Municipality of Anchorage Library Advisory Board Agenda Chugiak Eagle River Library Aug 18, 2018 5:30 p.m.

1. Call to Order

2. Roll Call

Barbara Jacobs	David Levy, Chair
Lupe Marroquin	Nancy Hemsath
Cristy A. Willer, Secretary	Jonathan Bittner
Viktoriya Chilcote	Lo Crawford
Jamie Lang	

- 1. Person (s) to be Heard
- 2. Mission Moment:
 - a. Nancy Clark, CE Branch Librarian
- 3. Consent Agenda
 - a. Aug 18, 2018 Agenda
 - b. June 20, 2018 Minutes
- 4. Discussion/Action Items
 - a. Eliminating Fines on Children's Materials Discussion and Vote
 - b. Review of Budget
 - c. Develop an Advocacy plan discussion and follow up to July Board Meeting
 - d. LAB hosting of All Board meeting in September
 - e. Discussion of Officers
 - f. Downtown Library Correspondence
 - g. Director's Report
- 5. Comments/Discussion
- 6. Potential Agenda Items for Next Meeting, September 19, 2018 at Muldoon Library
- 7. Adjournment

Municipality of Anchorage Library Advisory Board Minutes

Date: June 20, 2018	Location: Gerrish Girdwood Library Community Room

Board Members			Staff	
Χ	David Levy, Chair	EX	Jonathan Bittner	Mary Jo Torgeson, Director
Χ	Nancy Hemsath, Vice Chair	X	Lourdes Linato-Crawford	
EX	Cristy A. Willer, Secretary	Х	Viktoriya Chilcote	
Χ	Barbara Jacobs			Guests
Χ	Lupe Marroquin			

Topic	Information / Findings / Conclusions / Recommendations				
Call to Order	6:00 p.m.				
Person to be heard					
Mission	Misty Nesvick, Community Relations Manager				
Moment	Claire Agni, Gerrish Girdwood Branch Manager Summer Interns were not available.				
Consent Agenda	 Agenda approved as revised to add Cook Inlet Society letter as Discussion item e (Lupe moved, Viktoriya seconded). Minutes of 3.21.2018 approved as amended (Viktoriya moved, Lo seconded). 				
Discussion/	Discussion	Action			
Action Items	Director's Report (written report attached) Computer and Internet Policy	 See attached. See attached. 			
	3. Budget Preliminary Discussion4. Review of Strategic Plan	3. Boost technology & staffing, including custodial.			
	5. Cook Inlet Society letter	4. Viktoriya & Misty attendedFacilitator training.5. David & Mary Jo will write a response letter.			
Comments	 Misty gave a great presentation about our steps in Community outreach. Her experience in public relations, and her sharp, and well organized, sensible and fluid insight into present and effective technology, combined with her succinct presentation showed our effective and logical presence in the most used platforms. Claire gave an informative, interesting and exciting presentation about the 10 year life of GG Library. The Community engagement with the many events presented by the library, was inspiring and refreshing. Most notable was their combined community accomplishment of paying their original capital bond in just 5 years. 				
Adjournment	Meeting adjourned at –8:02 Lupe moved, Lo seconded.				
Next Meeting	July 18, 2018 meeting was agreed upon. August 15, 2018 meeting will be held at Chugiak – Eagle River Library				

WHITE PAPER

ELIMINATION OF FINES FOR CHILDREN'S MATERIALS AT ANCHORAGE PUBLIC LIBRARY

AUGUST 1, 2018

<u>Purpose</u>

In partnership with the Anchorage School District, APL has provided 40,000 children with library cards. While we are promoting children using their public library, we also charge overdue fines, often to the detriment of the use of the library. We should be promoting literacy and making it as easy as possible for children to use their library cards for children's materials without incurring debt. Finally, the library's mission is to encourage use and reduce barriers, NOT to raise revenue.

