

Library Advisory Board
MINUTES
July 9, 2015, 4:30-5:30 p.m.
Modesto Library Conference Room
1500 I Street, Modesto, CA 95354

Present: Board Members Joan Ahlstrand, Sue Henderson, and Josh VanderVeen; Library Staff Members Olga Cardenas, Susan Lilly, Diane McDonnell, and Vicki Peitz; County CEO Staff Member Patrick Cavanah

- I. Call to Order, Welcome & Introductions – Diane McDonnell, County Librarian, called the meeting to order at 4:33 p.m. on behalf of Chairman Sheridan Beuving, who was unable to attend.
- II. Approval of Minutes of Meeting of April 9, 2015 – No vote was taken due to the lack of quorum.
- III. Public Comment – None.
This portion of the meeting is reserved for members of the public to address the Board on matters that are within the subject jurisdiction of the Board, agendized or not. Presentations are generally limited to two minutes.
- IV. Correspondence – None.
- V. Report from County Librarian - Diane McDonnell
Amended Rules for Behavior, last updated in 2008, will go to the Board of Supervisors for approval on July 14, 2015. Changes include:
 - No smoking on library grounds.
 - Covered beverages will be allowed.
 - Shirts and shoes are required.

Statistics were distributed and the following eResource statistics were highlighted for the month of June 2015:

- Hoopla (downloadable audiobooks, movies/TV, music, some eBooks) – 1,317
- 3M eBooks – 4,364
- Mango Languages – 529
- Zinio (digital magazines) – 502

Veterans Connect statewide grant to provide services to veterans by late August. The program will utilize volunteers, dedicated computers and additional print resources to help veterans take advantage of the benefits available to them. Trained volunteers will guide veterans through the process of applying for benefits, which can be overwhelming and confusing. The goal is to help veterans submit complete and accurate applications, and as a result, reduce delays in receiving services.

The Adult Literacy area has new furniture, offering quieter, more private one-on-one tutoring areas. Funding for this furniture was provided by a one-time augmentation to the State Library's literacy grant.

The Summer Reading Program is in progress. This year's theme is "Every Hero Has a Story" (superheroes). The program is open to all ages, including adults who can model good reading habits for their children. The focus, however, is on children and young adults, to encourage early literacy, establish a lifelong love of reading, and to prevent summer learning loss among school-age children. Last year, 10,000 children, 950 teens, and 2,500 adults participated. Donated incentive prizes are offered for participants at all levels. The Summer Reading Program is sponsored by the Stanislaus Library Foundation.

VI. Budget Report – 15-16 Proposed (Vicki Peitz)

The proposed budget went to the Board of Supervisors in June. The county budget included restorations in safety, including the Sheriff's Department, District Attorney, Probation, and Public Defender. The library is part of the board priority "A Strong Local Economy" along with The Alliance, which represents 1% of the county budget overall. The primary source of funds for the library is the 1/8-cent dedicated sales tax, which makes up 90% of library revenue.

The library's 2015-2016 budget is \$11,036,576. This includes the county contribution of \$491,810 and the use of \$525,866 in fund balance. (Fund balance at the close of the 2014-2015 fiscal year is expected to be approximately \$10 million.)

There are 73 funded full-time positions in the new budget, including the new Youth Services Outreach Librarian and the restoration of a Librarian II position in the Reference Department. The budget also includes increased funds for the book/materials budget, deferred maintenance projects, a new capital improvement project, RFID (Radio Frequency Identification) Data Management System.

VII. Reports from Library Support Groups

- Friends of the Library

The Friends of the Patterson Library Book Sale is in October. In addition, there is an ongoing used book sale with a cash box/honor system in the lobby of the library which works well. In addition to providing funds for the Patterson Library, the Patterson Friends have been able to provide funds to the PRIDE (Patterson Recognizing Individuals Determined to Excel) Foundation for student scholarships.

The Friends of the Turlock Library has just opened its new "Book Bin" in the Gallery Finesse, a high-end antique store and art gallery. Books offered in the Book Bin are higher quality, unique items, priced higher than typical used book sale items.

Friends of the Turlock Library is still seeking commercial space to store and sort book donations for the annual used book sale held at the end of January.

- Library Foundation

The Stanislaus Library Foundation is planning its second "Party at the Library," scheduled for Friday, August 14. The purpose is to thank and recognize donors and business partners. Library success stories will also be highlighted to demonstrate the value of libraries.

September 26, 2015 will mark the Library Foundation's third Author's Garden Gala. The event will be held at the home of Kent and Ginger Johnson. Mystery writer, Paula Trieck

DeBoard, is the featured author. The popular and lucrative dessert auction will again be featured at the event.

VIII. Old Business

- LAB Terms
Terms of Josh VanderVeen and Katie Wells expired in June. Josh has renewed his commitment through June 2018. Katie's seat (Supervisorial District 3) is now vacant. The board recommended seeking a District 3 member through the Friends of the Salida Library. LAB positions currently vacant also include: District 1, At-Large Agriculture, and At-Large Education. Sue Henderson will approach Carol Schuler about the At-Large Agriculture position.

IX. New Business

- Ceres Library Grand Reopening – June 6, 2015
Stanislaus County CEO Stan Risen, Assistant CEO Keith Boggs, County Librarian Diane McDonnell, and Ceres Mayor Chris Vierra spoke at the Grand Reopening Ceremony. The family of Florence and Frances Gondring, for whom the library is named, was in attendance and was recognized. Approximately 65 people attended the celebration. The Friends of the Ceres Library provided refreshments and the Stanislaus Library Foundation provided a commemorative bookmark for guests.
- New Customer Comment Form – has been created. The more user-friendly format has been well-received.
- Introducing Youth Services Outreach Librarian Olga Cardenas

Olga introduced herself and shared her background, including 14 years with the library in various capacities. Having been a self-described "reluctant reader" who later developed a love of reading as an adult, she has a special connection with those targeted through the outreach program.

Olga reported on connections she has made in just her first two weeks in the position, including the city's King Kennedy Center, Parent Resource Centers and State Preschools through Modesto City Schools. She is also participating in Modesto City Schools Family Fun Nights, Sierra Vista Child and Family Services' Kinder Camps, and is in the process of establishing a youth book club at the county's Juvenile Hall.

Another area of focus will be the implementation of the WIC Pop-Up Library grant, awarded by the State Library. The grant will provide on-site Story Times, parent education, library card sign-ups and check-outs of library materials twice a week, beginning in August.

The Pop-Up Library concept will be expanded to other locations in the future.

X. Announcements – All

The question was raised about the prospect of opening Libraries on Fridays. Diane McDonnell reported that a plan is being developed for expanding hours. Implementation is anticipated in the second half of this fiscal year (2015-2016).

Joan Ahlstrand expressed a concern that if hours are restored close to the next election, it could look like the library has plenty of money and could imply that the tax is not needed. This possible perception will be shared with the campaign chairs/committee, to ensure that

messaging is clear that the library is healthy *because* of the revenue generated by the dedicated sales tax, which makes up 90% of library revenue.

- XI. Next meeting date: October 8, 2015 (4:30-5:30 p.m.)
- XII. Adjournment – The meeting was adjourned at 5:39 p.m.