



Town of Wickenburg

NOTICE AND AGENDA

**LIBRARY ADVISORY BOARD
WILL MEET FOR A SPECIAL MEETING
Wednesday, October 6, 2021- 5:00 p.m.
WICKENBURG COUNCIL CHAMBERS
155 N. TEGNER STREET
WICKENBURG, ARIZONA 85390**

**Ed Kientz, Chairperson
Patricia Foglia, Vice Chairperson
Susan Achtenhagen, Board Member
Irene Hill, Board Member
Karen Johnson, Board Member
Kathi Okrasa, Board Member
Anne Powlas, Board Member
BG Bratcher, Council Liaison**

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Library Advisory Board and to the general public that the Library Board will hold a meeting open to the public on the above date, time, and location. Minutes of its proceedings shall be taken and filed with the Town Clerk for Public Inspection. Members may attend the meeting telephonically occasionally.

ACTION MAY BE TAKEN BY THE BOARD ON ANY ITEM LISTED ON THIS AGENDA. Revisions to the agenda can occur up to 24 hours prior to the meeting. The Board may decide to change the order in which items are heard at the meeting.

Accessibility

To better serve the citizens of Wickenburg and others attending our meetings, the Council Chambers are wheelchair and handicapped accessible. Persons with a disability may request a reasonable accommodation by contacting the Town within 48 hours of the scheduled meeting at 928-684-5411 (Voice & TTY).

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|-----------|----------------------|-------------|
| A. | CALL TO ORDER | Held |
| B. | ROLL CALL | Held |

C. COMMUNICATION

- 1. Board Chair Update which may include brief updates on current events, Library Policies, Capital Improvement Projects and Current Events. – Presentation Only Held
- 2. Staff Updates which may include brief updates on Library Policies, Capital Improvement Projects and Current Events. – Presentation Only Held

D. OLD BUSINESS

- 1. Work Session - Strategic Planning to Include Discussion Regarding the Mission and Vision Statements as Well as Goals for the Library Advisory Board. Held

E. SCHEDULING OF FUTURE AGENDA ITEMS & UPCOMING MEETINGS Held
The next scheduled meeting is November 9, 2021 @ 5:30 PM

F. ADJOURNMENT Held

Posted on September 29, 2021 by 5:00 p.m. at the following locations:

Town Hall 155 N. Tegner, Suite A	Website www.wickenburgaz.org
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Tamara Garro, Administrative Assistant

**Library Advisory Board - Special Meeting-
Incl. Action Taken**

D. 1.

Meeting Date: 10/06/2021

Item Requested By: Tim Suan, Deputy Town Manager/Econ. Dvlp.

Staff Contact: Tim Suan

Contact Phone Number: 928-684-5451
x 1522

Type of Agenda Item: Board
Recommendation

AGENDA ITEM:

Work Session - Strategic Planning to Include Discussion Regarding the Mission and Vision Statements as Well as Goals for the Library Advisory Board.

BACKGROUND INFORMATION:

SUGGESTED MOTION:

I move to approve the following Mission Statement for the Library Advisory Board.

I move to approve the following Vision Statement for the Library Advisory Board.

I move to approve the following Goals for the Library Advisory Board.

Attachments

Strategic Planning

Form Review

Form Started By: Tamara Garro

Started On: 09/29/2021 12:54 PM

Final Approval Date: 09/29/2021

DRAFT MISSION:

Provides diverse, up-to-date information, resources and services fostering lifelong learning for residents, businesses, and visitors in a safe inclusive environment.

DRAFT VISION:

To encourage the quest for knowledge by providing quality, relevant resources and educational opportunities, accessible to the citizens of the community and surrounding areas.

DRAFT BOARD SPECIFIC (MISSION/PURPOSE STATEMENT):

Ambassadors to resources for the library and the community and advocates for library financial needs and resources.

DRAFT GOALS/VALUES:

- 1- Provide High Quality and Relevant Materials, Resources, and Services
 - Materials (i.e. Wide-Range of CDs/DVDs/Books/Items)
 - Resources (i.e. Internet, Tools etc.)
 - Services (i.e. Assistance)
- 2- Be Accessible to the Community and Surrounding Area
 - Welcoming (i.e. Hospitality & Customer Service)
 - Accommodating (i.e. Hours of operation, Physical Space)
- 3- Provide Educational Opportunities
 - Programing (i.e. Early Childhood Literacy)
 - Resources (i.e. Study Rooms, Strategic Outsider Organization/Resource Partnerships)
- 4- Grow the Number of Library Patrons, Library Event Attendees, and Library Volunteers
 - Grow Patron Numbers (i.e. Marketing, Promotion, and Communication)
 - Grow Event Attendees (i.e. Marketing, Promotion, and Communication)
 - Grow Volunteers (i.e. Marketing, Promotion, and Communication)
 - Grow Check-Outs (i.e. Marketing, Promotion, and Communication)

Exercises

Vision:

Focuses on tomorrow and what the organization wants to become.

