

CONTRA COSTA COUNTY LIBRARY COMMISSION

MINUTES from Thursday, March 27, 2008

1. CALL REGULAR MEETING TO ORDER

Commission Chair, Kathy Fuller, called the meeting to order at 7:00p.m.

2. COMMISSION BOOKSHELF

Commissioners provided suggestions for current reading:

Stalin
Khrushchev: The Man and His Era
Memoirs
My Life In France
Middlemarch
Revenge of the Donut Boys

Robert Service
 William Taubman
 David Rockefeller
 Julia Child
 George Eliot
 Mike Sagar

3. ROLL CALL

LASTNAME	FIRSTNAME	TITLE	REPRESENTING	PRESENT	ABSENT	EXCUSED
		VACANT	CCC District 2			
		VACANT	City of Richmond			
		VACANT	Contra Costa Central Labor Council			
Atkinson	Joyce	Library Commissioner	City of Clayton	X		
Austin	N. Earl	Library Commissioner	City of Orinda (Alternate)	X		
Boyd	Jeanne	Library Commissioner	City of Clayton (Alternate)			X
Brown	E. Joy	Library Commissioner	City of El Cerrito (Alternate)	X		
Brown	Carol	Library Commissioner	City of Orinda	X		
Burstyn	Deborah Prager	Library Commissioner	City of Walnut Creek	X		
DeLaVega	Rosalind	Library Commissioner	City of Hercules			X
Enholm	Greg	Library Commissioner	CCC District 5	X		
Fugazzi	Ron	Library Commissioner	City of Brentwood	X		
Fuller	Kathy	Library Commissioner	City of Martinez	X		
Heidari	Shahrzad	Library Commissioner	CC Youth Commission		X	
Hoisington	Mary Ann	Library Commissioner	City of Lafayette	X		
Hurtado	Jacqueline	Library Commissioner	City of Pittsburg			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
Madfes	Sherry	Library Commissioner	Friends Council	X		
Magann	Kathy	Library Commissioner	City of Pinole (Alternate)	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		
Munson	Dr. Carol Anne	Library Commissioner	CCC District 1		X	
Nolte	Pauline	Library Commissioner	City of San Ramon	X		
Parker	Eleanor	Library Commissioner	Town of Danville	X		
Pearlstein	Helen	Library Commissioner	CCC District 3	X		
Ruehlig	Walter	Library Commissioner	City of Antioch			X
Schmalenberger	Carol	Library Commissioner	City of Pittsburg (Alternate)			X
Shaffer	Ed	Library Commissioner	CC Council (Alternate)			X
Smith	Alan B.	Library Commissioner	CCC District 4	X		

Library Commission Minutes

March 27, 2008

Page 2

LASTNAME	FIRSTNAME	TITLE	REPRESENTING	PRESENT	ABSENT	EXCUSED
Tang	Chris	Library Commissioner	City of Concord	X		
Thong	Phing	Library Commissioner	City of Concord (Alternate)			X
Trezek	Joan	Library Commissioner	CCC District 3 (Alternate)			X
Valdez	Cecilia	Library Commissioner	City of San Pablo	X		
Vasa	Utkarsh	Library Commissioner	CC Youth Commission (Alternate)			X
Villegas	James	Library Commissioner	City of Oakley	X		
Weinberg	Robert	Library Commissioner	CCC District 2 (Alternate)			X
Whitley	Robert	Library Commissioner	CC Council		X	
Weinstein	A.R.	Library Commissioner	City of Hercules			X
Wittenbrock	Sandra	Library Commissioner	San Pablo (Alternate)			X

Total Commission positions: 29

Commission positions filled: 26

Commission positions vacant: 3

Commission quorum: 14

With 20 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 2011 the special appointees will be counted as follows:

Three representatives votes count
with the cities

- Youth Council
- Friends Council
- Contra Costa Council

Two representatives votes count
with the County

- Superintendent of Schools
- Central Labor Council

4. INTRODUCTIONS

Kathy Magann was introduced as the newest Library Commissioner representing the City of Pinole as the alternate.

Also present: Gail McPartland, Deputy County Librarian: Public Services; Corinne Kelly, Executive Secretary; Anne Cain, County Librarian.

