

Library Advisory Board Meeting – MINUTES
July 7, 2011, 4:30 p.m.
Modesto Library Conference Room
1500 I Street, Modesto, CA 95354

Attendants: Joan Ahlstrand, Dede Baker, Pamela Floyd, Laura Jensen, JoAnne Stewart, Connie Pires, Denise Nordell, Josh Vander Veen, Bev Finley, Vanessa Czopek, Cynthia Jim, Sue Henderson (excused)

I. The meeting was called to order at 4:30 p.m. by Josh Vander Veen, acting Chair for Sheridan Beuving. The Committee welcomed new members Dede Baker and JoAnne Stewart

II. The minutes of April 14, 2011 Board meeting were approved unanimously. Motion: Joan Ahlstrand, Second: Connie Pires

III. Public Comment - None

IV. Old Business – Vanessa reported:

- Stanislaus Reads – programs at all library branches were well attended. For example, in Modesto, about 400 kids and parents came through the library Stanislaus Reads fair and learned about strawberry DNA, made their own ice cream, learned about egg production and saw J.S. West’s “Hollywood Hens” and they even saw some live animals in a small petting zoo.
- We have distributed 1,000 copies of “Wisdom of the Last Farmer”, 850 copies of “Esperanza Rising” including 50 copies in Spanish, and 500 copies of “Apples to Oregon”. Many of the Esperanza Rising and Apples to Oregon books were distributed through (SCOE) after school programs and Head Start programs.
- The Library will have a booth at the Stanislaus County Fair on Kids Day, July 21 to continue promoting Stanislaus Reads. Library support groups will receive an email tomorrow asking for help staffing this booth (4-11 p.m.) We also have plastic bags and Scholastic books to give away.
- On August 20, 6 p.m., the Library Foundation will host the Author’s Garden Gala at the home of Dr. Stephen and Ann Endsley. A gourmet meal, featuring the best products of the Central Valley will be presented by Green’s Market, followed by a scrumptious dessert auction and a presentation by David Mas Masumoto. Masumoto will be on hand to sell and autograph books at the end of the evening.
- In August, there will be book discussions at the following libraries:
 - August 3, 6:30 p.m. Hughson Family Resource Center (across from the library), “Wisdom of the Last Farmer” led by Supervisor Vito Chiesa
 - August 10, 6:30 p.m., Modesto Library Auditorium, “Wisdom of the Last Farmer” led by Modesto Rotary President Tima Seward

- August 11, 3:30 p.m., Riverbank Library, “Esperanza Rising” led by Mayor Virginia Madueño
- August 13, 9:30 a.m., Patterson Library, “Esperanza Rising” led by Mayor Luis Molina

Vanessa handed out Stanislaus Reads bookmarks to the members and noted that events are printed on the back of the bookmarks.

V. New Business

- A. Jewish Songwriters Exhibit - Exhibit will be at the Modesto Library Sept. 7 – Oct. 21, 2011. A kickoff event is planned for Sept. 15 on the main floor of the Modesto Library. Additional events including movie screenings and a book discussion are also being planned. We are coordinating with Congregation Beth Shalom, Modesto Symphony Youth Orchestra and the Modesto Film Society.
- B. Web Page Evaluation – Vanessa requested that members visit the Library web page and send feedback to her or Susan Lilly.
- C. Budget – Cynthia Jim gave an overview of the Library FY11/12 Proposed Budget.
- D. Yes for Libraries Report – Bev Finley talked about the “Yes” tax campaign and the need to reach out to the public. She urged the Advisory Board to help. Bev also welcomed feedback on the “Yes” web page. In addition, the “Yes” campaign needs fund-raising sponsors. If members have contacts, please let Bev, Vanessa or Susan Lilly know.
- E. Foundation Report – Dennis Nordell talked about the roles of the Library Foundation. She informed members that the more funds the Foundation can raise, the more they can contribute to the Library. The upcoming fund-raising event is the Garden Gala on 8/20 with a target to raise \$50,000. Invitations were handed out to the members.
- F. County Librarian’s Report –
 - Vanessa reported that she finished visits to the school districts and will be scheduling visits to the supervisors’ districts to talk about the Library. She also encouraged Board members to schedule visits to their district supervisors.
 - Summer Reading programs are in full force. We do not have the statistics for number of participants yet. Vanessa thanked the Foundation for sponsoring the event in the amount of \$30,600.
 - Library is looking at mobile applications. Boopsie is the program that allows mobile phone access to the Library catalog etc.
 - Vanessa has invented a game called “Biblo” similar to “Bingo” which will be played during her visits to other County Departments. The game will raise county employees’ awareness of what the Library does.
 - From October through December, Vanessa will speak at the City Councils again. She will go with the branch managers and presidents of the Friends of the Library and ask for endorsements.
 - Vanessa has started the Mayor’s book Club. She will provide reading kits to the mayors who will help the Library promote literacy.

- Susan Lilly will be ordering Library polo shirts, please contact her if interested.
- The Library Strategic Planning study will be posted on the Library web site as soon as it is available.

G. Quarterly and Annual Statistics – to be presented at the October meeting.

VI. Correspondence – None

VII. Announcements

- Vanessa handed out copies of updates for the Advisory Board Binder

VIII. Future Topics – None

IX. Next meeting date is October 13, 2011, 4:30 p.m. at the Modesto Library Conference Room.

X. The meeting was adjourned at 5:30 p.m.