Financial Considerations

- Declining fine revenue as more people use e-materials, loss of over 60% in the last ten years
- Cost of staff time for each cash transaction
- Average amount of revenue received over last four years is \$62K annually on children's cards
- Average of 69% of youth card fines are paid yearly, and 31% are not paid and lost revenue
- We would "forgive" \$94,085 worth of fines currently on children's cards, some of which would never be realized
- Parents would continue to have to pay for lost/damaged materials

Social Implications

- Parents reluctant to have children use library because they are concerned of cost of fines or they stop using the library
- Positive customer interaction for both staff and customers; fines cause a negative interaction between staff and public
- Positive feedback from customers
- Children in lower income neighborhoods are impacted the most
- More libraries in the US are eliminating fines on overdue materials
- Libraries in the US that have eliminated fines have seen usage increase
- Reflects APL mission to remove barriers to library borrowing from blocked card privileges due to fines and to provide equitable access to as many patrons as possible
- Small decrease in income is worth an increase in meaningful access. Taxpayers already pay for their library
 and we should not be looking to make money on the backs of a public that has already paid for the library
 through their taxes

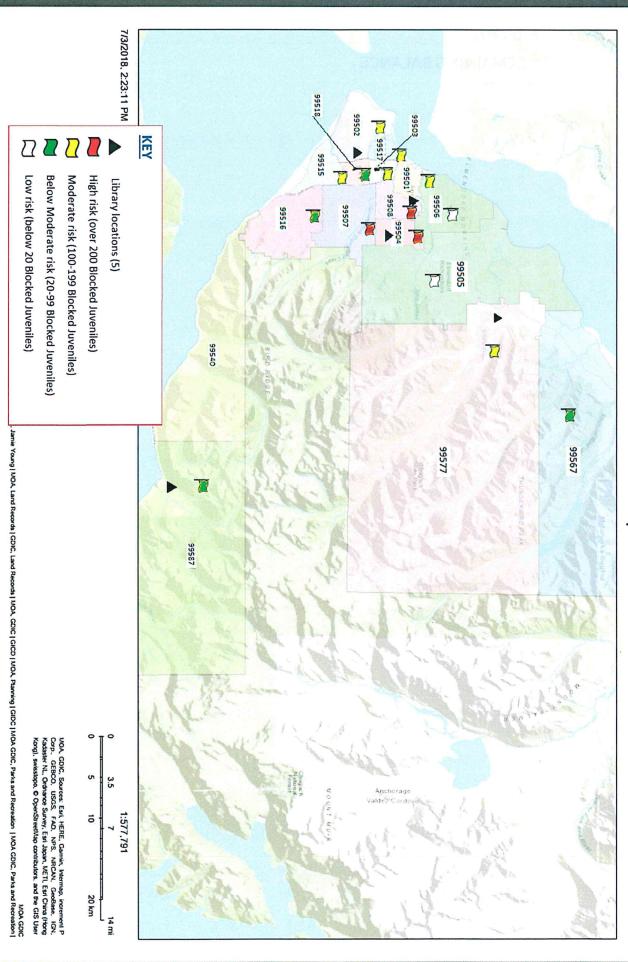
Metrics

- Currently we have over 3000 children with blocked cards, most of them in lower income neighborhoods
- Impact of .05% reduction of overall \$13M library budget

Effectiveness of Fines

- Research does not show any meaningful connections between fines and effective borrowing. In fact, many
 users stopped using the library when they earned a fine or from fear of getting a fine
- Return rates are roughly the same between libraries with fines and those without

MOA Mapit!



Anchorage Library Foundation ATTN: Board of Trustees PO Box 244714 Anchorage, AK 99524-4714

Sigrid Brudie, President
Kim Hays, Vice President
Deborah Mole, Secretary
Amanda Keates, Treasurer
Mary Jo Torgeson, Ex Officio, Library Director
Susanne Fleek-Green; Karl Kaufman; Shannon Kuhn; Mary Rasmussen;
Clare Ross; Roe Sturgelewski; Chris Vaughn

Dear Board of Trustees for the Anchorage Library Foundation—

My name is Sandy Harper. I am the owner of the historic 1915 Building/Loussac Building property at the corner of 4th and D in downtown Anchorage.

