

**Minutes of the Regular Meeting
of the Board of Library Trustees
August 6, 2012**



TRUSTEES PRESENT: Betsy Megas, Kathleen Watanabe, Peter Yoon, Ashish Mangla,
Barbara Vance

STAFF PRESENT: Erin Ulrich, Acting Division Manager, Youth & Extension Services
Hillary Brookshire, Senior Library Assistant-Administration

**MEMBERS OF
THE PUBLIC:** John Casey

MATTERS FOR COUNCIL ACTION:
None

I. CALL TO ORDER
Chair Mangla called the meeting to order at 6:33 p.m.

II. MINUTES OF THE MAY 7, 2012 MEETING
Chair Mangla asked the Board for comments or corrections to the minutes of the June 4, 2012 Board of Library Trustees meeting. There being no corrections, Trustee Watanabe made a motion to accept the minutes as written, seconded by Trustee Yoon. The motion passed unanimously.

III. CORRESPONDENCE

V. GIFTS
In Maria Daane's absence, Trustee Watanabe reported that the Library Foundation received the following grants:

- \$10,000 from the Helen Brewer Trust for early literacy outreach for 2012-13 and 2013-14
- \$5,000 from Mission City Community Fund for Summer Reading incentive books for kids.
- \$10,000 from Keypoint Credit Union for Summer Reading support.

V. PUBLIC PRESENTATIONS

A. Library Foundation

- The annual audit of the Foundation is complete and they had a clean review.
- Northside Branch construction is going well.

- The Northside Branch fundraising meeting at Trustee Watanabe's home was attended by 25 people.
- The next fundraising meeting will be during the week of August 27, 2012; location to be announced.

B. Library Youth Services

Erin Ulrich gave a brief overview of the Summer Reading Program and awards and invited Board members to visit the Cedar Room to see the awards program in action. The meeting moved temporarily to the Cedar Room where Ms. Ulrich described the Summer Reading Program. There have been 5,024 total signups this year, with 2,900 children, 918 teens, and 1,200 adults. The kickoff program was attended by 400 people, and the Monday night events averaged 480 people over 6 programs. For school age children, attendance averaged 138 kids for each program. For the five family movie nights, each night averaged 185 people. Teen movie nights averaged 53 attendees. There were 16 visually impaired kids in the program this year, with incentive Braille books sponsored by the Santa Clara Lions Club. A slideshow of this year's Summer Reading Program will be ready to show in October 2012.

VI. OLD BUSINESS

A. California Library Association – Annual Conference

Ms. Ulrich asked Board members to notify the City Librarian by August 31, 2012 if they would be attending the conference. Board members should sign up online and present your receipt Library Administration for reimbursement.

B. Northside Branch Library

Ms. Ulrich reported that construction began on July 9, 2012 at the groundbreaking ceremony.

VII. NEW BUSINESS

A. Library Board Meeting Schedule for 2013

Trustee Yoon made a motion to approve the meeting schedule for 2013 as written, with a second from Trustee Vance. The motion passed with a unanimous vote.

VIII. CITY LIBRARIAN'S REPORT

A. Library Monthly Report – May 2012 and June 2012

Ms. Ulrich reviewed the May and June 2012 Monthly Reports with the Board. There was no apparent spike in numbers following the Santa Clara County Library's new \$80 fee for a library card. In most categories the numbers are up. Trustee Vance asked if the opening of the Northside Branch will affect circulation here at Central. Ms. Ulrich replied that it would depend on the usage of the Northside Branch. Chair Mangla suggested that the hours for the Northside Branch be coordinated with the hours of the Central and Mission libraries, with an emphasis toward evening hours when Central and Mission are not open. Trustee Mangla noted the young population in the Rivermark area would benefit from afternoon and evening hours, as well as students from Mission College. Ms. Ulrich stated that the Library needed to also promote the many online services available to the public that they don't know we have. Chair Mangla suggested putting more of those links on the main page of the Library's

website. Ms. Ulrich also noted that the ratio of popular books to the number of holds on those books would be reduced as staff is looking to remedy lengthy holds.

B. Activities

Ms. Ulrich reported that the Project BEST jobs fair was a success with 345 people attending. Participating vendors are interested in having another job fair in the future. Eight Parenting classes will be presented by Hand-in-Hand through May 2013; six will be paid by the Foundation and two will be free of charge to the Library

C. Personnel

A recruitment is under way for an as-needed Librarian I which is now closed to applications. This person will be required to have background and experience presenting storytimes. There is also a recruitment under way for Library Pages for Circulation and Youth Services. Former Board Trustee Georgina Dinh received her plaque for service on the Board.

IX. MATTERS OF TRUSTEE INTEREST

Trustee Vance noted that the emails received from the Library about upcoming events say they are from the "Web Monitor". These could be construed by the average person as junk mail and a new "from" address should be considered. Chair Mangla thanked Trustee Watanabe for opening her home for the first fundraising meeting for the Northside Branch Library. Chair Mangla noted that revenue could be realized by pairing getting a Library Card with the added benefit of membership in the Foundation and Friends with creative incentives for attached. It would be similar to promotions in grocery stores that offer additional incentives such as, "for a dollar more, you can have...membership and...".

X. REPORTS OF TRUSTEE CONFERENCE AND TRAVEL

Trustee Megas reported on recent travels to the East Coast. After visiting museums and attractions in Washington D.C., she noted that there are vast numbers of free databases and archives that could be listed by the Library that would extend our reach beyond our current focus on paid subscriptions. She offered to research these databases and archives. Trustee Vance noted that she had signed up for a link to the National Sound Recording database that plays such things as the real sound of John Philip Souza band actually playing music.

XI. CALENDAR

There is no September 2012 Board meeting.

XII. ADJOURNMENT

There being no further business, Chair Mangla made a motion to adjourn the meeting at 7:30 p.m. to Monday, October 1, 2012 at 6:30 p.m. at the Central Park Library, with a second from Trustee Vance. The motion passed with a unanimous vote.

Respectfully submitted,

Kathleen Watanabe
Secretary to the Library Board of Trustees