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CONTRA COSTA COUNTY LIBRARY COMMISSION

A G E N D A

DATE: Thursday, September 22, 2005
TIME: 7:00 p.m.
LOCATION: Contra Costa County Library Headquarters
75 Santa Barbara Road, Pleasant Hill, Administration Conference Room C

 The Library Commission will provide reasonable accommodations for persons with disabilities planning to attend a Library Commission meeting who contact Library Administration at least 24 hours before the meeting, at (925) 646-6423.

1. **7:00 p.m. CALL REGULAR MEETING TO ORDER**
The Library Commission Chairperson will call the meeting to order.
2. **COMMISSION BOOKSHELF**
Commissioners can provide suggestions for current reading.
3. **ROLL CALL**
4. **INTRODUCTIONS**
 - Visitors will have an opportunity to introduce themselves; self-introductions are voluntary
 - State Librarian, Susan Hildreth
5. **ITEMS FROM THE PUBLIC**
Speakers from the audience may address the Library Commission on any relevant issue that is not scheduled for the agenda. Public comment can be made on agenda items when the item is discussed. Public comment is limited to three (3) minutes per speaker and all speakers must fill out a speaker card. Public comment on agenda items can also be e-mailed to the Library Commission at ccclibcommission@ccclib.org to be received one day prior to the Library Commission meeting.
6. **ACTION ACCEPTANCE OF MINUTES - *Agenda Attachment 1***
Approve or amend the minutes of the meeting July 28, 2005.
7. **ACTION APPROVAL OF AGENDA**
Approve or amend the agenda for the meeting of September 22, 2005.
8. **ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS**
Commissioners or library staff may make announcements regarding the Library Commission and library or Friends group activities of interest to other Library Commission members.
9. **CORRESPONDENCE - *Agenda Attachment 2***
Receipt and referral of Library Commission correspondence.
10. **REPORT FROM COUNTY LIBRARIAN - *Agenda Attachment 3***
County Librarian will report on items of interest to Commissioners.
11. **BAY AREA LIBRARY & INFORMATION SYSTEM (BALIS) LAY ADVISORY BOARD REPORT**
Information from the BALIS Advisory Board will be given on items of interest to Commissioners.

12. 7:20 p.m. OLD BUSINESS

A. STRATEGIC PLANNING UPDATE WITH LIBRARY CONSULTANT, JOAN FRYE WILLIAMS

Library Consultant Joan Frye Williams will update Commissioners on strategic planning for Contra Costa County Library.

13. 8:30 p.m. NEW BUSINESS

A. TIPS FOR FRIENDS MEMBERSHIP RECRUITMENT- *Agenda Attachment 4*

ACTION At the July 28, 2005 Library Commission meeting, Commissioners requested that recruitment methods for attracting new members to friends of the library groups and library foundations be shared.

B. HURRICANE KATRINA AND WHAT THE COMMISSION CAN DO TO HELP

ACTION *- Agenda Attachment 5*

Commissioner Smith suggested that the Commission consider whether the library can help those libraries affected by Hurricane Katrina. The American Library Association's Website contains ongoing coverage on affected libraries (<http://www.ala.org/>)

C. NAME BADGES FOR COMMISSIONERS

ACTION Commissioners will consider Library Commission identification badges.

D. 2005 ANNUAL REPORT AND 2006 WORK PLAN PLANNING WORKSHEET

ACTION *- Agenda Attachment 6*

The Library Commission is required to submit an annual report and work plan to the Board of Supervisors to satisfy the County's advisory body annual report requirements. Commissioners can fill out the form in the agenda packet and bring it to the meeting or return it to ckelly@ccclib.org before October 24, 2005. The draft 2005 Annual Report and 2006 Work Plan will be available for final review at the November 17, 2005 Library Commission meeting.

14. ACTION AGENDA SETTING FOR NEXT MEETING

Commissioners will offer items to consider at their November 17, 2005 meeting including:

- Radio Frequency (RFID) demonstration
- Review 2005 Annual Report and 2006 Work Plan draft
- Plan Contra Costa County Library tours for 2006
- Set the 2005 Library Commission meeting dates.

15. 9:00 p.m. ADJOURNMENT TO THE NOVEMBER 17, 2005 LIBRARY COMMISSION MEETING

- Contact telephone number during meeting: (925) 646-6434
- **Library Commissioners**, please call **Corinne Kelly, Executive Secretary**, at (925) 927-3206 by 5 p.m. Wednesday, September 21, 2005 if you will NOT be at the meeting.



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CONTRA COSTA COUNTY LIBRARY COMMISSION

Minutes from Thursday, July 28, 2005

1. CALL REGULAR MEETING TO ORDER

Commission Chair, Walter Ruehlig, called the meeting to order at 7 p.m.