5. ITEMS FROM THE PUBLIC

There were no items from the public.

6. ACCEPTANCE OF MINUTES

The minutes from the January 24, 2008 Library Commission Meeting were approved.

7. APPROVAL OF AGENDA

The agenda for the March 27, 2008 Meeting was approved.

8. ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS

Commissioner Parker said that the Danville Library renovation is complete and she shared a flyer for the Saturday, April 5th grand reopening. She also mentioned that Danville, Dougherty Station and San Ramon Libraries are having a KidsReads 2008, which is a reading and writing program designed for young readers grades K-6, where they can pick up a free paperback copy of *Hooray, a Piñata!* by Bay

Area author, Elisa Kleven beginning April 7th through May 3rd.

Commissioner Marshburn announced a Parent Teacher Association general meeting about how the budget crisis impacts children. Panel speakers include Supervisor John Gioia, Craig Cheslog from Senator Torlakson's office, and others.

Commissioner Valdez mentioned that she will have a library booth at San Pablo's annual Cinco de Mayo Parade and Festival on Saturday, May 3rd.

Commissioner C. Brown said that the City of Orinda will have a parcel tax on the June 3rd ballot for the Orinda Library's open hours; a letter about the parcel tax will be distributed to the community next week. The current parcel tax expires in 2009. The Orinda Friends acquired another library showcase to display treasured books, such as special first editions, very old dictionaries and other treasures.

Commissioner Smith mentioned the March 1st CALTAC workshop that was well received. Commissioners Parker, Hoisington and Weinstein attended. Smith also mentioned the Stockton Trivia Bee on March 7th, which raised over \$70,000 for literacy and was broadcast on Comcast. Smith did commission board training in Lodi and mentioned that Lodi has a different attitude towards growth and is one of the few areas in the Bay Area with minimal foreclosures and fiscal stability.

Commissioner Burstyn announced that construction bids for the new Walnut Creek Library came in \$5 million under budget, and can be attributed to the slow down in construction. The old Walnut Creek Library has been demolished. Most of the collection is in storage, and there is an interim library, Park Place, with limited services that will operate until the spring of 2010 when the new Downtown Library is scheduled to open. Burstyn said that Cindy Brittain, Walnut Creek/Ygnacio Valley Senior Community Librarian, said that circulation is going well. The Ygnacio Valley Library had a 35% increase in circulation in December 2007, but it dropped down to 14% in February 2008. The Walnut Creek Friends have a temporary bookstore at 1910 Olympic Blvd. The Lions Club is having a wine tasting fundraiser for large print items for the new Walnut Creek Library on April 17th at Heather Farms; and added that this collection will benefit the whole County.

Commissioner Hoisington shared updated pictures of the new Lafayette Library construction. She said that the Lafayette Community Foundation raised the \$12 million to match the State bond money. Now there is a new Lafayette Library and Learning Center Foundation that will raise funds for the additional library hours. The theme for the first campaign was "Imagine a Place" and the theme for the current campaign is "Open Doors, Open Minds" Hoisington added that all California artists are invited to submit, by April 11th, a requirements for qualifications for a [major public art opportunity](#) for the new Lafayette Library and Learning Center.

9. CORRESPONDENCE

Included in the Commission agenda packet are two letters:

- § To Governor Schwarzenegger, from Supervisor Bonilla, District IV, supporting the PLF (Public Library Foundation)
- § Article from Commissioner Ruehlig (Antioch) to the editor of about the National Endowment for the Arts report "To Read or Not to Read"

There was no additional correspondence.

10. REPORT FROM COUNTY LIBRARIAN

Commissioner Hoisington suggested that the Commission commend Cindy Brittain, Senior Community Library Manager, for being selected as Manager of the Year and to Alison McKee, Librarian, for being

selected as Employee of the Year. Cain added that their nominations will be added to other County departments nominations and will be recognized at the April 8, 2008 Board of Supervisors' Meeting. Brittain was the Library's Automation Manager, and decided to return to public services and McKee is the Juvenile Hall Librarian. Commissioner Fuller added that during her visit to the Juvenile Hall Library, she found McKee delightful. The Commission agreed that a congratulatory letter from the Commission's Chair, Kathy Fuller, should be sent to Brittain and McKee.

