



**City of Scottsdale
Library Board
Regular Meeting Minutes**

Wednesday, January 14, 2026
Appaloosa Branch Library – Meeting Rooms 1 & 2
7377 E. Silverstone Drive
Scottsdale, AZ 85255

PRESENT: Chair Dr. Freda Hartman, Vice-Chair Enid Seiden, Board Members Sam Campana, Roselyn O'Connell (arrived at 3:04 p.m.), Monica Sonnenklar, Janice Shimokubo, Leslie Totten

ABSENT: None

STAFF: Michael Beck, Library Director; Javier Mendoza, Administrative Assistant; Jennifer Wong, Community Engagement & Outreach Coordinator

Call to Order

Chair Hartman called the meeting to order at 3:00 p.m.

Roll Call

Board Members present as listed above.

Public Comment

There was no response to the call for public comment.

Minutes – December 10, 2025

Chair Hartman addressed approval of the December 10, 2025, meeting minutes and recommended continuing the item to the following month to allow time to verify accuracy, as she had not completed reviewing the recording. Administrative Assistant Javier Mendoza noted the Board could approve or deny the minutes, with amendments addressed as an agenda item at a future meeting if denied. Chair Hartman recommended denial due to the inability to confirm accuracy at this time.

BOARD MEMBER CAMPANA MOVED TO DENY APPROVAL OF THE DECEMBER 10, 2025, LIBRARY BOARD MEETING MINUTES AND REAGENDIZE THEM FOR DISCUSSION AT NEXT MONTH'S MEETING. BOARD MEMBER SHIMOKUBO SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR HARTMAN, VICE-CHAIR SEIDEN, AND

BOARD MEMBERS CAMPANA, SONNENKLAR, SHIMOKUBO, AND TOTTEN VOTED IN THE AFFIRMATIVE. BOARD MEMBER O'CONNELL NOT PRESENT. THERE WERE NO DISSENTING VOTES.

REGULAR MEETING AGENDA

1. Patron Comment Report

Library Director Michael Beck reviewed comments 1, 2, 5, 9, and 12 from the agenda packet along with staff responses. He noted that the frequency and maximum capacity for cooking programs have been increased.

In response to Board Member Shimokubo's question regarding comment 4, Mr. Beck explained that requests to solicit certain websites are managed by Community Engagement & Outreach Coordinator Jennifer Wong and the City's graphics team. He added that Wikipedia is a universal, free online resource. Ms. Wong stated that Library staff strive to update Wikipedia annually and will follow up to ensure this occurs, noting that anyone can edit Wikipedia pages.

Board Member Totten commended Library staff for their efforts, and Chair Hartman expressed appreciation for positive patron comments being shared publicly. Mr. Beck confirmed that patrons are not required to include their names when submitting comments. Mr. Mendoza reported that staff contacted the individual associated with a previously discussed negative comment and outlined options available for patrons to provide feedback.

The Board discussed follow-up procedures for patron comments. Mr. Mendoza stated that online patrons may choose whether they want staff to follow up, and staff respond to all comments where "yes" is selected. Mr. Beck clarified that staff follow up with patrons who submit paper comment cards and provide contact information unless instructed otherwise. He assured the Board that staff strive to address all comments, positive or negative, whenever contact information is available.

2. FY2026-27 Library Budget Update

Library Director Michael Beck reported that the Library is currently in the budget creation process. He noted that no updates were provided on the bathroom renovation project during the recent capital improvement plan meeting. Mr. Beck discussed software platforms under consideration, including SkyRiver and libraryIQ, and outlined some of their features. He stated that next month's budget update would be more substantive and mentioned that reallocating funds to better support branch programs is being considered.

In response to Board questions, Mr. Beck confirmed that branch managers must currently go through the program coordinator to obtain funding for programs. He noted that Arabian and Appaloosa Libraries have less than \$1,000 combined for programming for the entire year, while larger libraries receive greater allocations. Mr. Beck briefly described the process for approving and funding program ideas. He also confirmed that the Library book sale is not included in the budget and will be addressed later in the meeting. Final budget figures are not yet available but will be shared during the Director's Report.

