

Library Advisory Board
Meeting Minutes
April 24, 2025, 5:30-7:00 p.m.
Salida Library Community Room

Present: Board Members – District 1 Rep Renée Ousley-Swank, District 2 Rep Lise Talbott, District 3 Rep Edward Dobson, District 4 Rep Jennifer Pereira, District 5 Rep Gay Girard; At-Large Rep Michael Lingg; Library Staff Members – Sarah Dentan, Curtis Lee, Wayne Philbrook, Angelique Prendez, Andrea Rush-McNeel, Marco Sepulveda, Bryan Sontag; Friends of the Library Representative(s) – Friends of the Denair Library Lisa Brugger; Friends of the Patterson Library Gay Girard, Friends of the Salida Library Theresa Hubert, Stanislaus Library Foundation Representative (s) – Susan Thomas

- I. Meeting was called to order by Lise Talbott at 5:30 p.m.
- II. Welcomed newly appointed District 3 Representative Edward Dobson and District 4 Representative Jennifer Pereira (Chair), Introductions (Board Members)
- III. Consent Calendar
 1. Approved the Minutes for October 24, 2024
Shanyn made a motion, and Lise seconded the motion to accept the minutes as written. The motion passed with unanimous approval.
 2. Appointed New Board Member – Monica Brown to an At Large Seat for a Term ending April 27, 2028.
Shanyn made a motion and Lise seconded the motion. The motion passed with unanimous approval.
- IV. Public Comment – Monica Brown introduced herself and thanked the Board members for the recommendation of appointment to the LAB.
- V. Report from County Librarian – Sarah Dentan

The Institute of Museum and Library Services (IMLS) supports libraries and museums in the U.S. through grant making. Sarah discussed what it is, what it does, how it impacts the library, local and state impacts, funding supports, and its current state.

Modesto Friends of the Library provided information on Library Advocacy.

Physical circulation, digital circulation, and door count have seen an uptick in February/March. In March, 2,000 books were checked out.

Express Library – circulation and door count remain high. The location extends its hours to remain open for DoMo First Fridays which includes a booth outside for library services and outreach.

Salida Library foot traffic had a fifty percent increase since last year due to the Modesto renovation closure.

Construction Update – The Salida move is complete; Modesto staff are now at the Salida Library. Preconstruction work at the Modesto Library has begun. Construction was approved by the Board of Supervisors last month.

Children's and Teens are developing programs under Modesto on-the-go. Día was held on the grounds of the Gallo and was successful. Open Sews are being held at the Museum.

Newman and Riverbank Libraries are closed for construction. Both libraries will have pop-up locations during the closures. The adjacent libraries are seeing an uptick due to the closures.

Keyes Library is currently in the design phase.

VI. Staff Reports

1. Budget Report – Curtis Lee, Business Manager reviewed the library budget as of 3/31/2025 (Attachment VI-1)
2. Library Advocacy – Sarah Dentan discussed the Advocacy's plan and how to get started. Library Advocacy is reminding people what it is and how it helps people. Library Advocates are community members. Advocates believe in the importance of free and equitable access to information. The focus is on funding, rather than fundraising. Various Library Advocacy resources were discussed.

Policy – The Collection Development Policy will go before the Stanislaus County Board of Supervisors.

VII. Reports from Library Support Groups

1. Friends of the Library (FOL):
 - a. Salida FOL provided lunch for staff to celebrate National Library Week.
 - b. March Spring book sale raised over \$2,000. The book sale table is going great and is at \$3,000 for the year. They approved a donation of \$1,000 to the Legacy Fund.
 - c. Supported Día de los Niños / Día de los Libros (Children's Day /Book Day) event with a table and free books.
 - d. Summer Reading kickoff.
 - e. Partnered with the FOL Modesto.
 - f. Supported a staff lunch for staff who are now at the Salida Library.
2. Library Foundation
 - a. Patterson FOL – Spring Book sale great community turn out. Thanks FOL Modesto who shared books for the FOL Patterson book sale.
 - b. Love Patterson Event – Had a booth last year to promote FOL, library services, and library activities.
 - c. Back to School event at a local high school, thousands attended.
 - d. Senior centers advocacy letting seniors know that the library has computer for use
 - e. Held Party at the Salida Library which is a thank you to donors.
 - f. Shining Star Award recognizes volunteers. This year's recipient of the Joan Paterson Kerr Steller Achievement Award was given to Jane Manley.

g. Author Spotlight formally the Galla will be held at the State Theater on Sunday, September 28 at 2:00 p.m. There will be an author from Sacramento and a fundraiser for financial literacy for teens.

h. May 31 will be at the Modesto Farmers Market to tell people the great things the library has going on.