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

Commissioner Smith attended the March 21st BALIS Administrative Council meeting, which was held at the renovated San Francisco Public Library and saw the book sorting machine that sorts using barcodes. He commented on the Free2 library public relations campaign, which is presented in detail as agenda 13 D by Gail McPartland, Deputy County Librarian: Public Services. The BALIS Administrative Council has agreed to move forward and consolidate with the other Bay Area library systems: PLS, SVLS and MOBAC.

12. OLD BUSINESS

CONTRA COSTA COUNTY'S READING FESTIVAL UPDATE

County Librarian, Anne Cain, shared a poster of the Library's first reading festival, May 16 – 18, 2008. Fifty authors are confirmed, which allows for one adult author and either a children's or teen author in each community library. The Library is receiving calls by authors asking to be a part of the reading festival.. Cain added that interested authors or recommendations for authors for next year could be submitted to the library.. The Reading Festival Website, <http://ccclib.org/reads/>, will be updated as programs are added and Cain suggested that Commissioners go to the site to view the page turning book with each page being a book cover of the festival's authors.

Cain said that Laura O'Donoghue, Deputy County Librarian: Public Services, has been leading the effort to get a major sponsor for the reading festival and secured an agreement with Target® who will donate \$30,000 and is considering long term sponsorship for future reading festivals. Target® views the reading festival as fitting with their interest in local communities, education and literacy. The Reading Festival will be advertised as the Contra Costa County Library Reading Festival presented by Target®. There will be a presentation at the Board of Supervisors on May 13th to receive the donation.

Contra Costa Times is also a major sponsor with \$26,000 in value added advertising services, which include a special supplement insert.

Commissioner Burstyn requested that a follow up report on the reading festival be given to the Commission.

Commissioner Marshburn asked if Chevron has been contacted to ask for support of the reading festival. She plans to meet with Chevron's Community Engagement Specialist, and will mention it.

LIBRARY a-Go-Go UPDATE

Anne Cain, County Librarian, said that plans for implementation of the Library-a-Go-Go are going well. The public book-lending machine is expected to be here around April 13th and the official opening of the first machine at the Bay Point/Pittsburg BART Station is planned for May 29th. Invitations for the event will be sent to all Commissioners. Supervisor Glover, District 5 and Susan Hildreth, State Librarian, will be speaking at the opening event.

The implementation process for the book-lending machine involves help from other County departments. General Services is helping with installation and County Counsel is working on

agreements and liability issues.

The Far East County location is not yet confirmed, but the Library recently met with the owner of Sandy Cove Shopping Center, which is located on Highway 4, in Byron/Discovery Bay, and presented him with a Library a-Go-Go publicity packet. His biggest concerns seems to be the appearance of the machine and bringing power to the location. The Library is working to address these concerns.

Commissioner Enholm suggested that the shopping center's owner be made aware of the BART publicity. Cain assured Enholm that the owner would be invited to the grand opening event.

Commissioners questioned vandalism of the Library A-Go-Go machines and Cain explained that Sandy Cove Shopping Center has a 24-hour Safeway store on site, and BART gates are closed when BART is not open. Vandalism is a concern and that is one reason that these locations have been selected.

Commissioner Burstyn questioned if other BART stations are considering implementing book-lending machines. Cain responded that other library directors are interested in the possibility.

13. NEW BUSINESS

BUDGET

Anne Cain, County Librarian, said that the Library submitted a balanced budget for FY 08-09 to the County Administrator on February 22nd. The Board of Supervisors' budget hearings are planned for April 22nd with budget adoption scheduled for May 6th.

The Library's budget was planned according to the Library's priorities of the Strategic Plan and the Board of Supervisors criteria of fiscal health, service delivery, organization and team development and credibility building and public education.

The Library faces several budget challenges for FY 08/09:

- The property tax revenue increase is expected to be 5% rather than the 7-8% in recent years
- Revenue for Dougherty Station will be reduced from \$300,000 to \$200,000
- The PLF (Public Library Fund) is reduced by 10%
- The new OPEB (Other Post Employee Benefits) obligation of \$714,000.