2. COMMISSION BOOKSHELF

Commissioners provided suggestions for current reading:

Title	Author
Land of Smiles	T.C. Huo
California Rising - The Life and Times of Pat Brown	Ethan Rarick
California's Chinese Heritage: A Legacy of Places	Thomas A. McDannold Foreword by Dr. Kevin Starr
Bay Point	Dean L. McLeod
The War of the Worlds	H.G. Wells
Don't Know Much About History	Steve Ambrose
Bat Boy	Matthew McGough
Inside the Kingdom: My Life in Saudi Arabia	Carmen Bin Ladin
Review of Buchanan Fields	

3. ROLL CALL

LASTNAME	FIRSTNAME	TITLE	REPRESENTING	PRESENT	ABSENT	EXCUSED
		VACANT	City of Richmond			
		VACANT	CCC District 1			
		VACANT	Contra Costa Youth Commission			
		VACANT	City of Oakley			
Atkinson	Joyce	Library Commissioner	City of Clayton			X
Austin	Earl	Library Commissioner	City of Orinda (Alternate)	X		
Bednarz	Ludwik M.	Library Commissioner	CCC District 2	X		
Boyd	Jeanne	Library Commissioner	City of Clayton (Alternate)			X
Brown	Carol	Library Commissioner	City of Orinda	X		
Brown	E. Joy	Library Commissioner	City of El Cerrito (Alternate)	X		
Burstyn	Deborah Prager	Library Commissioner	City of Walnut Creek	X		
Butler	Yolanda	Library Commissioner	CCC District 5 (Alternate)			X
Couzens	Beatrice	Library Commissioner	CCC District 3 (Alternate)	X		
Dudiak	Ted	Library Commissioner	City of Pittsburg	X		
Enholm	Greg	Library Commissioner	CCC District 5	X		
Fuller	Kathy	Library Commissioner	City of Martinez	X		
Fugazzi	Ron	Library Commissioner	City of Brentwood			X
Goglio	Joseph	Library Commissioner	Contra Costa Central Labor Council	X		
Hoisington	Mary Ann	Library Commissioner	City of Lafayette			X
Howlett	Patricia	Library Commissioner	City of Concord (Alternate)	X		
Johnson	Wayne	Library Commissioner	City of Pleasant Hill	X		
Leffmann	Robert	Library Commissioner	City of Lafayette (Alternate)	X		
Loeza	Porfirio	Library Commissioner	City of Pinole		X	
MacAulay	Bruce	Library Commissioner	City of Hercules (Alternate)			X
Madfes	Sherry	Library Commissioner	Friends Council	X		
Marshburn	Peggy	Library Commissioner	Office of Education	X		
McClellan	John	Library Commissioner	Town of Moraga	X		
McGrady	Lloyd	Library Commissioner	City of El Cerrito	X		
Mengel	Christina	Library Commissioner	Friends Council (Alternate)			X
Myrick	Dennis	Library Commissioner	Town of Moraga (Alternate)			X
Nolte	Pauline	Library Commissioner	City of San Ramon	X		

Library Commission Minutes

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LASTNAME	FIRSTNAME	TITLE	REPRESENTING	PRESENT	ABSENT	EXCUSED
Parker	Eleanor	Library Commissioner	Town of Danville	X		
Pearlstein	Helen	Library Commissioner	CCC District 3			X
Pricco	Susan	Library Commissioner	CC Central Labor Council (Alternate)			X
Ruehlig	Walter	Library Commissioner	City of Antioch	X		
Schmalenberger	Carol	Library Commissioner	City of Pittsburg (Alternate)			X
Simutis	John D.	Library Commissioner	City of Concord	X		
Smith	Alan B.	Library Commissioner	CCC District 4	X		
Taylor	Stan	Library Commissioner	Contra Costa Council (Alternate)			X
Thiele	Beverly	Library Commissioner	City of San Pablo			X
Walters	Andrew	Library Commissioner	City of Hercules	X		
Weinberg	Robert	Library Commissioner	CCC District 2 (Alternate)			X
Wentz	Kelly	Library Commissioner	City of Brentwood (Alternate)			X

Total Commission positions: 29

Commission positions filled: 25

Commission positions vacant: 4

Commission quorum: 14

With 18 Library Commissioners present, a quorum was established.

VOTING:

According to the By-laws of the Library Commission, in order for a vote to pass, a majority of the city representatives and a majority of the County representatives must approve it. Upon reauthorization of the Library Commission, the five special appointees to the Library Commission draw lots to determine whether their votes count with the cities or the County. Through June 2006 the special appointees will be counted as follows:

Three representatives votes count
with the cities

- Central Labor Council
- Superintendent of Schools
- Contra Costa Council

Two representatives votes count
with the County

- Youth Council
- Friends Council

4. INTRODUCTIONS

Chair Ruehlig welcomed two newly appointed Library Commissioners: E. Joy Brown, appointed as alternate Library Commissioner by the City of El Cerrito, and Eleanor Parker, appointed as Library Commissioner by the Town of Danville.