VIII. Announcements – Board Members

1. No announcements

IX. Agenda Building – Next meeting: July 24, 2025 at 5:30 p.m. – 7:00 p.m. at the Salida Library

X. Correspondence – None

Adjourned at 6:39 p.m. Motion to adjourn Gay Girard and Shanyyn Vitti-Avila seconded the motion.

Materials related to an item on this Agenda submitted to the Library Advisory Board after distribution of the agenda packet are available for public inspection at the Salida Library Reference Desk during normal business hours. Such documents are also available on the Library website at www.stanislauslibrary.org/about_advisory_board.shtml subject to staff's ability to post the documents before the meeting.



Librarian's Report

April 24, 2025



IMLS Funding

IMLS Funding

The Institute of Museum and Library Services (IMLS) is an independent federal agency that supports libraries and museums in all 50 states and U.S. territories through grantmaking (direct and to states), research and policy development.



On March 14, the Trump administration issued an executive order calling for the defunding of the IMLS.

State and Local Impacts

The Stanislaus County Library does not receive any funding directly from the IMLS.

We benefit from IMLS funds through the State Library and its programs.

IMLS funding supports:

Resources provided to all California Libraries for free, e.g. free professional development, access to the New York Times digital.

LSTA grants we apply for, e.g. Reading Pathways, We Stan STEAM, CAreer Pathways.

Resources made available to all California residents, outside of local library systems, e.g. the California Braille and Talking Book Library.

eBooks for all, Palace Project: platform and access to 229,000 item shared collection

Local museums including MoChiMu and the Carnegie Arts Center

What's happening now?

01

Lawsuit – *ALA vs. Sonderling* seeks to restore IMLS and preserve staffing. First hearing April 30.

02

Lawsuit – CA & 20 other states vs. Trump Admin. to restore IMLS & other agencies.