Cain explained that OPEB are medical plan benefits for County employees when they retire. Until now the County has used a pay-as-you-go method to fund the medical plans for retirees. There is a new GASB (General Accounting Standards Board) ruling that requires the County to pre-fund medical plans for future retirees.

- Mirant funding for Far East County has run out.
The cities in East County will be asked to provide the funding that was previously funded by Mirant.

The Library's priority is to maintain current open hours. The Library will continue to partner with the cities. The City of Pleasant Hill will be asked to participate in this partnership, as they are the only city that does not participate in helping fund open hours.

The Library will maintain the existing databases with any additional database charges funded from the automation reserve.

There are no new County-funded operations coming up in FY 08-09.

The County has a hiring freeze. The Library recently reorganized the literacy services until and will be

able to eliminate some temporary salaries and consolidate certain positions. The move from having a central library to a Pleasant Hill community library has reduced staffing costs. \$42,000 has been requested from the Probation Department to fund half of the Juvenile Hall Librarian position.

The Library had a task team of library staff evaluate circulation and the holds process and identify ways to reduce the cost of this process.

The Library is considering reducing the fines and fees threshold from \$50 to \$25 for collection referral and introduce e-commerce to pay fines and fees online.

The Library plans to maintain the same level of services and programs. The Library a-Go-Go and the Reading Festival are priorities. Link+, which is an automated resource sharing system, will be implemented (Commission received a Link+ presentation on November 15, 2007).

Commissioner Nolte suggested identifying specific requests for Friends groups, who use these requests when planning their budget. Cain said that the Community Library Managers have good working relationships with their Friends groups and will consider these options as they plan their needs for 08/09. The Library will continue to shift the facility maintenance responsibilities to the cities and partner with the City of Lafayette to ensure a successful opening for the new Library.

Commissioner Hoisington questioned the genealogy and local history collection that were in the Central Library and Cain explained that these still exist in the Pleasant Hill Library and are available to all library customers.

LEGISLATION

California Library Association's Legislative Day in Sacramento is on April 16, 2008. Commissioners passed around a sign up sheet for those interested in attending. Commissioner Smith added that Commissioners should receive a postcard from CALTAC reminding them about Legislative Day.

Anne Cain, County Librarian, asked if the Commission would consider taking action to support Senate Bill 1516, California Reading and Literacy Improvement and Public Library Construction and Renovation Bond Act of 2010. The Library Construction Bond Bill, introduced by Senator Joe Simitian will provide \$4 billion to public libraries and includes funding set aside for joint-use projects as well as priority funding for the "Outstanding" applicants from Cycle 3 in the 2000 (Proposition 14) bond measure.

SB 1516 is set for hearing in the Senate Education Committee on Wednesday, April 9, 2008. Commissioners voted to endorse SB 1516 and agreed to have the Chair write letters of support for SB 1516.

Commissioner Smith requested that the Commission consider adopting the Resolution on the Use and Abuse of National Security Letters on the Need for Legislative Reforms to Assure the Right to Read Free of Government Surveillance. He said that the Commission should go on record to look for reforms in this area. This is not the first time that the government has restricted reading; he gave an example that during WWI, the Library of Congress was asked to track what people read if it was against the war efforts.

Commissioner McClellan asked if the library had received any National Security letters and Cain responded no.

Commissioners adopted the Resolution with one opposition.

NATIONAL AWARD RECEIVED BY ANTIOCH LIBRARY

The Antioch Library won the ASCLA/National Organization on Disability Award for providing services for people with disabilities in an innovative and well-organized project. Kathy Middleton, Antioch Adult Services Librarian, recognized a way to engage the adults with developmental disabilities that

weekly visited the library. Middleton created the Wednesday Club a monthly program. This program was submitted to ASCLA and was the annual winner of the \$1000 award. The Funds received from the award will be used to expand the library's programming and to build a collection of materials for adults with developmental disabilities.

Commissioner Hoisington suggested that Middleton's curriculum be shared with the other libraries and Commissioner Marshburn asked if she could receive information on the program. Cain agreed and said that this project is another opportunity to reach out to library customers with special needs.

Cain said that Kathy Middleton also received a \$1000 award for the Antioch Library, from the California Council of the Humanities, to create a 10-week digital documentary project with teens. The Antioch community has a higher percentage of children and teens and the library is looking for opportunities to contribute to positive youth development.

