Krause adjourned the meeting at 7:36pm.

Pam Krause
President