

**Minutes of the Regular Meeting
of the Board of Library Trustees
June 3, 2013**



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

EXCUSED ABSENCE: Kathleen Watanabe

STAFF PRESENT: Julie Passalacqua, City Librarian
Hillary Brookshire, Senior Library Assistant-Administration

**MEMBERS OF
THE PUBLIC:** Maria Daane, Executive Director, Library Foundation and Friends

MATTERS FOR COUNCIL ACTION:

None

I. CALL TO ORDER

Chair Mangla called the meeting to order at 6:32 p.m.

II. MINUTES OF THE MAY 6, 2013 MEETING

Chair Mangla noted that comments and corrections to the minutes of the May 6, 2013 Board of Library Trustees meeting had been submitted to Hillary Brookshire via email and were already incorporated into the minutes. There being no further discussion, Trustee Vance made a motion to accept the minutes as corrected, seconded by Trustee Yoon. The motion passed unanimously.

III. CORRESPONDENCE

The City Librarian noted that a letter had been received commenting on the Islamic art exhibit in the main lobby. She would be sending a response.

IV. GIFTS

Maria Daane, Executive Director of the Library Foundation and Friends, noted the following gifts:

Cisco Systems: \$5,000 for Northside Branch Library

Santa Clara Rotary: \$500 for the collection

Silicon Valley Bank: \$1,500 for Northside and \$1,000 in unrestricted funds

Helen Brewer Trust: \$8,000 for literacy outreach for at-risk children.

Ms. Daane stated that the Library Foundation has received a substantial donation from Mr. Ray Edinger in honor of his wife, Margie Edinger, who passed away in April 2013. The Library Cedar Community Room will be renamed in her honor. Mr. and Mrs. Edinger were residents of Santa Clara for 57 years.

Trustee Megas made a motion to accept the gifts, with a second from Trustee Vance. The motion passed unanimously.

V. PUBLIC PRESENTATIONS

A. Library Foundation

Ms. Daane explained how gifts are received and acknowledged from individuals in honor of the Northside Library. Gifts of \$500-\$5,000: Gifts from \$500 to \$1,000 sponsor a leaf on the donor tree, gifts of \$3,000 and above sponsor rooms or areas within the Library. So far 31 gifts of this size have been received. Pledges continue to come in and will be presented to the Board at the August 2013 meeting for acceptance. Ms. Daane acknowledged Kaiser-Permanente for their continuing support of the Health & Wellness Collection and programming that benefits the Santa Clara community. Ms. Daane stated that there had been a significant drop in book sales over the past few years. First year sales were \$125,000 that fell to \$121,000, to \$115,000, and most recently to \$100,000. The Foundation is actively researching alternative revenue sources and is looking at restructuring to be sustainable in coming years. Plans include holding high profile, high ticket events, reaching first time donors, establishing Board-led tactics for fundraising, spend less time on operations and accounting and more on streamlining – bring in more volunteers to do more of the work so that Board members can work on the restructuring. The Foundation expects to see results for these efforts in the next 12 months. Ms. Daane commented that their audit for last fiscal year was clean and will be presented to the City Manager.

B. Summer Reading Program

The City Librarian discussed the Library's 2013 Summer Reading Program and distributed flyers for the three programs: "Dig in Reading" for children, "Beneath the Surface" for teens, and "Reading is Delicious" for adults. Rewards for reading the required number of books include a certificate and a choice of a free paperback book for children, a \$10.00 Barnes and Noble gift card and eligibility to win an Amazon Kindle Fire Tablet for teens, and a drawing for a Kindle Paperwhite for adults. Programs associated with each theme are scheduled throughout the summer, such as Family Fun Nights with "Busy Bee Dogs" and "Crosspulse Percussion" for children, "Summer Teen Chess Club", "Wii Mario Kart Tournament", and "Jeopardy Challenge" for teens, and "Chocolate Tasting and Food Writing Booktalk" and "Container Gardening" for adults. The kickoff party will be this coming weekend, but already 300 kids, 100 teens, and 100 adults have signed up for a total of 500 participants. This year all records for books read are online and we hope to be 100% paperless.