Also present at the meeting: Library Patron, Chauncey Lindquist; Library Administrative Services Officer, Susan Caldwell; Deputy County Librarian: Public Services, Laura O'Donoghue; Librarian, Patty Chan; Executive Secretary, Corinne Kelly; County Librarian, Anne Cain.

5. ITEMS FROM THE PUBLIC

There were no items from the public.

6. ACCEPTANCE OF MINUTES - *Agenda Attachment 1*

The minutes from the May 26, 2005 Library Commission meeting were approved as submitted.

Commissioner Leffman commented on the May 26, 2005 public comment made by David Frey, and requested additional information on any follow-up to Mr. Frey's in response to his concerns.

County Librarian Cain said that Mr. Frey is welcome to use library services. As with all library patrons, Mr. Frey must follow the library's Standards of Behavior policy. Five library staff helped him with computer guidance and offered to pair him with an Internet docent, available without cost to library patrons. Mr. Frye

declined the library docent offer. Cain added that library staff understand that patrons require different levels of assistance and are trained to work with patrons with special needs. Cain will talk to staff again about the importance of being sensitive to the patrons' needs.

Commissioner Howlett complimented Contra Costa County Library's thorough response in handling the criticisms made Mr. Frey.

Commissioner Marshburn added that public servants should not accept insults and other forms of abuse from the public.

Cain said that a lot of time is spent dealing with patrons requiring special needs. This is a part of the job of working with the public.

7. APPROVAL OF AGENDA

The agenda from the July 28, 2005 Library Commission meeting was approved as submitted.

8. ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS

Commissioners and library staff made announcements of interest to the Library Commission, including:

Commission Chair Ruehlig asked former Antioch Branch Librarian Patty Chan to discuss her new role with the Contra Costa County Library. Chan is doing community outreach and promoting various Contra Costa County Library grants including: Small Business "The Business Connection", Global Language, promoting to high school/middle school teachers the library databases, and promoting the Stories-to-Go program.

County Librarian Cain mentioned that Contra Costa County Library's fall 2005 Civic Engagement lecture series begins on Wednesday, September 7, 2005 at the Pleasant Hill Library with Ethan Rarick, author of California Rising - The Life and Times of Pat Brown.

Commissioner Howlett mentioned the report on Buchanan Field Airport and said to inform her if communities are interested in having the report, that will be updated regularly, available in their local library.

Commissioner Brown mentioned that Orinda Library has free wireless Internet access (wi-fi), and Cain added that wi-fi has been implemented at the Concord, Danville, Orinda, and Pinole libraries and will be available at all Contra Costa County Libraries in approximately nine months. Commission Chair Ruehlig shared an article from the July 27, 2005 San Ramon Valley Herald by Rebecca F. Johnson about wireless Internet being available in Contra Costa County Libraries.

Commissioner Brown commented on the successful *Prince and Princess* program at the Orinda Library and said that over 1,200 children enrolled in the 2005 Summer Reading Program, *Dragons, Dreams and Daring Deeds*. Orinda Library had a *Harry Potter* bingo as a launch for J.K. Rowling's book, Harry Potter and the Half-Blood Prince. County Librarian Cain added that Contra Costa County Library had 100 copies of the new J.K. Rowling book ready for patrons by the morning of the release date: Saturday, July 16, 2006.

Martinez Library had over 150 children attend their *Harry Potter* program. Martinez Library will have a 'Books, Blues, and Barbecue' fundraiser on August 12, 2005. This event will be in conjunction with the car show offered by the Bulldog BBQ restaurant on Main St.

Commissioner Nolte announced San Ramon Library's Jazz Concert Series on September 23, 2005 with the final concert being held October 28, 2005 with *The Three Tenors, saxes that is!* This will be the 10th year of the series.

Commissioner Smith asked if the library could make a technical improvement to the telephone service for patrons. It would be helpful if the recording could cumulate the number of items on hold. Smith said that sometimes the call says that there is one item ready for pick up and when he arrives to pick up the hold, he finds more then one hold item available. He also requested if once the item is picked up, if the notification call could be cancelled. Sometimes after he has already retrieved the hold, he receives a call stating that there is a hold item ready to be picked up, and in actuality, the call was for an item that was already picked up. This request will be given to Cathy Sanford, Deputy County Librarian; Support Services.

