

MINUTES

Tuesday, November 5, 2013
5:30 pm at the Farmington Public Library
Multipurpose Room

SPECIAL JOINT MEETING OF THE FARMINGTON PUBLIC LIBRARY ADVISORY BOARD AND THE FARMINGTON PUBLIC LIBRARY FOUNDATION BOARD

Advisory Board Members Present: Dale Anderson, Judy Castleberry, Mary E. Keller,
Maryann Thompson, Paula Nickerson, Dan Sheesley

Advisory Board Members Absent: Dr. Carletta Thompson, Richard Gerding

Foundation Board Members Present: Billie Curnutt, Jann Weems, Margaret Armstrong,
Susan Merrion, Teresa Macaluso, Zang Wood, Roger Lahart

Foundation Board Members Absent: Hyla Calcote, Margo Allee, Tom Mullins

Farmington Public Library Staff Present: Karen McPheeters, Mary Lee Smith, Jenny Lee
Ryan, Caitlin Shaffer

I. Call to Order

Karen McPheeters, Farmington Public Library Director
Introduction of Bill Hidell and team

II. Strategic Planning Process – Questions asked of Board members:

What are the top two reasons you use the farmington public library?

- iPad instructions – technology instruction
- Check out print books, just for enjoyment
- Downloadable over the internet from home
- Children's books and children's programming
- My kids are past that, but definitely children's programming
- **Of the people you know, why do you think they use the library?**
 - Study (teens)
 - Access to computers, wifi

The library has given you \$100,000 of their budget to spend. How would you spend it?

- Collections – mostly hard copy, but both hard and electronic
- Teen section – Blended zine; focus on kids using the library a little bit more
 - Youth in general, but teens need to be targeted
 - **Tween space?**
 - Possibly; once you get past a certain age, you start to lost them; tweens are kind of a lost group sometimes
- Programming – reach out to the Hispanic and Native American communities
 - The community in which we live – needs to be a directed, focused effort
 - **How to reach out?**
 - Native American poetry, authors, artists

- Mexican history, literature, books in Spanish
 - Expand the programming we have
 - Example: storytelling festival
 - Reach out to older age groups, and not just the younger children
- Programming – expand to group activities; getting together with other people in the community, to share a book reading, an author, a cultural event
- Don't lose the storytelling festival
 - It really is an amazing event
 - Includes tellers from many different cultures – African, Hispanic, Native American – a great exchange
- Solstice parties – are popular, fun

Imagine we are renovating the library. What is the one thing you would move, change or reconfigure? What is the one thing you would leave untouched?

- Anytime I have company from out of town, I bring them to the library; one is a teacher from New York who has access to many libraries, and she is awed
- Children – leave the big storytime doors
- **Service desks – are they positioned, designed adequately?**
 - They're okay
 - **Earlier today, staff mentioned moving the reference desk more outward near the rotunda – what do you think?**
 - That's a good idea; it's hidden and can be hard to find
- Coffee shop – will help create a place where people can gather socially

Advances in technology are impacting our daily lives. Have these advances over the past 5 years affected how you use the library?

- E-readers – use both print and ebooks, magazines
- The impact of technology is greater than we think; I used to spend a lot of time in libraries doing research for the work I do -- it's all on the net; I spend more time reading technical stuff than I ever did; this facility is not very useful to me anymore, it's all online; I'd rather spend a few bucks to buy a book on Amazon than spending money for the gas it takes to drive to Farmington
 - We're seeing the numbers change (in terms of library usage) but we don't know what it is
 - **So how does the library bring you back in?**
 - It's kids – grandkids; I want to see their grandkids be able to use this facility; I see that magic when kids use the library; it's what will make them good citizens, make them alive **(the thrill of discovery)**
- Databases that you can access with your library card
 - Business incubator at the college – use databases often, but not everyone knows they exist
- I'm local – I've been going to the Farmington Public Library since it was on Orchard
 - I took my kids to the library; my daughter works at the library in the summer
 - I'm totally convinced she chose her major because she was a youth teller at the library's festival

For many of you, your kids are no longer in the house – your use of the library has changed as empty-nesters; what will happen as your grandchildren come to the library? What will happen after you retire and can choose how to spend your time?