Some of you may already be aware of my passionate interest in having my property chosen as the site of the downtown public library. There are many reasons—both historic and practical—for this site selection and I have decided to mount a campaign to see if other citizens in Anchorage will agree with my position.

I wanted you to be aware of this campaign. To that end, I have enclosed the letter requesting advocacy support for your perusal. I have compiled a list of citizens to whom I wish to send this letter and plan to do so within the next two weeks. I am requesting that, should they agree with my belief that my property makes good sense for the library, they send letters of support addressed to the Board stating their reasons for agreeing with my position. I am also requesting that the campaign supporters send me a copy of their advocacy letter.

I would be most grateful if all the members of the Board would take the time to review these letters of support. I would be happy to provide copies for each Board member of any of the letters I do receive from supporters, if you wish. Please feel free to contact me for copies.

Respectfully,

Sandy Harper 907-222-1566 (home office- preferred line) 907-278-5932 (cell phone) cyrano@ak.net

Dear	
Deal	

This is a request for your advocacy in support of the property at 4th & D (the 1915 Building/Loussac Building) being chosen as the site for the proposed downtown library.

A longtime Anchorage resident's dream of bringing a public library back to downtown is inching closer to reality and certainly would be an important part of rejuvenating the heart of the city. Janet Goetz, who lived downtown for decades and died in 2009, specified that her and her husband John's estate should be dedicated to creating a downtown library. ¹

Location, Location

 4^{th} & D's immediate surrounding area is home to art galleries, restaurants, the 5^{th} Avenue Mall, the Performing Arts Center, the Anchorage Museum of History and Art, and other amenities that make a vibrant downtown. Across the street is the Wendler Building, which houses the offices of the Anchorage Symphony and the Fur Rondy Headquarters. In addition, 4^{th} & D is the unofficial iconic start of the famous Iditarod. Jim Huettl is in the process of creating an Anchorage Mushing District. 2 This District would attract both visitors and tourists to the downtown library at 4^{th} & D.

The buildings at 4th & D could certainly conveniently tie in with the creative economy that is a successful magnet for many downtowns and could be a viable part of Anchorage's "Design District", which is the works. A downtown library at the 4th & D property would attract teenagers and be an inter-generational hub, in a place that is inclusive of all the communities and cultural heritages of Anchorage.

There are pragmatic reasons for this site selection, as the property meets the criteria stated in the library's business plan.

The property is located in the downtown core with ground-level storefront entrances and plenty of windows for maximum visibility from the street. The property is situated with easy access to bus routes and nearby handicap parking. The café and box office lobbies were completely renovated in 2010 and feature four handicap-accessible bathrooms.

There are spaces of varying sizes and a café could be reestablished on the premises. Presently, there are twelve apartments which generate revenue. If the library wished, these could be converted into smaller conference rooms or offices, each with its own kitchen and bathroom.³

¹ The Goetz trust became available about three years ago. It was \$7.8 million, but the value has probably increased. I understand that the Anchorage Library Foundation, the non-profit that raises money for the library system, may have close to \$2 million for this project and that, as part of the project, money is needed for operational costs.

² I had had a similar vision to have paw prints of famous dogs and foot prints of famous mushers (a la Graumann's Chinese Theatre in Hollywood), but Huettl has gone much further than that and is well on his way to finding the underwriting for an Anchorage Mushing District that promises to become a reality in the near future.

³ It would be fun to name each room after famous iconic Alaskans, such as Norman Vaughn, Elizabeth Peratrovich, and even Jack London and Robert Service, etc. The library could also take the opportunity to honor living Alaskans, such as Vic Fischer and Jane Angvik, with rooms named in their honor.