Commissioner Burstyn suggested that patrons check their record online if they have Internet access. She finds this service helpful and complimented the library's technology that allows holds to be placed remotely. She recently requested material online, www.ccclib.org, and the following day that the item was noted as in transit. She is grateful that the library offers this service and that she was able to acquire the material she requested so quickly.

Commissioner Marshburn mentioned two recent Walnut Creek Library fundraisers, a library walk that raised over \$4,000, and the 10th anniversary of the Lark Creek restaurant, which offered guests an option of donating a cookbook to the Walnut Creek Library, (list of desired books available), or donating \$50 for the dinner, with the cookbooks and proceeds going to the Walnut Creek Library.

Commission Chair Ruehlig mentioned that his son's current Eagle Scout project is enhancing the patio at the Antioch Library. Ruehlig suggested working with Branch Librarians in contacting Boy Scout troops to complete some library needs.

Chair Ruehlig said that the historic (1928) El Campanil theatre, in downtown Antioch, conducts monthly film classics.

Commissioners complimented the library's Business Connection Website and said that it is absolutely superb and contains a tremendous amount of information.

Commission Chair Ruehlig thanked Commissioners Enholm, Goglio, Smith, and Johnson for volunteering/participating in the Contra Costa County Library's 2nd annual Fun Run/Walk. The library had over 50 volunteers including Library Commissioners, Friends, staff and other library supporters help with registration, monitoring participants, information, packet and food distribution. A member of the band playing at the event, Crosscut, is the husband of Cathy Sanford, Deputy County Librarian: Support Services and Crosscut donated their time, as did the child yodeler. Most responses from the 65 participant evaluations rated the event as very good or excellent. Over \$25,000 was raised from the event and will be used to purchase children's books for all Contra Costa County libraries. The amount raised includes a \$10,000 donation from retired Concord Senior Branch Librarian, Joyce Marlin. Results of the race are available on the library's website, www.ccclib.org, and at http://www.doitsports.com/newresults3/client/107805_125605_2005.html

9. CORRESPONDENCE - Agenda Attachment 2

Library Commission correspondence included an e-mail to the Commission from a patron wishing to reduce his fines. The library routinely arranges payment plans for patrons, which was the response sent to the patron from the Gail Middlekauff, Library Circulation Manager. The correspondence was read to the

Commission. (*attachment #1 to the minutes*).

Two other e-mails to the Commission were included in the packet. Cain questioned Commissioners if all e-mails to the Commission should be included in the agenda packets. Commissioners agreed that it is not necessary to include vendor and book suggestion e-mails in the Commission agenda packet.

10. REPORT FROM COUNTY LIBRARIAN - Agenda Attachment 3

County Librarian, Anne Cain, shared information on an upcoming CALTAC workshop. (*attachment #2 to the minutes*).

The County Board of Supervisors adopted the budget on June 28, 2005. The library's budget includes restoring the 25% reduction in the materials budget, including the cost of living increase, and funding two literacy positions previously funded by the State. All of the cities in Contra Costa County have adopted budgets and have included library funding.

Commissioner Smith mentioned that he watched the County's budget hearings and commented that just a few departments gave presentations. Cain said that departments being considered for budget cuts and those with significant upcoming issues were the only departments that gave presentations.

Smith asked if it would be appropriate to have Commission write a letter to the Board of Supervisors thanking them for adopting the library budget and their ongoing support. Cain explained that in the previous two years the Board sent a letter to County advisory bodies requesting budget input, but not this year. The Commission discussed sending a letter to the Board of Supervisors thanking them for adopting the library budget and their ongoing support for the library.

The State's LSTA Business Grant ends at the end of August 2005. The library will host an appreciation evening for those that helped with the success on August 25, 2005.

The State Library grants library school attendees funding for tuition and two Contra Costa County Library staff received funds last year. This year, all five students that submitted grant applications received funding totaling \$14,000.

11. BAY AREA LIBRARY & INFORMATION SYSTEM (BALIS) LAY ADVISORY BOARD REPORT

The BALIS Advisory Board does not meet over the summer and the next meeting will be in September 2005.

12. OLD BUSINESS

The Attorney General made an agreement requiring record companies to distribute thousands of CDs to public libraries. Contra Costa County Library received 9,000 CDs. Many were added to the library's collection and some were offered to Friends groups.

Commissioners requested an update on the lawsuit pertaining to library meeting rooms being used for religious activities. Cain said that a private law firm is handling the case for the County pro bono and an extension has been filed. The case is going forward through the court process.

13. NEW BUSINESS

COMMUNITY LIBRARY FACILITY PLANNING UPDATE

Cain distributed a July 2005 Library Facility and Planning Update (*attachment #3 to the minutes*).