Chair Hartman observed that software purchases fall under a different category than capital projects. Mr. Beck clarified that the Library's requests include SkyRiver and libraryIQ software packages, which fall under the operating budget, and the bathroom renovation project, which

falls under the capital budget. He reviewed the cost for each request and explained that Facilities have their own budget for projects across all City facilities, including libraries. Discussion followed regarding past and current library-related projects managed by the Facilities Department.

Mr. Beck emphasized that the budget process is fluid but progressing well. He reported that the new bathroom project is estimated at \$400,000 and noted that other large facilities projects are planned. The initial patio project for the Arabian Library has been tabled due to an expanded scope; the library will develop a vision statement to define project goals, with hopes to include it in next fiscal year's budget. Mr. Beck acknowledged the complexity of the budgeting process and expressed appreciation for Board input. Chair Hartman stressed the importance of completing projects correctly the first time.

3. Scottsdale Public Library (SPL) Marketing, Outreach, and Publications

Community Engagement & Outreach Coordinator Jennifer Wong presented marketing strategies, including newsletters, print materials, social media, and special promotions. She explained newsletter limitations (7–9 items for engagement), unreliable open rates, and trends showing higher clicks for children's events and lower for teen holiday programs.

Ms. Wong described the transition from Patron Point to MessageBee, which integrates with Polaris and automates card renewals. She noted reasons some patrons may not receive messages. Library Director Michael Beck added that inactive accounts are purged per state requirements and emphasized keeping account information current. They also reported that the Library Roundup Newsletter reaches 30,000–34,000 patrons with a 57% open rate and 8.2% click rate. Instagram followers grew from 3,000 to over 10,000. Print materials are reserved for major events, and marketing efforts are tailored for different audiences in collaboration with the Office of Communications.

Ms. Wong announced an exploratory committee for a bookmobile project. Mr. Beck reviewed committee membership and stated a feasibility study is planned for next year's budget. Chair Hartman supported including patron representation early in the process.

Ms. Wong promoted the Parada Del Sol event and invited Board members to participate. Board Member Shimokubo suggested increasing Library presence in northern areas and using free micro newspapers for marketing. Board Member Sonnenklar expressed interest in the bookmobile project. Chair Hartman proposed a future session to discuss marketing strategies for non-cardholders.

4. Library Board Annual Report

Library Director Michael Beck noted that we made the changes recommended by the Library Board.

VICE-CHAIR SEIDEN MOVED TO APPROVE THE 2025 ANNUAL LIBRARY BOARD DRAFT REPORT PREPARED BY JAVIER MENDOZA AS AMENDED. BOARD MEMBER O'CONNELL SECONDED THE MOTION, WHICH CARRIED SEVEN (7) TO ZERO (0). CHAIR HARTMAN, VICE-CHAIR SEIDEN, AND BOARD MEMBERS CAMPANA, O'CONNELL, SONNENKLAR, SHIMOKUBO, AND TOTTEN VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

Chair Hartman noted she had not received written concerns from the Assistant City Attorney, only a recommendation not to include the appendix. She emphasized that the appendix contained no operational items and highlighted board member advocacy.

Library Director Michael Beck explained the Attorney's recommendation and cited examples of potentially problematic language. He expressed concern about narrative content and possible misinterpretation.

Vice-Chair Seiden suggested following the City's recommendation. Chair Hartman stressed recognizing Board contributions. Board Member Sonnenklar and Board Member Campana expressed concerns that the Library Report does not reflect the Board's work. Board Member O'Connell voiced frustration over time spent on the topic and supported excluding the appendix; Board Member Totten agreed.

Board Member Shimokubo proposed emailing an amended appendix to the City Council; Chair Hartman agreed this was an option. Mr. Beck reiterated the recommendation and rationale, noting the decision rests with the Board.

After further discussion, Board Member Campana suggested editing and submitting the appendix separately to the Clerk's Office. Chair Hartman questioned revising the reporting process.

It was decided that no further action would be taken on this matter, and the end of year report would be submitted with the solo document prepared by Mr. Mendoza, as previously voted.

5. Library Board Nomination and Election of Officers for 2026

Chair Hartman noted that, per the bylaws, her term as Chair had expired and it was time to conduct the election of officers.