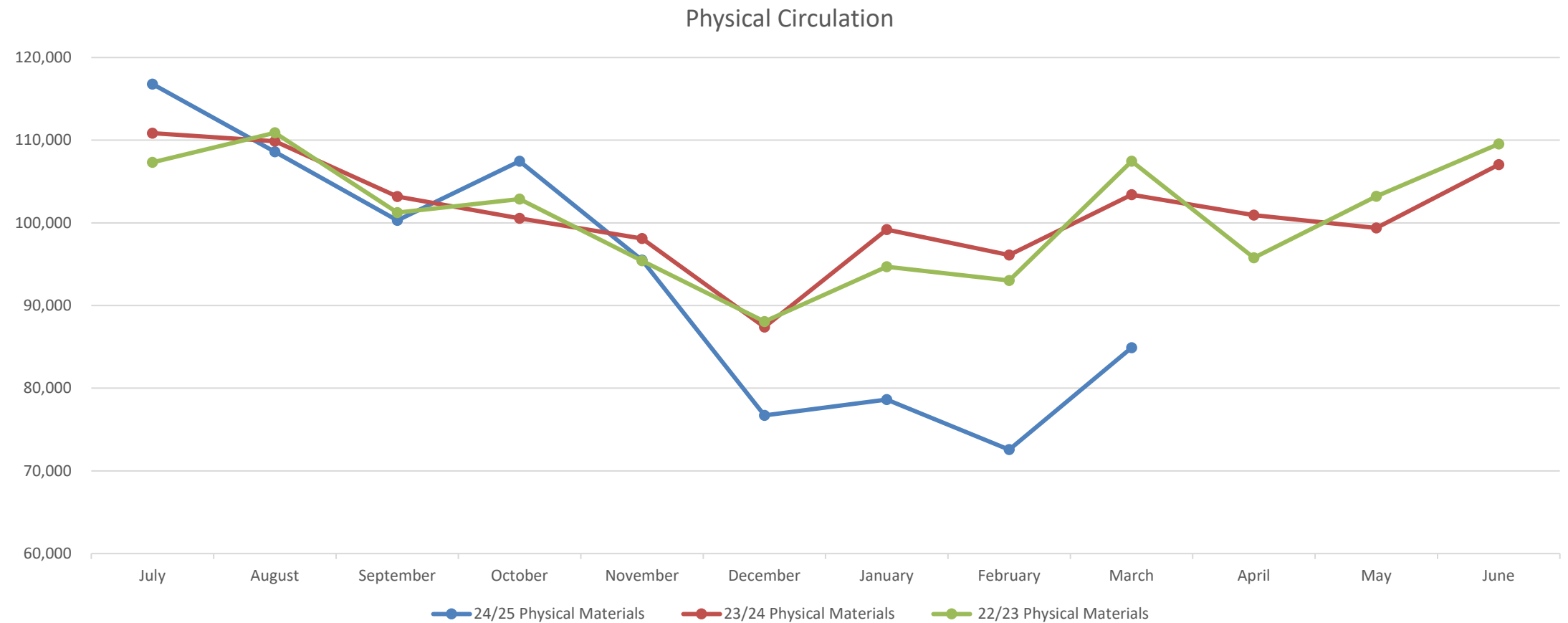
03

ALA advocating for IMLS to be funded for 2026 in Congressional budget discussions.

