

Municipality of Anchorage
Library Advisory Board Agenda
Gerish Girdwood Branch Library
Community Room
June 19, 2019
6:00 p.m.

1. Call to Order

2. Roll Call

	Barbara Jacobs		Nancy Hemsath, Chair
	Cristy A. Willer, Secretary		Lucy Flynn O'Quinn
	Jamie Lang		Sarah Switzer
E	Jonathan Bittner		Wei Cheng
	Lo Crawford		

X=Present, E=Excused, U=Unexcused, PH=Phone

	TOPIC	Leader	Time	Action
	Call To Order			
	Person (s) to be Heard: Sister's Ink Rep		3 min	
	Mission Moment: Claire Agni, Branch Manager	Claire Agni	10 min	
	Consent Agenda, Jun 19, 2019	Chair	1 min	Vote to Approve
	Approval of Minutes –Minutes	Chair	2 min	Vote to Approve
	Presentation at Assembly Study Session	Director	15 min	Discussion
	Budget Proposal	Director	15 min	Vote to Approve
	Staff Updates Director Report	Director	15 min	Discussion
	Next Board Meeting • August 21, 2019, 5:30-7, Chugiak Eagle River Library			
	Board Comments and Adjourn			

**Municipality of Anchorage
Library Advisory Board
Minutes**

Date: May 15, 2019	Location: Mt. View Library
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Board Members				Staff
X	Nancy Hemsath, Chair	X	Jonathan Bittner	Mary Jo Torgeson, Director
X	Jamie Lang, Vice Chair	X	Sarah Switzer	David Adkins-Brown
E	Cristy A. Willer, Secretary	X	Wei Cheng	
X	Barbara Jacobs	X	Lucy Flynn O'Quinn	Guests
X	Lourdes Linato-Crawford			

X = Present, E = Excused, U = Unexcused, Ph = Phone

Retreat.	Information / Findings / Conclusions / Recommendations	
Call to Order	5:341m	
Person to be heard	None.	
Mission Moment	<ol style="list-style-type: none"> 1. Samantha Aamot, Urban Fellow, spoke about Libraries Mean Business. This provides services for businesses, nonprofits, and entrepreneurs including resource training, partnerships, etc. This was developed with an eye to maintaining the tools for the future. 2. David Adkins-Brown: tour of MV Library. Discussed meeting room popularity and south system issues. 	
Consent Agenda	<ul style="list-style-type: none"> • Agenda Approved (Jon/Wei) • Minutes of 4/17/2019 approved as amended (Jamie/Lo) 	
Discussion/ Action Items	<p>Discussion</p> <ol style="list-style-type: none"> 1. The Eagle River/Chugiak Branch is closed indefinitely due to earthquake damage recently discovered. Staffers have spread to other locations. Summer Discovery (student readers) are displaced – over 100 kids. Discussion of using a construction trailer, having an active book drop. 2. Director's Report (attached). The Loussac tile situation is in the hands of attorneys. IT has deployed a new server and bugs are being worked out. 3. Staffing – David will be leaving the state, we have Jacob's position to fill. 4. Urban Library Council – we joined and pay dues, get advice on variety of topics. 5. Discussion of the advocacy committee and lobbying vs. advocacy. 6. Wei brings up videogames in the libraries and appropriate usage of computers. 	<p>Action</p> <ol style="list-style-type: none"> 1. N/A 2. N/A 3. N/A 4. N/A 5. N/A 6. Ask the Advocacy Committee to report back with progress. 7. N/A
Comments	Staff is holding a potluck @ May 31, Nancy will respond that LAB wishes to participate.	
Adjournment	7:04pm (Jamie/Barbara)	
Next Meeting	June 19, 2019 – Gerrish Girdwood Branch	