Martinez: Commissioner Fuller said that last year Martinez's Measure O failed, which would have included funds for the Martinez Library. The Friends are working with the City Council to fund a Needs Assessment, which will cost \$25,000. The community, including the school district, will be questioned on what improvements they would like. Martinez Library is a greatly used small facility. Rose Marie Westberg, Deputy County Librarian: Public Services, is working with the Friends and volunteers on the Martinez Library Needs Assessment and is expecting to have the information gathered by fall 2005.

Antioch: renovation of the public service area of the Antioch Library will begin September 2005 and self-service holds and self-check outs will be implemented. Commission Chair Ruehlig said that Prewett Library (Antioch) is pending the Public Library Construction and Renovation Bond Act of 2006 and he added that he would be pro-active in any future library bond measures.

Bay Point: Commissioner Enholm distributed an information sheet about the California Reading and Literacy Improvement and Public Library Construction and renovation Bond Act of 2006. (*attachment #4 to the minutes*). He mentioned that he also distributed this sheet at the Mayors' conference, which is a monthly meeting of all County Mayors. Enholm shared an e-mail about the potential for a new Bay Point Library. (*attachment #5 to the minutes*).

Walnut Creek: Commissioner Marshburn shared two articles from the July 28, 2005 Walnut Creek Journal and another guest commentary titled, *Libraries Are A Valuable Asset*. The City Council approved a \$21 million bond measure for the new Walnut Creek Downtown Library. The architects presented four site options and two were eliminated. The facility plan is a 42,500 sq. ft. library. Commissioner Burstyn added that the Downtown Library has to address site issues and there is community controversy, but the community supports a new library in Walnut Creek.

Lafayette: Commissioner Leffmann mentioned the fund drive to raise the final \$2 million for the new Lafayette Library and there is a lot of community support. Cain shared a mailing that was sent to all Lafayette residents. The Lafayette Library is scheduled to open in June of 2008.

Hercules: Commissioner Madfes said that the City of Hercules is addressing the 11% over budget construction costs of the Hercules Library. The Library Construction grant was written in 2002 and costs have increased. Commissioner Walters added that the Hercules Council accepted thirty bid packages for the building. He reviewed the responses to the request for proposals of the bid packages and the financial arrangement with the contractor. Walters gave credit to Assistant City Manager, Liz Warmerdam, for her insight to share a City of San Mateo report comparing California projects that underwent rebidding and created expensive delays. The Hercules Library is expected to begin construction in September 2005.

Dougherty Station Library: Commissioner Nolte said the Dougherty Station Library will have a grand opening on Saturday, September 24, 2005 with the ribbon cutting at 8:30am followed by tours of the facility. Wi-fi and self check-in and check-out of materials will be available. Nolte visited Dougherty Station Library recently and saw furniture and assembled shelving. She shared pictures from her visit. Diablo Valley Community College will become a part of the library as the campus offers classes next year. The 11,000 square foot library is built by the developer as a part of a plan including 11,000 new homes. Books costing \$688,000 will arrive the second week in August and volunteers and staff will unpack, scan, and shelve 10,001 new items. Cain added that a tentative deal has been worked out with the County, City, and the developer that will allow opening the Dougherty Station Library without reducing the level of service that Contra Costa County Library offers elsewhere. The San Ramon Library Foundation is working to raise \$250,000 for the upgrades to the teen area, and recently received training for foundation

building by David Rice, President, Tri-Valley Community Foundation, who will give a presentation to the library's Friends Council on August 11, 2005.

Kensington and El Cerrito are in the process of starting Needs Assessments. Kensington is conducting focus groups throughout the community about their library needs. El Cerrito may consider a grant application if the Library Construction and Renovation Bond Act of 2006 passes.

Brentwood Library: Cain suggested that Commissioner Fuguzzi offer an update at the September 22, 2005 Library Commission meeting.

LIBRARY CONSTRUCTION BOND OF 2006- Agenda Attachment 4

The California Reading and Literacy Improvement and Public Library Construction and Renovation Bond Act of 2006 will be on the June 2006 ballot. Senator Alpert introduced SB 1161 because of the overwhelming response of the Construction Bond Act of 2000 with applications in the third cycle totaling \$586 million. Governor Schwarzenegger signed the bond in September of 2004. The bond will be for \$600 million and up to \$300 million will go to unfunded projects from the 2000 bond. The cities of Antioch and Walnut Creek both received an "Outstanding" application rating for the 2000 bond and the City of San Ramon received a "Very Good" rating (*due to the age of the current San Ramon Library, it would be impossible for San Ramon to receive an "Outstanding" rating*).

County Librarian Cain asked for the Library Commission's support of the new bond and she plans to make a request of the County's Board of Supervisors, all Contra Costa County cities, and the Library Friends groups to endorse the California Reading and Literacy Improvement and Public Library Construction and Renovation Bond Act of 2006.