There is mixed retail space as part of the property, including the popular Bubbly Mermaid, which also enjoys a national reputation and would be an asset. Of course, there is a large, open floorplan in the auditorium space on the ground floor which could be filled with reading chairs, tables on wheels, etc. Soon, there will also be a large space available downstairs below the lobby, as the owner of the Chilkat Art Gallery plans to retire in the near future. Below the auditorium is a large space available and complete with functioning sprinkler system. Since the property was a public gathering space, it is already in compliance with current fire codes.

There is plenty of space for displaying art and for being a part of First Fridays. There is also space to curate exhibits—perhaps on a rotating basis in partnership with the Anchorage Museum of History and Art, the Alaska Native Heritage Center, the Jewish Museum, and other entities.

It is exciting that the library would feature state-of-the-art technology, but this would likely require the installation of more power outlets, internet connection points, and a stronger broadband signal.

The January 2018 Business Plan for the downtown library branch indicated several scenarios under consideration. Scenario #2, which involved the Muni owning the building and the Anchorage Library Foundation funding 100% of operational costs through an endowment, sounded promising.

I personally share a lifelong passion for the importance of libraries. Obviously, Zack Loussac did as well.

Zack and Ada Loussac: History 101

Zack Loussac was at the land auction in 1915 and bought the property at 4th & D at that time. By June of 1916, he had built his first drug store. Ultimately, his success as a businessman allowed him to become one of Anchorage's first major philanthropists and to create the downtown library, located where the Egan Center is today.⁴

Contemporary History of the Property

When we inherited the property in 1986, then-Mayor Tony Knowles was working toward downtown urban renewal and successfully convinced us to borrow \$1 million and completely renovate and upgrade the property. By 1992, we had invested another \$25,000 to convert the space previously occupied by the police department into Cyrano's Off Center Playhouse. The

⁴ Jerry Harper, with his mother Ada, came to Anchorage in 1944. She became the manager of the Colonial Dress Shop, which was located where the theatre café was until recently. She also rented an apartment upstairs. Long story short, she and Zack married. Cyrano's Off Center Playhouse produced a world premiere play in their honor, called "The Courtship of Zack and Ada", which told the story of their romance as well as the quest for Statehood. When Zack established The Loussac Foundation in 1947, his treasurer was Elmer Rasmuson.

⁵ The ink was not dry on the loan before the economy tanked in Alaska. There was an anchor tenant in place at the time—the Anchorage Police Department—but they vacated as soon as their lease was up, as they could get virtually free rent anywhere. As part of their tenant customizations, the windows on 4th Avenue are made of bulletproof glass. For this reason, we always liked to say that Cyrano's Off Center Playhouse was the safest theatre in town!

COP became a prestigious and successful venue for a number of theatre companies, including resident Eccentric Theatre Company (later Cyrano's Theatre Company).

Since 1987, the property housed the previously established bookstore, café, and "cultural minimall", which included a cinema, art shows, music, and a myriad of special literary events. ⁶ 4th & D became well-established as a cultural/arts hub and community gathering place for many organizations, such as Sisters in Crime, the World Affairs Council, and the Alaska Humanities Forum. ⁷

The bookstore was also the initiating springboard for the Alaska Center for the Book, now celebrating its 25th year. The property has a longstanding history of community engagement and as a venue for fostering stimulating dialogue on a variety of issues of social significance.⁸

If this site should be chosen for the downtown library, I know that Zack and Ada Loussac would take pleasure and pride in that fact. I hope you will join me in advocating for a downtown library at 4th & D by sending your letter of support in the envelope enclosed (addressed and stamped for your convenience).

Respectfully,

Sandy Harper 907-222-1566 (home office – preferred number) 907-278-5932 (cell phone) cyrano@ak.net

⁶ These events included literary brunches, where actors portrayed famous authors, and international dinners reflecting the growing cosmopolitan population of Anchorage.