ANCHORAGE PUBLIC LIBRARY

BUDGET REQUEST PROPOSAL 2020

1. Eliminating Fines for all ages - **Revenue Loss of Approximately \$120,000**
 - a. Creates barriers for the very people our library is supposed to help. Individual fines may be small, but they are the biggest burden to the people who can least afford to lose access to library materials and services.
 - b. Fines are a consistent and negative theme in interactions with patrons. Often staff have uncomfortable interactions with patrons that are angry or upset over fines and customers leave with a negative frame of mind.
 - c. An analysis of overdue fines by zip codes shows lower socioeconomic communities also owe the most in overdue fines. Many of our residents, the people we serve, are on limited incomes or living in poverty and the impact of library fines on their ability to use library services is real.
 - d. Accumulation of any fines from overdue materials often leads to people no longer using the Library. Once a patron reaches a \$25.00 threshold on fines, they are blocked from library services. Analysis of fines shows that the majority of patrons with blocked accounts are in underserved communities such as Mt. View
 - e. Library has added other revenue sources (passport applications) and anticipate increase use of meeting rooms and special event spaces
2. Added Early Literacy Librarian to focus on outreach in at risk communities - **\$ 99,590**
3. Collection budget, to support strategic plan, specifically for opening day collection in south end, children's materials, career support and south end library **\$100,000**
4. Student Assistant Pages, non-rep 3, at 15/hr week for MD and MV **\$ 21,024**
5. South End Library reopening or extra hours in three branches **\$228,000**
6. Position upgrades **\$ 24,000**

Anchorage Public Library in Comparison to the Institute of Museum and Library Services Report Fiscal Year 2016

The Institute of Museum and Library Services (IMLS) administers the Public Libraries Survey (PLS) to collect data annually about how libraries serve the public. The FY 2016 PLS annual census collected data from 98 percent of the public libraries in all 50 states, the District of Columbia, and outlying territories.ⁱ

Statistics for the Anchorage Public Library are collected quarterly and reported to the Library Director and the Economic and Community Development Director.

The population of Anchorage in 2016 was 299,037.

	Anchorage Public Library Total	APL Per Capita	IMLS 2016	Difference Between APL and National Average
Circulation	1,602,702	5.36	7.19	APL is 25% lower
Visits	839,170	2.81	4.36	APL is 36% lower
Computer Uses	124,154	0.42	0.89	APL is 53% lower
Books Per Person	370,812	1.24	2.36	APL is 48% lower
Audio Materials Per Person	30,963	0.10	0.84	APL is 88% lower
Video Materials Per Person	76,404	0.26	0.25	APL is 4% higher
Operating Expenditures Per Person on Collections	\$1,089,184	3.64	4.33	APL is 16% lower
Operating Expenditures	\$8,404,201	28.10	38.91	APL is 28% lower
Programs *per 1,000 people	1,783	5.96	16.66	APL is 64% lower
Program Attendance *per 1,000 people	44,121	147.54	363.99	APL is 59% lower
Children's Programs *per 1,000 people	1,054	3.52	9.19	APL is 62% lower
Children's Program Attendance *per 1,000 people	31,340	104.80	245.90	APL is 57% lower
Librarians FTE *per 25,000 people	31.50	2.63	3.92	APL is 33% lower
Other Paid Staff FTE *per 25,000 people	45.50	3.80	7.35	APL is 48% lower

ⁱ The Institute of Museum and Library Services. 2019. Public Libraries in the United States Fiscal Year 2016. Washington, DC: The Institute.

LIBRARY DIRECTOR'S REPORT

May, 2019

Facility Updates: Contractor has started putting another black "skin" on the outside of Loussac and is installing brackets for the tile attachment. They seem to be on target to finish by the end of summer.

IT and Patron Services: We have interviewed and hired a new IT/Patron Services Coordinator from Pennsylvania, who will arrive on July 15, Celia Hartz.

Collection Management Services

- Staff ordered and processed over 3000 items.
- Anchorage is the next library to work with a new product, Collection HQ, which has been purchased by the consortium to better study collection performance based on catalog ILS data. The end goal is to: be able to keep a neater and more condensed collection; easily transfer materials between locations; select popular materials faster.

Staffing: The summer migration has begun and staff throughout the system are helping with coverage at all locations. While it is stressful, it does help staff to become familiar with all of our locations. We have made an offer for a new Mt. View branch manager and will start to interview for two youth services librarians by the end of June. We also have position open in patron services and branches for library assistants.

Branches:

Muldoon:

- May is all about getting people excited about Summer Events at APL. We visited two community elementary schools (Baxter and Creekside Park), in addition to our usual preschool outreach endeavors – Jewish Education Center, Nunaka Valley Elementary Preschool Program, and RurAL Cap Children's Development Center. We were also a destination for a few end of the year fieldtrips. Over 150 students, teachers, and parent chaperones were on site for tours, storytimes, and Summer Discovery promotions.
- We had a special storytime event, as did all the branches, featuring Mouse, from the popular *If You Give A* books by Laura Numeroff. Thanks to Library Assistant II, Liz Ellis for a nuanced portrayal of Numeroff's imaginative mouse, and also to Mary Crosby for taking photos and helping Liz don the costume! (pics attached)

Eagle River: Due to further damage found, the branch has been closed for a month and finally opened Tues, June 11. This closure will impact our yearly statistics. Staff from throughout the system helped CE with the huge backlog of materials.....checking in and shelving.