Commissioner Parker offered the Diablo Valley League of Women Voters as a contact who strongly supports the library. Commissioner Smith suggested the Democratic Central Committee and Commission Chair Ruehlig suggested local PTAs and School Boards.

Cain added that Commissioners will be informed when she contacts the cities and school districts.

Commissioner McClellan questioned the bond's benefit to cities that are not considering building or renovating a library if books are not included in the bond.

Cain explained that Contra Costa County Library material and databases are available to everyone. Hercules Library will open with \$600,000 invested for the collection and those books can be reserved from any library.

Commissioner Enholm said that passing of the bond would not add to property taxes; it is a general obligation tax.

Commissioners unanimously agreed to support the Bond Act of 2006.

CALIFORNIA STATE FAIR

This year Contra Costa County Library is working with the Arts & Culture Commission of Contra Costa County to create a County exhibit for the California State Fair, which will be held in Sacramento August 12 – September 5, 2005.

The County's Arts and Culture Commission originally began this endeavor, but the person in charge was

killed in a car accident, and the library was asked to take the lead on the exhibit. The content of the exhibit will focus on many aspects of Contra Costa County; the primary theme will be literacy and libraries.

The State Fair's theme is "Going to the Beach" and the County's exhibit has a 12' high Adirondack chair, a very large bird, a lot of County information and a large book with pages 6' X 10'. Pictures of the exhibit mock up were shared with the group.

14. AGENDA SETTING FOR NEXT MEETING

Commissioners suggested items to consider at the September 22, 2005 meeting including:

- Schedule tours to Contra Costa County Library sites
- Consider having a New Library Commissioner orientation
- Friends' recruitment methods – the library's Volunteer Coordinator, Susan LaPat, will work with Commissioner Brown on a report.

15. ADJOURNMENT TO THE September 22, 2005 LIBRARY COMMISSION MEETING

The Library Commission meeting adjourned at 8:50 p.m.

Submitted by Corinne Kelly
Executive Secretary
Contra Costa County Library

September 15, 2005

Susan Hildreth
State Librarian of California
P.O. Box 942837
Sacramento, California 94237

Dear Ms. Hildreth,

The Contra Costa County Library Commission has asked that I write to thank you for the \$14,000 received by five library science students that are staff members at the Contra Costa County Library.

As recently as two to three years ago, one of the most significant problems facing the Contra Costa County Library was the lack of well-qualified librarians available to fill vacant positions. The shortage of librarians with expertise in technology and children's services was particularly acute.

Our library approached this problem from a number of avenues. We sent our senior managers on several recruiting trips around the country, visiting 6 –8 library schools on each trip to recruit and interview students expected to graduate soon. We also looked within our existing staff to identify and work with several staff that were interested in attending library school but for a variety of reasons were unable to attend. One of the most frequently mentioned reasons they were unable to attend was the cost of the program, even at public universities. Many of these staff have families and other responsibilities and obligations which made it difficult to make the financial decision to return to school to pursue an MLS.

I am delighted to let you know that over 25 current staff members of the Contra Costa County Library are enrolled in a program to obtain an MLS. In addition to our own excellent existing staff, we have recently hired several new librarians that are top-notch and bring with them a level of knowledge and expertise that make them a wonderful addition to our staff.

While I am sure that the reasons are complex and varied, there is no question that there has been a dramatic improvement in our ability to recruit and hire outstanding librarians and other library staff in the last year or two. In talking with our staff, it is clear to me that the availability of funds through the Public Library Staff Education Program has been a major factor in their ability to return to school.

I know that you have a personal commitment to ensuring that libraries continue to attract talented and innovative staff. The Library Commission also knows that you and your staff have extraordinarily difficult decisions to make relative to LSTA funds. The Commission wants you to know how important the Public Library Staff Education Program is to our ability to provide our quality library service in Contra Costa County.

Again, thank you very much for your continued support for LSTA funding to support staff education and development.

Sincerely,

Anne Cain
County Librarian

cc: Kathy Low, California State Library
Library Commissioners

WORKSHOP SERIES for the SMALL BUSINESS

The Contra Costa County Library is hosting a series of workshops for small businesses on topics of current interest. All presenters have experience in helping small businesses start, manage, organize and grow their business. The workshops are open to all and available at no charge. Registration not required.

Thursday, September 22 from 1:30 p.m.- 4:30 p.m.

San Ramon Library, 100 Montgomery St., San Ramon, CA, 94583. (925) 973-2850

State Basic Payroll Tax Seminar. Presenter: Cindy Anderson, Employment Development Department. No reservations needed, but seats can be reserved online at www.edd.ca.gov/taxsem
For small businesses with employees or those anticipating hiring, this workshop will help you comply with California payroll tax law and avoid painful penalties.