Many well-known groups got their start at this location, including "Scared Scriptless" and "Arctic Entries" and Black Feather Poets. It was also the home of poetry slams and the Storyteller Guild's original Tell-a-bration. It was also a gathering place for diverse organizations.

The 4th & D site could also become the downtown home and downtown presence of organizations such as Sister Cities, Welcome Anchorage, Keys to Life, BridgeBuilders, and others. It could also be part of creative place-making activities that support artists and non-profits.

Since libraries foster opportunities for inspiration and expanding horizons, it would also be ideal to offer opportunities for marginalized populations, such as the Clemente courses developed by Earl Shorris. The purpose of Shorris' Clemente courses is to recognize there is no poverty of the mind, only poverty of experience and knowledge. These Clemente courses serve as a catalyst for individuals to open doors to their potential and a more positive vision for their future.

⁸ Cyrano's Off Center Playhouse championed many extraordinary events, including celebrating Alaska's Statehood with five world premiere plays by Alaskan playwrights on Alaskan themes and, more recently, a celebration of Anchorage's centennial with a series of original plays each highlighting a different decade in Anchorage's history every week for ten weeks.

LIBRARY DIRECTOR'S REPORT Jun and July, 2018

<u>Bequest:</u> We have been contacted by the estate of Lowell Thomas Jr that the Library is a recipient of books and approximately \$200K, with a stipulation that we name an area of the library in memory of Mr. and Mrs. Thomas. We have met with his daughter, she provided a list of books that could potentially be added to the AK Collection, and we discussed the entire bequest helping us to redefine the Alaska Collection onto the 3rd floor. We do not expect the funds for at least a year.

Loussac Building:

- We have new signage and are using templates to make sure all signage is uniform.
- We do not know when the tile will be installed.
- We now have a contractor to repair the damage caused by the leak in the Alaska collection. The work should be completed by November and once, completed, we will start to lease out the space.
- We are in discussion with Cooperative Extension to lease programmatic space to them for a year in the area adjacent to the Learning Commons. As part of the "price", they will provide some free programs and will be a good fit since both the Library and Extension provide programs and information.

Staffing

 Doug McAllister retired as the Alaska Librarian on July 31, 2018. He had been with Anchorage Public Library for more than 22 years.

Branches:

Muldoon:

- Muldoon Library is participating in a Library Pen Pal program, and has been getting lots of mail from the lower 48, and have sent about 15 pen pal letters to our assigned pen pal partner library in Plainville, CT.
- The Muldoon team finished our first large LEAN project. Staff focused on the main work area using a technique called 5S. 5S focuses on workplace organization (sort, shine, set in order, standardize, and sustain) and is "considered a 'foundational' lean concept" that opens the way for more initiatives and continued improvement. The practical outcome is a more open, functional, efficient, and safer work area.
- Muldoon Library has had five committed VolunTeens this summer. All are courteous, conscientious, punctual, and hard working. Two of the five didn't pass the shelving test, but were valuable in helping with Summer Discovery events, organizing craft and supply materials, cleaning, posting pen pal letters, and counting/sorting the loads of new children's books donated to Muldoon by Donna Helmer (former College Gate Elementary Librarian). Those VolunTeens who did shelve kept book carts empty. It would be difficult to keep up with the shelving without these VolunTeens.
- MD participated in the Chanshtnu Muldoon Park grand opening Saturday June 16th and 180 people came to our table with questions and to sign up for Summer Discovery. We followed the very next Saturday with a table at the Muldoon Farmer's Market—now in the new park.
- At the end of the report is a pie chart that depicts how MD staff divides their time with patrons at the main desk (not including circulation).