What are our hopes and dreams?

- To be a thriving source of diverse, up-to-date technology, information and resources for our community
- To promote and foster lifelong learning for all ages by providing access to knowledge, educational activities, cultural events and material
- To allow for recreational and leisure use of the facility as well as to hold Conference and meeting events
- To eventually have access to the Maricopa County libraries' resources
- To be relevant

- To be accessible
- To be a source for information
- Have our products and services known to the public (better marketing)
- Offer free audio books...in person check out or digital access
- To provide programming/education that relates to all ages
- To teach or enhance skillsets that are needed by members of our community
- To be a warm and inviting place
- To complete AND expand the outside patio area with shade structure
- To create an outdoor theater between the library and town hall with curved three level stairs for seating and an open grass area in front of the screen
- Add a water feature (like at Disney World) that has music and lights...and water shoots from one square to another (place for kids to play). Put it in the grass between the Community Center and Library.
- More tables and benches in the surrounding park area plus a small ramada covering near the front entrance
- To offer technology and digital access at the highest level
- To offer some level of food service that would complement our environment...possibly vending machines inside the entrance
- To be able to support events that can be either free or fee based
- To have the visitor center be located at our library
 - Rental of the RV spots at both the community center and at the Arena could be handled by the visitor center at the library
- To manage and support the community center where with upgrades to the audio visual plus other enhancements...we attract greater use of the facility
 - More RV hook ups around the community center where space could be rented
 - Higher sound wall at the round-about to reduce noise pollution
 - Upgrades to the interior with sound boards, lighting, and ambiance
- To add the Garcia Schoolhouse as part of the learning center aspects of the library and provide a community meeting room/seminars/weddings/dinners/seminars/entertainment and more.
- To create a walking bridge from the library/community center to Coffinger Park where we combine the library as part of a larger strategic plan for major events
 - NOTE: CDAC funds might help us make this happen
- To provide and educate people on the current “state of the Arts” resources...
 - Example: Virtual Reality Headsets
- To become a satellite location for a community college using online access with tutors and mentors (The drive round trip to go to a community college is 100 miles).
- Wickenburg Public Library [and Learning Center] will be known as an innovative leader and a community meeting place that develops, organizes, provides equitable access and preserves library materials and resources to meet the needs of present and future generations.

What problem are we solving?

- Increase library patronage and event attendance (all ages)

- Increase available funding to be able to plan more programming events for teens and adults (children programs seem to be doing well currently) and to purchase more resources
- Make our promotions more effective Complete the patio project
- Get our computers back from the Town or get them off our inventory so that we can purchase more for our patrons to use (if I'm correctly understanding what's going on now)
- Public access to the Internet and information
- Digital books that extend beyond our physical offerings
- Comfortable environment where individuals can seek information
- A place where one can check out videos and thus achieve free entertainment
- Greater community connection and involvement
- Gathering places for our community
- Town control and management of funding that the state provides for a visitor center
- Opportunities for education and undergraduate work
- Entertainment
- Education beyond high school

What impact do we want to make?

- To become an integral part of our downtown and be one of the key elements of our community
- To be far more than a place that stores and distributes books and DVD's
- To use both town and state funding that would result in an enhanced quality of life for our community
- By combining the Garcia Schoolhouse, community center, and library together and doing the things mentioned under our hopes and dreams...we create a revenue stream and tax funding... where the funds are used both efficiently and effectively...creating gathering places in the center of our town...to the benefit of all.
- This...coupled with a new downtown hotel (three stories) ...would enhance our entire community and add both visitors and revenue that would help cover part of the cost.
- A multiple location center for lifelong learning
- Enhancement of the quality of life for our community
- Increase library patronage and event attendance (all ages)
- Increase available funding to be able to plan more programming events for teens and adults (children programs seem to be doing well currently) and to purchase more resources
- Make our promotions more effective Complete the patio project
- Get our computers back from the Town or get them off our inventory so that we can purchase more for our patrons to use (if I'm correctly understanding what's going on now)

Who and what are we inspiring to change?