Commissioner Johnson suggested that the Commission send a letter thanking Middleton, and the Commission agreed.

BALIS MARKETING CAMPAIGN

The new BALIS (Bay Area Library and Information System) Public Relations Campaign launches during National Library Week, April 13-19, 2008.. Gail McPartland, Deputy County Librarian: Public Services, shared the BALIS Free2 public relations' campaign.. (*attachment to the minutes*)

McPartland explained that the Free2 public relations campaign was one of the projects that she worked on before she left BALIS to come to Contra Costa County Library. This campaign came about as a desire to market libraries in the same way that the "Thrive" campaign markets Kaiser. BALIS submitted an RFP to marketing firms and interviewed candidates resulting in the hiring of BBMG.

BBMG's extensive market research involved surveys of over 1,000 respondents, work with focus groups and discussions with staff from BALIS Libraries. ([Alameda \(City\) Free Library](#), [Alameda County Library](#), [Berkeley Public Library](#), [Contra Costa County Library](#), [Hayward Public Library](#), [Livermore Public Library](#), [Oakland Public Library](#), [Pleasanton Public Library](#), [Richmond Public Library](#) and [San Francisco Public Library](#)).

The desire was for a powerful brand that is more than a logo. They developed a strong and energetic message to introduce the good work that libraries are doing, to appeal to all ages - especially to teens, and to have the concept versatile enough to stand alone or as a statement with other words attached. BBMG suggested that combining the market research, the libraries core positioning of offering unparalleled access to essential information and technology and providing a second home for people of all ages to connect, learn and play and deliver free services people need to lead successful lives.

The purpose of this campaign is to raise awareness of the value of libraries in the communities. The funding comes largely by the State and BALIS. BALIS is looking for corporate funding for the project. Hopefully this will be a long-term campaign.

BBMG developed the Free2 graphic. McPartland reviewed the Free2 objective and shared the graphics artwork and the concepts. Free2 will roll out on busses, posters, t-shirts, posters, flags, screensavers, a Web site (free2.org) linking to the partnering libraries, and more. The idea of the campaign is full market saturation.

Commissioner Nolte commented that this Free2 marketing campaign is great and she is impressed that it came from a Bay Area level as compared to national marketing campaigns. McPartland commented that BBMG is top notch and Free2 was well thought out. Nolte added that expanding this campaign

beyond the Bay Area could benefit all libraries, and McPartland explained that broadening the campaign in being explored and Silicon Valley libraries are already exploring joining the Free2 campaign.

Commissioner Marshburn suggested presenting the Free2 campaign on a Comcast television program and present PSAs to CCTV and other cable television programming taking advantage of the free public access.

McPartland asked that Commissioners “talk up” the Free2 campaign. She asked if they see Free2 on billboards or busses, let her know and better yet to take photos send them to her, gmcpartl@ccclib.org.

14. AGENDA SETTING FOR NEXT MEETING and FUTURE TOPICS

Commissioners discussed the importance keeping the Board of Supervisors aware of the important of libraries and library services. The Commission is fortunate that they are planning to attend the upcoming 2008 Library Commission Meetings:

- District III Supervisor, Mary Piepho, had a conflict and was unable to attend this meeting as planned; she will attend the May 22, 2008 meeting.
 - District II Supervisor, Gayle B. Uilkema will attend July 24, 2008 meeting.
 - District IV Supervisor, Susan Bonilla, will attend the September 25, 2008 meeting.
 - District V Supervisor, Federal Glover, Chair, will attend the November 20, 2008.
 - District I Supervisor, John Gioia has been invited to attend a future meeting.
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- o Green Building Update (Commissioner Burstyn)
 - o Update on the continued collaboration with schools in library technology and electronic resources
 - o Library services for seniors
 - o Follow up on the Free2 Campaign
 - o A report on the Library’s Reading Festival outcomes

15. ADJOURNMENT TO THE May 22, 2008 LIBRARY COMMISSION MEETING

The Library Commission meeting adjourned at 8:45 p.m.

Submitted by Corinne Kelly
Executive Secretary
Contra Costa County Library