Mountain View:

- We are currently recruiting for a new Branch Manager and youth services librarian.
- The Health Department used the Community on the 4th for STD Testing.
- The MV Community Council now meets in the Community Room and their meetings are bringing more community leaders into the library proper.

Girdwood:

- We learned that we won a \$1000 prize from Sisters in Crime to be spent on books, to supplement our collection. The check presentation will take place at the June Library Advisory Board meeting.
- The Cookie Mouse Storytime was fun and well received. The kids who were happy to see a giant mouse, were SO HAPPY to see a giant mouse. The others, not so much.



Krisetn @ Muldoon



Mary helping Liz be a mouse



Children greeting the Mouse at Girdwood

Community Relations: Managed publicity and communication for the following special events.

- Chugiak-Eagle River Library Closure
- Anchorage Biz Fair
- Reading Rendezvous/ Summer Discovery Kick Off
- Friends Support- Spring Book Sale

Social Media Highlight

We focused our May social media primarily on *Reading Rendezvous* developed a content calendar that highlighted both partners and paid sponsors. We had 16 FB posts (1 per day backing out from the event), a boosted ad campaign, day of FB live and Instagram stories. We had over 31.4K people reached and 2.4 K event page views on Facebook with the boosted campaign. **HeartMedia's** Malie D on 101.3 KGOT and Brian Ross from Magic 98.9 broadcasted live from RR and also shared on the radio station social media channels.

Anchorage Public Library is at Anchorage Public Library (Z. J. Loussac Library).
May 14 at 3:00 PM · Anchorage · 📍

Just 4 more sleeps until our big stage fills with some AMAZING entertainment. Are you ready to dance and sing along?

READING RENDEZVOUS
 2019 ENTERTAINMENT SCHEDULE

SATURDAY, MAY 18 • NOON • 4PM

11:45 - 1:45 Alaska Juggler Jim Kerr, Man of Gravity
 12:15 - 12:30 Story on Stage with Anchorage Public Library
 12:30 - 1:15 Timbre Music Studio
 1:15 - 1:30 Story on Stage with Anchorage Public Library
 1:30 - 2:30 Alaska's Wildest Magic with Don Russell
 2:30 - 3:15 Nimble Lark Music Studio
 3:15 - 3:30 Story on Stage with Anchorage Public Library
 3:30 - 4:00 Dance Party with Both Ears Live Sound

READING RENDEZVOUS IS GENEROUSLY HOSTED BY
 Alaska Center for the Book • Alaska Public Media • Anchorage Pediatric Group
 The Children's Clinic • Friends of Pets • Friends of the Library • People Mover

Boost Unavailable

👍 Alicia O Zavala, Sherri Douglas and 17 others · 4 Shares

👍 Like · 💬 Comment

Anchorage Public Library created a poll.
May 11 at 10:00 AM · 📍

Our co-host **Friends of Pets - Anchorage** works so hard to make sure every animal finds their "forever home." Who do you think makes the best pet?

<input type="checkbox"/> Dogs all the way!	👍 +45
<input type="checkbox"/> Cats... obviously.	👍 +13
<input type="checkbox"/> Purple Unicorns	👍 +6
<input type="checkbox"/> Fish "just keep swimming"	
<input type="checkbox"/> Rabbits!	

3 More Options...

Boost Unavailable

👍 Robin Brooks, Sherri Douglas and 3 others · 2 Shares

👍 Like · 💬 Comment

Library Long-Term Planning and Development

- **Muldoon Library:** in our analysis with CIHA, we came up with a \$4-6M project budget, which feels really unfeasible at this time. There aren't other places for rent in the area and new development is winding down. We might need to consider scrapping this project and figuring out how to make the best of the current location.
- **Alaska Room:** we got a first round of draft plans for the space that we love. We're holding a handful of focus groups and releasing an online survey to get feedback before we finalize the designs.
- **Budget/Advocacy:** we're starting to narrow in on our plan; our big issue now is setting up a sustainable system for collecting contact info for potential supporters. We're exploring creating three key audience types so we can get out specific messages that resonate with each group.
- **Library Foundation:** submitted a request to Mental Health Trust for Library Community Resource Coordinator. Working on a name and messaging for legacy giving society and updated internal policies to be better prepared for legacy gifts. Coincidentally, received a notification of a bequest from a donor who passed that will be \$70-80K.
- **Strategic Plan:** staff are transitioning from our internal improvements phase to our public phase; we'll be spending some time to figure out best way to implement our three community priority areas.

