

**Minutes of the Regular Meeting
of the Board of Library Trustees
May 6, 2013**



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

EXCUSED ABSENCE: None

STAFF PRESENT: Jane Botsford, Acting Adult Services Division Manager
Hillary Brookshire, Senior Library Assistant-Administration
Angela Ocana, Project Coordinator, Discover Santa Clara

**MEMBERS OF
THE PUBLIC:** None

MATTERS FOR COUNCIL ACTION:
None

I. CALL TO ORDER

Chair Mangla called the meeting to order at 6:31 p.m.

II. MINUTES OF THE MARCH 4, 2013 MEETING

Jane Botsford, Acting Division Manager for Adult Services, introduced herself to the Board. Chair Mangla asked the Board for comments or corrections to the minutes of the March 4, 2013 Board of Library Trustees meeting. Corrections had been emailed to Hillary Brookshire before the meeting and were already incorporated into the March 4th minutes. There being no further discussion, Trustee Yoon made a motion to accept the minutes as corrected, seconded by Trustee Watanabe. The motion passed unanimously.

III. CORRESPONDENCE

IV. GIFTS

In the absence of Maria Daane, Executive Director of the Library Foundation and Friends, Trustee Watanabe said there were no gifts to report.

V. PUBLIC PRESENTATIONS

A. Library Foundation

Trustee Watanabe reported for Maria Daane that the Foundation and Friends and a few Library staff will be fundraising this Friday, May 10, 2013 from 1:00p.m. to 7:00 p.m. at the Don Callejon School at an event with entertainment, food, and music. Tours of the new Northside Branch Library will be conducted later in May for donors of \$500 or more. Foundation Board members will take turns leading the tours. Refreshments will be provided. Trustee Vance asked if the Chocolate Party was a success, and Trustee Watanabe stated that all items on the funding requests list were funded by the Foundation except three. Donations continued to come in that covered most of those three. The event was well attended, and included the Mayor and new City Manager, Julio Fuentes.

B. Discover Santa Clara

Angela Ocana, Project Coordinator for the Discover Santa Clara grant, presented an overview of the \$40,000 six-month project. Goals are to support local small businesses by introducing them to the Library's many resources and holding events to connect small businesses with the Santa Clara community. Plans include a meet and greet, and having local small businesses provide discounts to patrons who present their Library card. For this year, small businesses who participate cannot be part of a chain or franchise. To date, thirty four small businesses have signed up. The Library hopes to continue the program each year using tools and advertising already developed with this year's grant. Library patrons will come to associate summer with connecting with local businesses and receiving discounts using their Library cards.

VI. OLD BUSINESS

A. Library Strategic Planning

Jane Botsford stated that the City Librarian had requested that this item be tabled until the June 3, 2013 Board meeting.

B. Northside Branch Library

Jane Botsford reported that construction of the Northside Branch was on target. Tours would begin in May for larger donors. Trustee Yoon asked about an article in the Santa Clara Weekly that stated the opening would be delayed, and Ms. Botsford stated that more would be known in about one month's time when more information should be available concerning RDA funds. Construction is due to be completed in July 2013.

C. FY 2013-14 Budget

Jane Botsford provided dates when the City Council will review and approve CIP and Operating Budgets for City departments.

VII. NEW BUSINESS

A. John Cotton Dana Award

Jane Botsford noted that the Santa Clara City Library was awarded the John Cotton Dana Award "honoring outstanding library public relations and marketing with a \$10,000 award and plaque. It is considered to be the most prestigious of all library awards in the field of public relations and marketing." Ms. Botsford gave Board members printed copies of the award announcement that stated: "The Santa Clara City (California) Library launched the

Project BEST campaign to educate the community about the new California law mandating that all food service employees complete the Food Handler Certification Program. As part of this campaign, the library positioned itself as a resource for job skills development. To this end, the library held 26 food handler classes resulting in 130 students obtaining food handler certification, assisted over 550 people at job workshops, and held a job fair attended by 13 companies and 375 potential job seekers.” The John Cotton Dana Awards will be presented at a reception sponsored by EBSCO on Sunday, June 30, 4:30 – 6:00 p.m. during the American Library Association Annual Conference in Chicago.

VIII. CITY LIBRARIAN’S REPORT

A. Library Monthly Report – January 2013

Jane Botsford reviewed the February 2013 Monthly Report with Board members. The March Monthly Report will be reviewed at a later date. Trustee Mangla noted that several counts were down from a year ago, though most were up.

B. Activities

1. Mayor Jaime Matthews will be at the Library to dedicate Silicon Valley Power’s quick-charging stations for electric vehicles at a special event on Saturday, May 11, 2013 beginning at 9:00a.m. The media alert was passed out to Board members. Following the outdoor dedication, Leaf electric car owners and the public are invited to a special program in the Library’s Redwood Room.
2. On May 13, 2013, NASA will present a program about space exploration. Flyers for this program were given to Board Members.
3. The 2013 Summer Reading Program Kickoff Party for children and adults will be on June 8, 2013 in Central Park right behind the Library.

C. Personnel

A recruitment was held for Project Coordinator, Technical Services (Mary Jo Bosteels position) and is now closed. Mary Jo will retire at the end of May 2013. Paulette Kondos is in training to take over the Senior Library Assistant-Acquisitions position when incumbent Cindy Sheehan retires at the end of May 2013.

IX. MATTERS OF TRUSTEE INTEREST

None.

X. REPORTS OF TRUSTEE CONFERENCE AND TRAVEL

California Public Library Association workshop on Saturday, March 16, 2013: Trustee Watanabe said attendance was very beneficial relative to the Northside Branch Library and fundraising. Joe Simitian was an excellent speaker and advocate for libraries. There was an added emphasis on holding “patron drives” rather than just “fundraising drives”. Trustee Vance shared a folder of promotional materials from the San Mateo Public Library with information on Library services, local restaurants for Library visitors, upcoming Library events, Internet workshops schedules, library card discounts at local businesses, literacy program schedule for the coming year, passport service available at the library, and a library newsletter. It was suggested that the Santa Clara City Library might dedicate part of its website to Santa Clara features, destinations, featured businesses, historical landmarks, and content in the San Mateo Public Library brochure.

XI. CALENDAR

- A. Monday, May 27, 2013 – Memorial Day – City Holiday – Library Closed.

B. Monday, June 3, 2013 – Board of Library Trustees Meeting, Board Room, 6:30 p.m.

XII. ADJOURNMENT

There being no further business, Trustee Watanabe made a motion to adjourn the meeting at 7:30 p.m. to Monday, June 3, 2013 at 6:30 p.m., with a second from Trustee Yoon. The motion passed with a unanimous vote.

Respectfully submitted,

Kathleen Watanabe
Secretary to the Library Board of Trustees