Board Member Campana nominated Enid Seiden for Chair and Leslie Totten for Vice-Chair. Board Member Totten declined the nomination for Vice-Chair. Vice-Chair Seiden stated that she has applied for another term with the City Council, which could affect her role on this Board, but she accepted the nomination for Chair.

BOARD MEMBER CAMPANA MOVED TO ELECT ENID SEIDEN FOR THE POSITION OF CHAIR OF THE LIBRARY BOARD. BOARD MEMBER TOTTEN SECONDED THE MOTION, WHICH CARRIED SEVEN (7) TO ZERO (0). CHAIR HARTMAN, VICE-CHAIR SEIDEN, AND BOARD MEMBERS CAMPANA, O'CONNELL, SONNENKLAR, SHIMOKUBO, AND TOTTEN VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

Board Member Totten nominated Janice Shimokubo for Vice-Chair. Board Member Shimokubo expressed concern about the possibility of assuming the Chair position in two months. It was clarified that the Vice-Chair is not required to accept the Chair role in that scenario, and if declined, another election would be scheduled to fill the Chair position.

BOARD MEMBER TOTTEN MOVED TO ELECT JANICE SHIMOKUBO FOR THE POSITION OF VICE-CHAIR OF THE LIBRARY BOARD. CHAIR ELECT SEIDEN SECONDED THE MOTION, WHICH CARRIED SEVEN (7) TO ZERO (0). CHAIR HARTMAN, CHAIR ELECT

SEIDEN, AND BOARD MEMBERS CAMPANA, O'CONNELL, SONNENKLAR, SHIMOKUBO, AND TOTTEN VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

Library Director Michael Beck indicated staff would set up a meeting with Chair-Elect Seiden and Vice-Chair-Elect Shimokubo.

6. Director's Report

Library Director Michael Beck provided the following updates on items listed in the Director's Report:

- Facility and building projects
- The Parada del Sol event
- Flooring project at Civic Center Library
- Security desk project at Mustang Library
- Spirit and literacy event at Civic Center Library
- Library staff who received City award nominations

Mr. Beck stated that his presentation on Scottsdale Public Library accomplishments would continue at the February meeting. He reported that a new Wi-Fi access point was installed in the Mustang Library storage room to support the online book sale. Staff is also planning a semi-annual book sale event. Mr. Beck noted that the library experienced a net gain of 10,000 resident cardholders and 5,500 non-resident cardholders, which he hopes will increase eligibility for Library Services and Technology Act grant funding.

7. Board Member's Report

Board Member Sonnenklar discussed the Holiday items she and Board Member Campana provided for staff at Civic Center Library. Board Member O'Connell spoke about a pizza party at the Arabian Library and the training she received on how to use the 3-D printer. Chair Elect Seiden discussed gifts she gave to Mustang staff, the Ultimate Family Play Date event, and a presentation she attended on the Monuments Men.

Board Member Campana promoted the Scottsdale Book Festival at Civic Center Library and encouraged people to attend. Board Member Shimokubo said she delivered bagels to Appaloosa Library staff. Board Member O'Connell announced a free concert celebrating Scottsdale's 75th anniversary.

Chair Hartman talked about the annual Scottsdale Sister Cities Association meeting and the origin of the organization. She discussed her time on the Library Board and the importance of recognizing the work of Board members. The Board acknowledged her for her efforts.

8. Identification of Future Agenda Items and Future Meetings

Board Member Shimokubo recommended an item discussing endowments. Chair Hartman suggested that it might be a good item for an extended discussion on a Library Board retreat.

The next meeting is scheduled for February 11, 2026, at Arabian Library.

9. Adjournment

CHAIR ELECT SEIDEN MOVED TO ADJOURN THE MEETING. BOARD MEMBER O'CONNELL SECONDED THE MOTION, WHICH CARRIED SEVEN (7) TO ZERO (0). CHAIR HARTMAN, CHAIR ELECT SEIDEN, VICE-CHAIR ELECT SHIMOKUBO, AND BOARD MEMBERS CAMPANA, O'CONNELL, SONNENKLAR, AND TOTTEN VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 5:36 p.m.

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