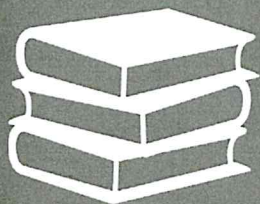
Youth Services

- Reading Rendezvous had a record (and what we have declared to be capacity) 50 vendor booths, 2,800 attendees, 762 people signed up for summer discovery! Special guests included: Miss Alaska, Ms. Alaska, the mouse from Once Upon a Cookie & more. This year we also partnered with South High School AV & Drone club to take photos and aerial drone footage of the event.
- Outreach went SPECTACULAR this month. Between school visits, tours, and other opportunities, we spoke to 1,785 people – primarily elementary school students about summer discovery.
- Presented STEM kits and resources to 21st Century Teachers program at ASD. We made our staff kits available to them for their summer program serving Title I students. Ready to Read staffer Samantha presented to Girl Scout Encampment for the first time to talk about early literacy.
- Hired & onboarded two new summer VISTA associates: Tharren Ellis (for Loussac) and Molly Brown (for Mountain View).
- Staffer Kelsey passed along a comment:
 - Two of our regular patrons, a mom and her autistic daughter, sought me out at Reading Rendezvous so the the daughter could tell me about her recent accomplishments. As the daughter started to walk away, the mom said to me, "She saw you and said she HAD to come talk to you because she thinks you're awesome! She told me, 'Mom! We're so similar! She's awesome and excited about things and so nice and stylish like me!'" It's amazing the impact we can have without even knowing it, so I'm grateful they felt comfortable sharing this story with me!

Adult Services

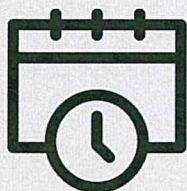
- We have three new librarians starting: Nicole Levinson, Andrew Allard (was at Mt. View), and Meghan Malone.
- 44 programs in May 2019, with 398 participants. In May 2018 we had 40 programs with 502 participants.
- Staff development includes: Google Analytics, passport, Foundation Directory and Supervisor training and Outlook tech training
- We received substantial AK collection donations: Anne Donahy donated AK materials of Lowell Thomas Jr; and Richard Stern collection of Alaskana

- The Biz Fair was a huge success with more 100 attendees, which was a partnership between SBA, AK . Sam and Sarah did a great job getting everything set up and Next year's Biz Fair is already on the calendar. Biz Fair attendee comments included
 - Nothing could have made this better
 - really like the variety of business owners
 - loved hearing from local success stories
 - everything was great, parking, access, meeting rooms
 - passion to profit / most valuable lessons learned and selling to gov were great
- Community Resource Coordinator joined Build For Zero outreach coordination with Anchorage Coalition to End Homelessness to provide more efficient outreach services to patrons experiencing homelessness.
- The new computers are still experiencing some growing pains. We are exploring new configurations, as our biggest complaint is how close everyone is to each other. There's also less space for personal belongings, service animals, and assistance from staff.

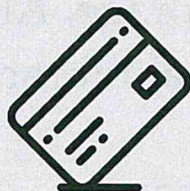


Anchorage Public Library

Annual Report 2019



The library had **10,608** open hours in 2018!



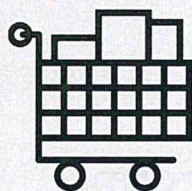
135,828 people have a card at our library



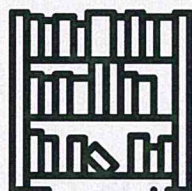
748,395 people walked through our doors last year



In addition to **754,799** website visits



In-library use totaled



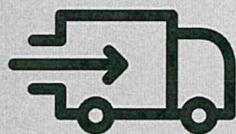
The collection contained **430,603** items



There were **519,334** downloads of e-Content



Contributing to a total of **1,719,262** checkouts!



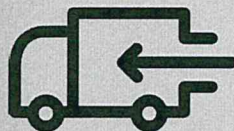
We lent our items to libraries outside of our system **1,777** times



Our service is delivered by **72.75** dedicated FTE staff



78,883 Reference questions were asked



And brought in **1,606** items upon patron request



2,452 total programs offered



60,555 people attended in total!

READ

www.anchoragelibrary.org
3600 Denali Street
Anchorage, AK, 99503

For questions or comments, please email plasupport@countingopinions.com

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