- During the summer, daughter babysits and brings the kids to the library – she takes advantage of the free programs and is comfortable here
- My use of the library is different, now that I am not bringing my kids in
 - This library is unique with Flo, and with your crew – a lot of libraries don't provide this family setting, with a human person; it is easier when you've got someone like your staff here; **(it's that need for the human touch)**
- **Do you find the website adequate, easy to use?**
 - Yes

The great recession has impacted all of us. Has it changed the way you utilize the library?

- Collection suffered, so we suffered
- Storytelling festival was reduced, but also became free

Should the library work cooperatively with another organization to provide services?

- If an organization regularly meets or has a presentation at the library, we could draw more people in
 - Bluegrass music group, for example – weekly use of the library's space would potentially draw more people to the library
 - Use of the library's multipurpose room? How often is this room used? Weren't we going to rent it out?
 - **Library does not have staff to address the set-up and equipment needs, security, etc. Even when fees are paid, that money does not offset library's costs; civic center has staff dedicated for these purposes**
 - **Library's reduced hours create difficulty with optimal timing of evening programs**

The library has decided to install an express branch. Where should it be located?

- Sycamore Park Community Center
- In the direction where the town is growing (Foothills area)
- That's going in the wrong direction – look at what's happening (Netflix); I disagree with the idea of a vending machine model; we need to consider other options
 - **We've been approached about putting in actual branch libraries; a more automated model would be more cost effective than bricks and mortar and staffing**
- Is this concept important to people?

- **Good question; some people will just buy a book when they want; a reader is going to get the information**
- How much does a unit like this cost? It seems that that money might be better spent on collections
- We need to consider the neighborhoods and the people who live there; not everyone can afford to go and buy the Kindle; addressing literacy is making sure books are available to everybody
 - I'm thinking of the low income kids, whose parents are unable to take them to the library
 - But do they know about the library enough to use an express branch?
 - Maybe it would be cheaper to give Kindles away (to these kids)
- **If we can't have a physical space/building, maybe we could do an express branch without the commitment of staffing**
 - **Many libraries are starting to offer e-readers for check-out; maybe this is a way to bring people back to the library**
- **There are distinct preferences, between print and electronic – libraries have to satisfy both, and it is a drain on resources**
 - What do the numbers say – has there been research?
 - **Fpl currently has more print and fewer electronic books, but the usage of electronic is very high**
 - **Will be driven by economics; profit margin for publishers**
 - **But print books will remain in demand; just the act of teaching children to read – the tactile interaction, turning the pages**
- Now we're getting to "what's the use of the library" –
 - It's the increase in electronic books
 - It's helping people find the book to read, and get the information that is legitimate (not Wikipedia, but information that has been vetted)
 - There's a clutter out there; there is so much information, don't bother re-doing your net site, it's just a phone book with pictures; what I see as the library's role is to provide information efficiently and effectively, to help sort out all of the books that are out there and sift out the junk
- **So why come to the library?**
 - **It's the authenticity of that book, the social experience**
 - The devices, the social media tools – it's a clutter out there, it's a fad; people are now starting to seek out the conversations, the social experiences

What do you think the library looks like in five years? Has it changed – how has it changed?

- Larger wireless, larger computer section
 - **We've already identified that people are migrating to wifi with their own devices, rather than using a library computer**
 - Then what do they want? **They want comfortable chairs and electrical power**

- Many libraries are offering flex-spaces – social areas that can be rearranged to suit the users’ needs
- We do not have the technology to create videos, animation, etc. – not just for teens, but for use by everyone
 - Another emerging trend for libraries is makerspace – library provides the tools, equipment and space for people to make things
 - Affluent community – recognizes the importance of start-up space for emerging businesses; library provides business center services
 - Co-working spaces – makes perfect sense for the library to provide that kind of space; business incubator at San Juan College is not necessarily the ideal
- Government online applications, health information, workforce solutions partnership, partnership with schools

Plan to propose asking these kinds of questions to the general public, “question a week” – target library users, but also non-users

- 27% of san juan county population is under the age of 18; a large, young population with low literacy rates; our economic future is really vested in that third grade reading level
- Our population must be ready to fill the jobs that come; our population does not have the skills (or cannot pass the drug test) for the existing job openings in this area.

III. Adjournment

Approved by board on December 17th, 2013