Eagle River:

- Staffed a table at the Teddy Bear Picnic on the Friday of Bear Paw Festival and had a simple craft for kids to do/take with them, information on library programs/services, and signup for Summer Discovery. This is a great way to catch families in the community who may not have made it to the library yet.
- We got 89 attendees for Books with the Chinooks, and coverage from KTUU Channel 2 Sports. Also, one of the players who read for us in 2016 and 2017, Preston White, has been drafted by the MLB San Francisco Giants. We're taking our reading connections to the big leagues!
- Joy Kim, an intern with APL, came out to CE to do community surveys. She was here for two afternoons
 during the Bear Paw Festival, and there was concern that we wouldn't have many patrons for her to speak
 with. The information gathered will help us to determine future services as part of our strategic plan.
- Leah Maltbie, the new ASD Fine Arts Coordinator, will be touring the library and talking to Nancy about the annual student art display hosted at CE each year for Youth Art Month.

Mountain View:

- MV partnered with 4As and DHHS to hold an HIV/Hep C Testing event for National HIV Testing Day. We
 ended up with 85 participants, 53- opted to test. Participants were able to reconnect with services and
 several tested positive for either HIV or Hep C. DHHS and 4A's both expressed partnering with us in the
 future for larger programming.
- Magic by Robbie had 29 kids attend to watch Robbie do amazing feats. He had fire and live animals involved which made for an intricate show that many people in Mt View do not often get the opportunity to
- A homeless identified patron had been asking about treatment for alcoholism for the last month. This week she wrote staff from Juneau saying she has been in treatment for the last few weeks and is thankful for the support and referrals MV librarians and staff were able to provide her with for the past two years.
- A student who has never had a high involvement in library programming nor checked out many items
 recently approached staff to try and check out an item. His account had several hundred dollars of fines
 accrued when he was around the age of five. Working with Loussac circulation supervisor, Deb Fitzgerald,
 staff forgave his fines and he is now a deeply committed VolunTeen for Mountain View and is looking into
 becoming a part of the Teen Advisory Board with Jon Ebron.

Girdwood:

- Our Summer Discovery programs have been well-attended, and well-received. Author Nathan Hale was a huge hit.
- Girdwood is doing taste tests, with June being Oreo and July being potato chips as a new way to "discover".
 See below for the rating for potato chips. We bought 10 different flavors of Oreos and people ranked each one from 1 to 10. What was funny about the Oreos was there were 2 or 3 flavors that people either loved or hated it would be someone's favorite flavor, and another person would have it ranked last.
- For the first time staff participated at the Girdwood Forest Fair. The first day was slow, so we decided to rebrand ourselves as a free charging and Wi-Fi station on Saturday. That brought in more people, both fair visitors and those working at the fair.
- This comment received through the Summer Discovery survey: "We love Gerrish Library! The librarians are awesome. They are friendly and help the kids feel confident asking for help and using library services."

Foundation/Friends

- Loussac Library:
 - Alaska Collection: released a survey on the Alaska Collection and created a project website: http://www.anchoragelibrary.org/resources/research/alaska-collection/alaska-collection-redesign/
 - O Working with an architect to create design plans for new computer area on 3rd floor and hopefully a rough sketch-up of where the new Alaska Collection will go (NE corner of 3rd floor).
- Strategic/Community Plan: committee has narrowed down who we want to talk to and we are scheduling focus groups and meetings for August. We will send periodic updates to boards on the process.
- Anchorage Library Foundation: Clare Ross and Foundation president attended the 2nd annual Public Library Fundraising Conference in Denver in June and got a lot of great ideas and feedback on our work.
- First Alaskans Institute Internship: Renee Avugiak (early education major at UAF) is helping us determine what
 are existing barriers to Library's early literacy resources and how to make them more accessible and welcoming
 to Alaska Native families. She's also speaks Yup'ik as her first language, so she is helping translate some of our
 storytime songs and materials into Yup'ik.
- Social Worker: funding is being transferred from ALF to MOA and the position paperwork is going through MOA
 Employee Relations. We hope the position will start by late August or early September

Communications

- Links to publicity:
 - o Books with Chinooks- KTUU- (Link)
 - o Fighting Summer Slide- KTVA (Link)
 - o Millennial Library Use is Up- KTUU (Link)
 - Summer Reading/Alaskan Author/ Book Talk on "Home Town Alaska" KSKA (Link)
 - Great American Read Favorite Book Highlight/Doug McAllister (Link)