- The overall vision for our "downtown civic center" location

- We provide a new direction for our town council
- We help our town government see a bigger picture of the value of our “Civic Center” once it is properly developed
- We support our community regarding a new hotel that is in our downtown
- We create revenue enhancement for the merchants that surround the “Civic Center”
- Greater tax revenue to support other community projects
- We enhance the community’s image of the library...showing it is MORE THAN just a place to store books and DVD’s.
- The Town Council by showing them the library’s value to the community so they will provide more funding
- The people of the community to view the library as a valuable place to find up-to-date reading materials, research materials, technology access, educational/cultural/personal development opportunities for all ages
- The people of the community (and surrounding communities?) to see the positive effect the library has on the community and to understand how the library serves its needs
- The way the community currently views the library

Additional Notes/Thoughts

- Offer certain classes that could supplement those families that are doing home school? Might the library be a place where we create study carrels? Could our conference room, or some other space, be set up with study carrels for those that are taking online classes?
- Address the front room storage issue: Carrels for the Library & Learning Center & Conference Center Idea (full proposed idea available)
- A welcoming, safe and community-centered facility providing access to diverse, up-to-date information and resources
- A “city-centered” facility providing town information, access to technology, diverse programming to include seminars and educational activities for all ages, current and historical research materials, and books of all types within our library as well as possibly other libraries Revised : Known as an innovative leader and a welcoming community meeting place/center that develops, organizes, [provides equitable access] and preserves library materials and resources to meet the needs of present and future generations [{offering access to} encouraging quests in knowledge, {education,} culture and renewal].
- Incorporate high quality service
- Be a vibrant spirited library that demands outstanding performance in all areas.
- Assist a broad population to access knowledge and information through diverse formats for both formal and independent education.
- Maintain a professional and highly skilled staff to assist with access to information and services.
- Use resources judiciously to provide a stimulating and welcoming atmosphere, and a variety of programs and spaces that serve as an anchor for the community.
- Serve as a proactive and courageous leader in the library community – keeping abreast of the latest technology while honoring and maintaining tradition.

- Engage and respectfully consult with community members to ensure that a broad population has a positive experience.
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Mission:

Describes what we (the library/library board) currently does.

DRAFT LIBRARY MISSION:

Provides diverse, up-to-date information and resources fostering lifelong learning for residents, businesses, and visitors in a safe inclusive environment.

DRAFT LIBRARY Board MISION:

Ambassadors to resources for the library and the community and advocates for library financial needs and resources.

Additional Notes/Thoughts

- Serve
- Information
- Access
- Welcoming
- Support
- Community
- Research
- Wickenburg Public Library [and Learning Center] serves all residents, businesses, and visitors by providing diverse, up-to-date information and resources in a variety of media, and high-quality services [free of charge] to promote lifelong learning and personal development including recreation and leisure in a welcoming and safe community-centered facility.
- The primary purpose of the public library is to provide resources and services in a variety of media to meet the needs of individuals and groups for education, information and personal development including recreation and leisure. They have an important role in the development and maintenance of a democratic society by giving the individual access to a wide and varied range of knowledge, ideas and opinions

NOTES:

Focuses on tomorrow and what the organization wants to become.

Vision Template:

To promote and provide **library service** of the highest quality to the citizens of the community and surrounding areas, and to encourage the lifelong use of **library services**

DRAFT 1 VISION

To encourage the lifelong quest for knowledge by providing **high quality (or) relevant** resources and educational opportunities, accessible to the citizens of the community and surrounding areas.

DRAFT 2 VISION

To encourage the quest for knowledge by providing quality, relevant resources and educational opportunities, accessible to the citizens of the community and surrounding areas.

DRAFT 2 MISSION

Provides diverse, up-to-date information, resources and services fostering lifelong learning for residents, businesses, and visitors in a safe inclusive environment.

Top Terms:

- library services
- "Warm and Inviting"
- Relevant
- Be accessible (accessibility)
- (valuable to all) | up to date resources (**including materials and programs**)
- Offer diverse opportunity, "Quest" for knowledge and ability to help you "grow"
- Education/culture-- providing education | study areas | opportunity
- Support staffing and facilities
- Education beyond high school
- To be relevant
- To be a source for information
- digital access
- Conference and meeting events
- Providing resources
- Public access to the Internet and information
- The people of the community to view the library as a valuable place to find up-to-date reading materials, research materials, technology access, educational/cultural/personal development opportunities for all ages
- Enhancement of the quality of life for our community

Sample vision statements:

- To be the welcoming heart of our community where all come to learn, discover, create and connect
- Putting people at the heart of dynamic **library services**
- Evolving together to strengthen communication, equity, collaboration, and learning
- **To promote and provide library service of the highest quality to the citizens of the community and surrounding areas, and to encourage the lifelong use of library services**
- Aims to serve the needs of its patrons by expanding minds, building community and inspiring curiosity. We strive to promote a lifelong love of reading, learning, and literacy. Our library seeks to provide quality resources, programs, assistance, and space to see, discover, relax, contemplate, discuss, plan, and interact.