VI. OLD BUSINESS

A. Library Strategic Planning

The City Librarian stated that the core team had reviewed and revised the Library strategic plan based on the SWAT analysis and Survey Monkey results. The final report of recommendations should be completed by the end of this week. Library staff are already implementing standard I.D. lanyards for all staff so that we are more visible to the public.

B. Northside Branch Library

The City Librarian stated that the Northside Branch is officially in the 2013-14 Budget. Orders for books and materials are going ahead, as well as final contracts for furniture. The

City Librarian will be working with Human Resources to hire a branch manager and other branch staff. Approximately 22% of our current positions are frozen.

C. FY 2013-14 Budget

The City Librarian distributed copies of the Library 2013-14 budget pages to Board members for CIP and Operating budgets and the Five-Year Plan. The Municipal Fee Schedule reflects fees being brought up to full cost, but not all Library fees to the public were increased. Community Room rental fee increased from \$40/hour to \$50/hour. Board members were invited to view the entire 2013-14 City budget online on the City's website. The City's Operating Budget will be presented to Council next Tuesday, June 11, 2013.

VII. NEW BUSINESS

A. Nomination of Board Officers

Chair Mangla asked Board members for nominations for Board officers for 2013-14. Current officers are: Chair: Ashish Mangla; Vice Chair: Betsy Megas; and Secretary: Kathy Watanabe. Nominations for 2013-14 were as follows: Chair: Betsy Megas; Vice Chair: Barbara Vance; and Secretary: Kathy Watanabe. A vote will be taken at the August 2013 Board meeting to confirm the nominations. The City Librarian congratulated Trustee Peter Yoon for being reappointed to the Board through 2017.

VIII. CITY LIBRARIAN'S REPORT

A. Library Monthly Report – April 2013

The City Librarian reviewed the April 2013 Monthly Report with Board members.

B. Activities

The City Librarian announced that the Library had received a \$7,500 LSTA grant from the State for the purchase of Library materials. Funding will be split between adult and children's collections. Library staff was also awarded another LSTA grant, Sustainable You, and are beginning work on Library programs. Two electrical auto charging stations have been installed and activated at the Library. Coverage of the dedication ceremony was in the Santa Clara Weekly and the San Jose Mercury News. The awards program for the annual Mike Honda Youth Art Contest was recently held in the Library Redwood Room. This year the contest had twice the number of participants. The winner's artwork will hang in the Capital building for one year. The City Librarian gave Board members "Most Valuable Players" certificates from the annual volunteer recognition event.

C. Personnel

The City Librarian noted that two long-time Library employees had just retired: Mary Jo Bosteels, Program Coordinator-Acquisitions, and Cindy Sheehan, Senior Library Assistant-Acquisitions. A recruitment was held for Mary Jo's position and a candidate selected. Tentative start date is July 1, 2013. Paulette Kondos, Senior Library Assistant-Periodicals, has been training with Cindy to assume that position. The City Librarian distributed a brochure from the State that would be a good starting point for talking points when speaking to legislators and the public about libraries. Council member Teresa McNeil met with the City Librarian at the Library and reviewed Library programs, needs, staffing, and the Library's future. The City Librarian noted that Trustee Vance had given her a brochure from San Mateo Library that she would like to discuss with her. The City Librarian invited Board members to staff a Library booth at this year's Art & Wine Festival.

IX. MATTERS OF TRUSTEE INTEREST

None.

X. REPORTS OF TRUSTEE CONFERENCE AND TRAVEL

None

XI. CALENDAR

- A. No Board of Library Trustees Meeting in July 2013.
- B. Thursday, July 4, 2013 – Independence Day – City Holiday – Library Closed
- C. Monday, August 5, 2013, Board of Library Trustees Meeting, Board room, 6:30p.m.

XII. ADJOURNMENT

There being no further business, Trustee Vance made a motion to adjourn the meeting at 7:40 p.m. to Monday, August 5, 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