Saturday, October 8 from 10:00 a.m. - noon.

Antioch Library, 501 W. 18th St., Antioch, CA, 94509. (925) 757-9224

Starting A Small Business. Presenter: Jeff Hall, Consultant, Contra Costa Small Business Development Center and successful entrepreneur.

Do you want to learn the steps for a successful startup? Do you dream of starting your own small business or have those dreams come to a standstill? Jeff Hall, instructor, has helped many individuals overcome the hurdles start-ups face. Hear about their stories and successes and learn more about the SBDC's twelve-week New Venture Training Program.

Thursday, October 13 from 1:30 p.m. - 3:30 p.m.

San Ramon Library, 100 Montgomery St., San Ramon, CA, 94583. (925) 973-2850

Employee or Independent Contractor Tax Seminar. Presenter: Cindy Anderson, Employment Development Department. No reservations needed, but seats can be reserved online at www.edd.ca.gov/taxsem
When is an individual an employee or an independent contractor? Knowing the difference will help your business avoid unplanned liabilities.

Wednesday, October 19 from 7:00 p.m. - 9:00 p.m.

Concord Library, 2900 Salvio Street, Concord, CA, 94519. (925) 646-5455

The One-Page Business Plan. Presenter: Jim Horan, entrepreneur, consultant, and local author of the *One- Page Business Plan*.

Got a great idea for a product or service? Considering starting a business? Ready to take your business to the next level? Know you need a business plan but don't know where to start? Learn how to write your business plan on a single page. The author who redefined the business plan is offering this interactive workshop. You will leave with a draft of your One Page Business Plan.

WORKSHOP SERIES for the SMALL BUSINESS continued...

Tuesday, November 1, from 7:00 p.m. - 9:00 p.m.

El Cerrito Library, 6510 Stockton Ave. El Cerrito, CA, 94530. (510) 526-7512

Professionalizing Your Home-Based Business. Presenter: Leslie Philbrook, Vice-President, Biesheuvel, Scarpa & Co., Integrated Business and Personal Financial Consulting Services. For over thirty-eight years, this local company has helped businesses and individuals improve their business skills and bottom line. Find out how you may create a professional image so that your home-based business can survive and grow.

Wednesday, November 9 from 10:00 a.m. - noon.

Antioch Library, 501 W. 18th St., Antioch, CA, 94509. (925) 757-9224

Marketing Your Small Business. Presenter: Randy Shores, Senior Consultant, Small Business Development Center, successful small business owner and marketing consultant. Learn practical ways you can attract new customers, increase sales, and get customers to return using techniques that require little or no money. Examples of successful marketing strategies that have been used by businesses similar to yours will be given.

Contra Costa County Library Home Page: www.ccclib.org

Contra Costa County Library Business Connection: www.ccclib.org/business

County Library

1750 Oak Park Boulevard
Pleasant Hill, California 94523-4497
(925) 646-6423
FAX (925) 646-6461

Contra Costa County

Anne Cain
County Librarian



September 13, 2005

Gayle B. Uilkema, Chairperson
Contra Costa County Board of Supervisors
651 Pine Street
Martinez, CA 94553

Dear Chairperson Uilkema,

The Contra Costa County Library Commission wishes to thank the Board of Supervisors for its continued interest in input from the Library Commission on the library's budget.

The Commission is grateful that the library's adopted budget maintains current hours of operation at all locations. Further, the Commission was very pleased to see that the library's materials budget, which was reduced by 25% for two consecutive years, has been restored. It was only in 2001/02 that library circulation exceeded 4 million items for the first time in the history of the library. Library circulation was 4.7 million in 2004/05 and we hope to achieve a circulation of 5 million for the current year. Sustaining this increase in reading would not be possible without a restored materials budget.

The Library Commission again wishes to thank the Board and the County Administrator for your support for the additional fundraising efforts of Library Commissioners, Friends and Foundations and library staff. The library's second annual 5K Fun Run/Walk raised \$25,000 for children's books. Many Commissioners participated by assisting with planning and promotions, donations and participating in the Run/Walk.

The Library Commission also wishes to thank the County Administrator and his staff for their successful efforts to develop an agreement for funding the operations of the Dougherty Station Library, scheduled to open on September 24, so that service in all other libraries is not reduced.

The Library Commission appreciates the constraints and difficult decisions that the Board of Supervisors has to make during these economic times. The Commission thanks you for your leadership and your efforts to maintain critically important services for county residents. The Library Commission is prepared to continue assisting the County and the County Library in fund-raising efforts and in any other ways that we can to ensure that quality library services are maintained throughout Contra Costa County.

