

**Stanislaus County Library Advisory Board**  
**Minutes**  
**September 26, 2002**

Present: Marilynne Allen, Colleen Bare, Sheridan Beuving, Margaret Bowen, Dave Lopez, Sandy McDowell, Randee Stidham, Vanessa Czopek

I. The June 27, 2002, meeting minutes were amended to read that Randee Stidham is Vice Chairperson instead of Secretary and that meeting minutes will be taken by staff.

II. Introduction of New Members:

Vanessa Czopek introduced new Library Advisory Board members Dave Lopez, Sheridan Beuving, and Sandy McDowell. Each of them gave a brief summary of their background.

III. County Librarian's Report:

· Vanessa Czopek announced the following upcoming events:

CALTAC training will be held on October 26 from 9:00-12:00 in the library conference room to aid the Library Advisory Board in establishing and working toward its goals. Vanessa Czopek will provide refreshments.

A library book sale will be held on October 26 on the library portico.

· The Grapes of Wrath Read-In will be held on the library portico on Saturday, September 28. Public dignitaries will read selections from the Grapes of Wrath.

· Susan Lilly, Library Public Information Officer, has been working on a radio ad campaign for the library. Radio spots will tentatively begin in November on Sunny 102.

· Vanessa Czopek gave a brief history of the library's 1/8 cent sales tax. Special legislation was written in 1994 to allow Stanislaus County Library to seek a 1/8 cent sales tax for five years; the tax was renewed for five years again in 1999 and expires in June 2005. The tax brings in 73% of the library's revenue. Vanessa Czopek has been working with County Counsel to seek a repeal of the library's present sales tax legislation to enable the library to fall under a new law which allows libraries to seek a 1/8 to 1/4 cent sales tax for up to a sixteen-year period. Nancy Mooney, consultant for our previous sales tax campaign, will be the library's consultant once again. The campaign fund has been opened and fundraising has begun.

PG&E conducted a poll recently, which included questions about the library tax and will share the results with the library once the information is compiled.

The library has developed a marketing plan to increase the library's visibility throughout the community. The plan includes an advertising campaign, utilizing news media opportunities on an ongoing basis, and developing partnerships to enhance opportunities for visibility.

- The contract for the Breuners building has been awarded. The library will go back to the Board of Supervisors for furniture contracts. Tentative opening for the new Salida Library is March 2003.

- The 2002/2003 final library budget is very conservative. Several unfilled positions will remain unfilled, including the branch manager position.

- The Board of Supervisors will host the first annual retreat for unincorporated communities and boards in Stanislaus County on November 2, 2002 at the Agriculture Center. The Library Advisory Board is welcome to attend.

- The library's visibility within the community has been enhanced with the addition of Debbie Johnson as library outreach coordinator. She and Vanessa have been attending and speaking at many community events. Vanessa has been speaking at Municipal Advisory Councils (MACs) and City Councils. Dave Lopez suggested sponsoring a chess tournament at the library to help increase visibility.

IV. Next Meeting Date: January 23, 2003, 4:30 p.m., Modesto Library Conference Room