- o Harry Potter Day Anchorage Daily News- Photo Story 7/30/18
- o Reading and the Importance of Libraries/Great American Read on "Talk of Alaska"- KSKA (Link)
- o Facebook Viral Video of Stacia- 9,000+ Views (shared by local radio stations) (Link)
- Social media tracking for last 28 days:

APL Main FB Page- Reach up 219%, Page Likes up 46%, Post Engagement Up 223% Gerrish- Reach up 105%, Page Likes down 25%, Post Engagement up 91% Mountain View- Reach down 79%, Page Likes down 50%, Post Engagement down66% Loussac — Reach up 401%, Page Likes up 225%, Post Engagement up 95%* Muldoon — Reach up 4,340%, Page Likes up 150%, Post Engagement up 350%* CH-ER- Reach down 42%, Page Likes down 25%, Post Engagement down 48%*

*Note bottom three branch pages are "new" within the last 6 months and will fluctuate pretty wildly as we build audience and determine content flow. Also "down likes" can be due to Facebook purges vs anything to do with our content but we do monitor it just in case.

Youth Services

- Weekly youth services summer discovery programs have been very popular with Nathan Hale being hugely
 popular at each location. For the first time we had a visiting author do a workshop and kids ADORED the comics
 workshop.
- Quarter 2 of 2018 had a total of 163 programs attended by 10,654 people. That is a 14% increase in the number of programs and a 39% increase in attendance over the previous year
- This last NASA @ My Library program was art-focused and it was great to see how creative the kids got! They were instructed to find a space image (from some ones that Linda had pre-printed) and use a variety of tools (oil pastels, markers, crayons, chalk) to make art inspired by that photo. The results were varied and amazing. One kid had a bit of a meltdown (tears, shouting, refused to come out from under the table) because he didn't think his artwork looked just like the picture but we were able to bring his art supplies to him and encourage him to make whatever he wanted and by the time he came out from under the table, he had drawn an elaborate space scene and had a huge grin on his face!

Teen Services

- We had a summer VISTA handle 21 volunteens who donated 224 hours
- Started a teen open mic programs for Summer Discovery

Ready to Read Resource Center

- Presented information about early literacy and brain development to 7 caregivers at Building Blocks Early Learning Center
- Met with First AK Institute Renee Avugiak to talk about the RRRC, early literacy efforts in the state, and how we can appeal to more Alaska Native families

Adult Services

- Live @the Library kicked off on June 7th. We have had better attendance, partially due to renovation completion and access to the theater for days when it rained.
- The last of the damaged Alaska materials have been sent to Texas for repair.
- 37 programs in June 2018, with 1507 participants. In June 2017 we had 23 programs with 804 participants.
- We started experimenting with using an office on the 4th floor as a study room, the Spruce Room. We had three people use it in July for testing, interviews, and a private diabetes study group. We are also offering it to people wanting to learn AK Native languages.
- Staff spent a considerable amount of time with a patron who had recently moved to Anchorage from rural
 Alaska, helping her print her work contract, getting it scanned and sent to where it needed to go, and
 introducing her and her teenaged son to the website and the programs and resources they would find there.
 She and her son were so excited to get a library card and to be able to check out books, and said that this
 library was better than the libraries she grew up with in the lower 48
- We received a grant to work with 7 libraries from around the state to promote products and services the library has for people starting or building their small business. In addition, we have a Fellow intern that will

- We received a grant to work with 7 libraries from around the state to promote products and services the library has for people starting or building their small business. In addition, we have a Fellow intern that will begin in September, whose focus will be working with business group and partners to highlight library offerings.
- Our 1800# ILL grant use is increasing over the last two year over 100%, with more calls requesting materials and answering reference questions



Nathan Hale signing books at GD



Conga! - DJ Spencer Lee's Dance Party