Sincerely,


Walter Ruehlig, Chair
Contra Costa County Library Commission

cc: John Giola, Supervisor, District 1
Mary Piepho, Supervisor, District 3
Mark DeSaulnier, Supervisor, District 4
Federal Glover, Supervisor, District 5
John Sweeten, County Administrator

Tips for Friends Membership Recruitment

The following principals of membership recruitment are offered in *Friends of Libraries Sourcebook*, edited by Sandy Dolnick and published by the American Library Association.

Basics of Friends Membership Recruitment

1. *Your mission must be clear.* People have to know why they are joining: what benefits will they receive and how will their membership dues be used.
2. *Your group must be attractive to many different segments of your community.* Consider age, income, discretionary time, family responsibilities, ethnic origin, etc. Target a group for a membership drive and measure your results.
3. *People have less time to give than in the past.* Keep in mind that people may be happy to know that there will be no further expectations other than paying their annual dues.
4. *NUMBERS ARE IMPORTANT.* The group should have as large a membership list as possible. The degree of involvement of the member is not important. It is important to be able to show that a significant part of the population cares enough to be connected to the library. This is impressive to politicians and corporate donors alike.
5. *It is vital to acknowledge receipt of dues quickly.* Let your new members know you appreciate them.
6. *Make it easy to join.* There should be multiple opportunities to join the Friends of the Library during any given year, no matter what the library habits of an individual.

Membership Tools

- ü Word of Mouth
- ü Letter or brochure sent to prospective members listing incentives for joining (see prospective contact lists below)
- ü Bookmarks
- ü Posters and banners
- ü Recruitment event, such as “bring a friend” get-together

Where to Find Prospective Members:

There are no hard and fast rules for recruitment members, but here is a list of ideas of some groups or places where you might recruit new members:

- ü Reading clubs
- ü Friends Book sales and programs
- ü Community events
- ü Alumni groups
- ü Arts groups
- ü Other service organizations
- ü Genealogy groups
- ü Home school parents
- ü Parent-Teacher organizations

- ü Foundations (e.g. East Bay Community Foundation, Tri-Valley Community Foundation)
- ü Investment groups
- ü Senior groups
- ü Local business community
- ü Newcomers (check with local realtors or newspaper listings of new home sales)
- ü Other groups that require specialized reading matter
- ü Information sent to local newspapers, radio and t.v. cable access stations: A press release will most likely be included in your local weekly newspaper community section. Radio stations and cable access stations have public-service requirements and will also make announcements about library-related information.

Resources

American Library Association: www.ala.org

Friends of the Library USA: www.folusa.org

*This is a tremendous resource for Friends groups

East Bay Community Foundation: www.eastbaycf.org or call 510-836-3223

Tri-Valley Community Foundation: www.tvcfund.org or call 925-734-9965

Volunteer Center of Contra Costa: www.helpnow.org or call 925-472-5760

To order Friends of Libraries Sourcebook, Third Edition, call 1-800-545-2422; press 7 to order

Dolnick, Sandy, *Friends of Libraries Sourcebook*. American Library Association, Chicago: 1996.



CONTRA COSTA COUNTY LIBRARY COMMISSION 2005 ANNUAL REPORT PLANNING WORKSHEET

PLEASE OFFER SUGGESTIONS IN THE CATEGORIES LISTED and return before **October 24, 2005** in preparation for the Library Commission 2005 Annual Report and 2006 Work Plan to be submitted to the Board of Supervisors to satisfy the advisory body annual report requirements.

Suggestions offered by

NAME: -----, Library Commissioner

1. *Activities (either as a group or as an individual Library Commissioner):*

2. *Accomplishments (either as a group or as an individual Library Commissioner):*

3. *Training/Certification*

2005 ANNUAL WORK PLAN PLANNING WORKSHEET

Suggestions offered by

NAME: -----, Library Commissioner

4. Proposed Work Plan/Objectives for 2005

Goal 1:

Objective 1:

Objective 2:

Objective 3:

Goal 2:

Objective 1:

Objective 2:

Objective 3:

Attendance/Representation

The 29-member diverse Library Commission meets the Board of Supervisors' goal to maintain an ethnic, economic, and geographic balance. A wide range of ages is also represented including a member from the Countywide Youth Commission. *(Commissioner attendance and meeting dates will be attached to final report)*

2005 Contra Costa County Library Commission

Library Commission meets 4th Thursday of alternating months

Library Commission meets at Library Administration, 75 Santa Barbara Rd., Pleasant Hill
Walter Ruehlig, Chair Wayne Johnson, Vice Chair Staff: Anne Cain, County Librarian

Submit worksheet, **Before October 24, 2005**, by fax (925) 646-6461, e-mail ckelly@ccclib.org, or mail

to: Anne Cain, County Librarian
Contra Costa County Library
1750 Oak Park Blvd.
Pleasant Hill, CA 94531