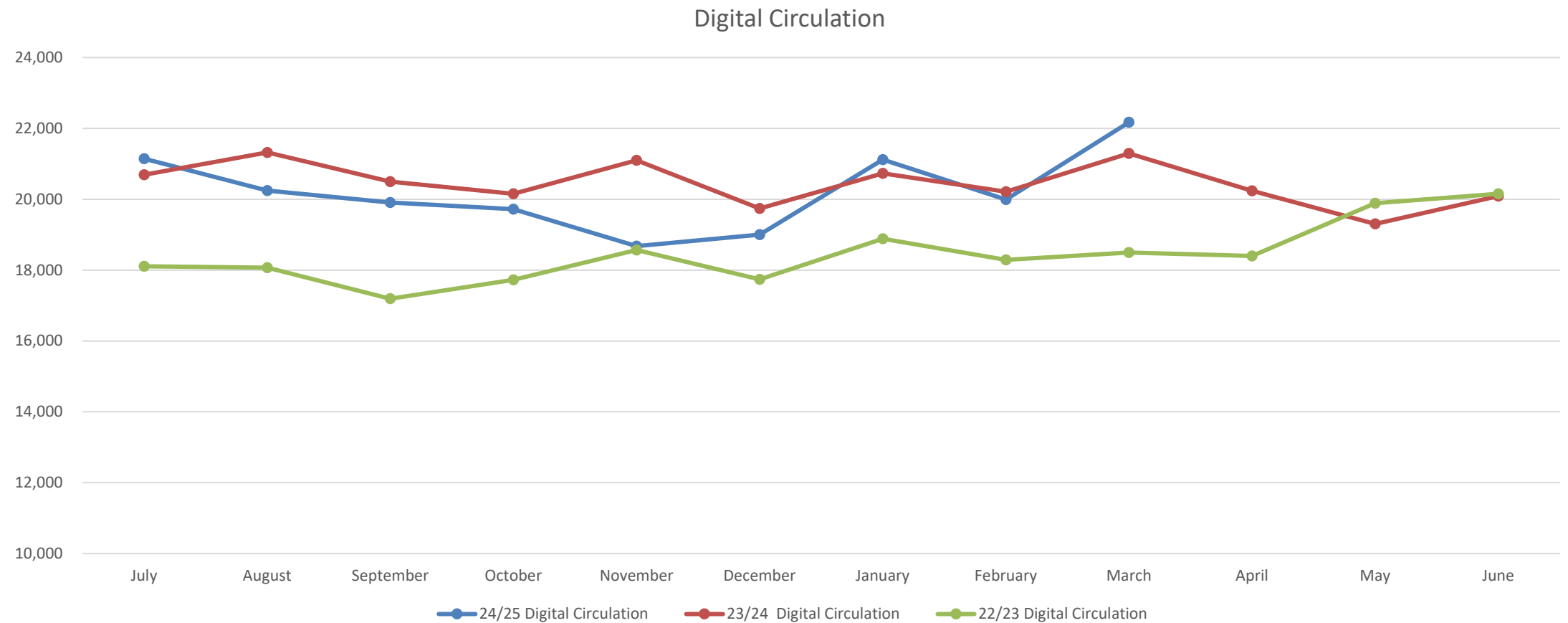


Statistics

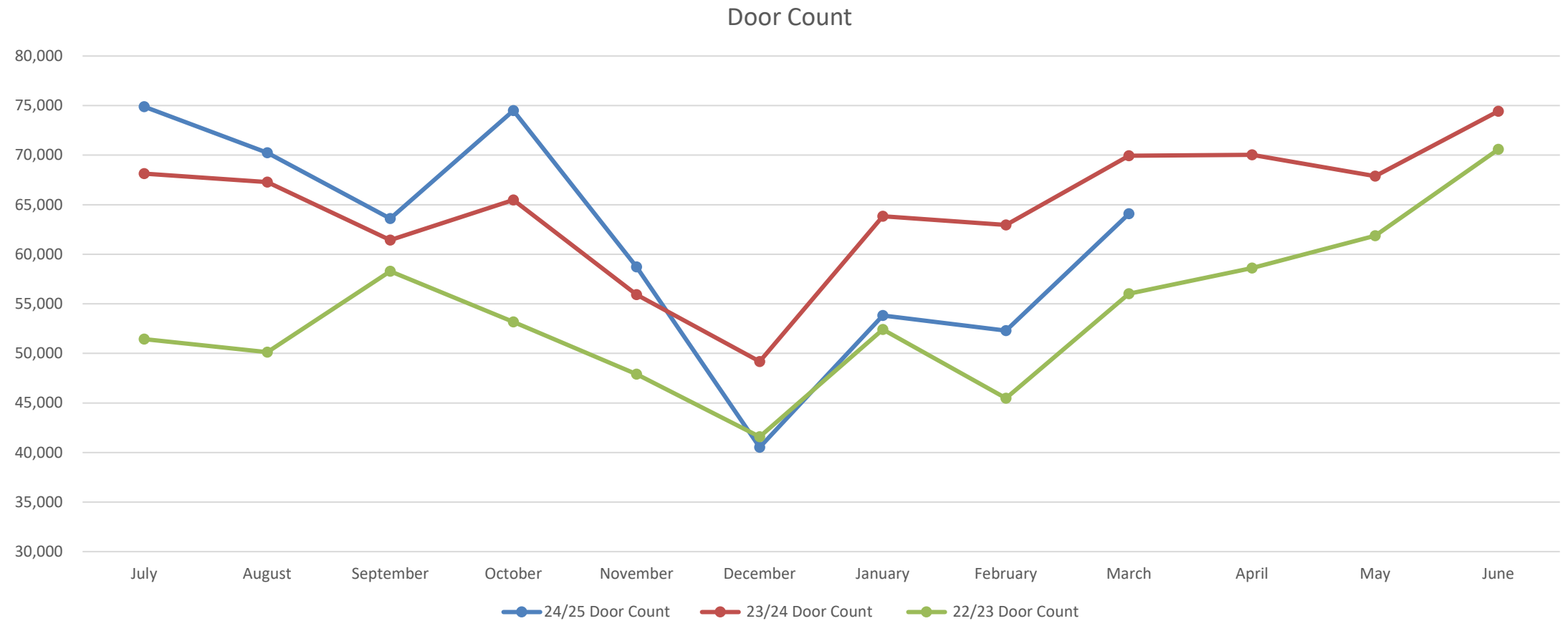
Physical Circulation



Digital Circulation



Door Count



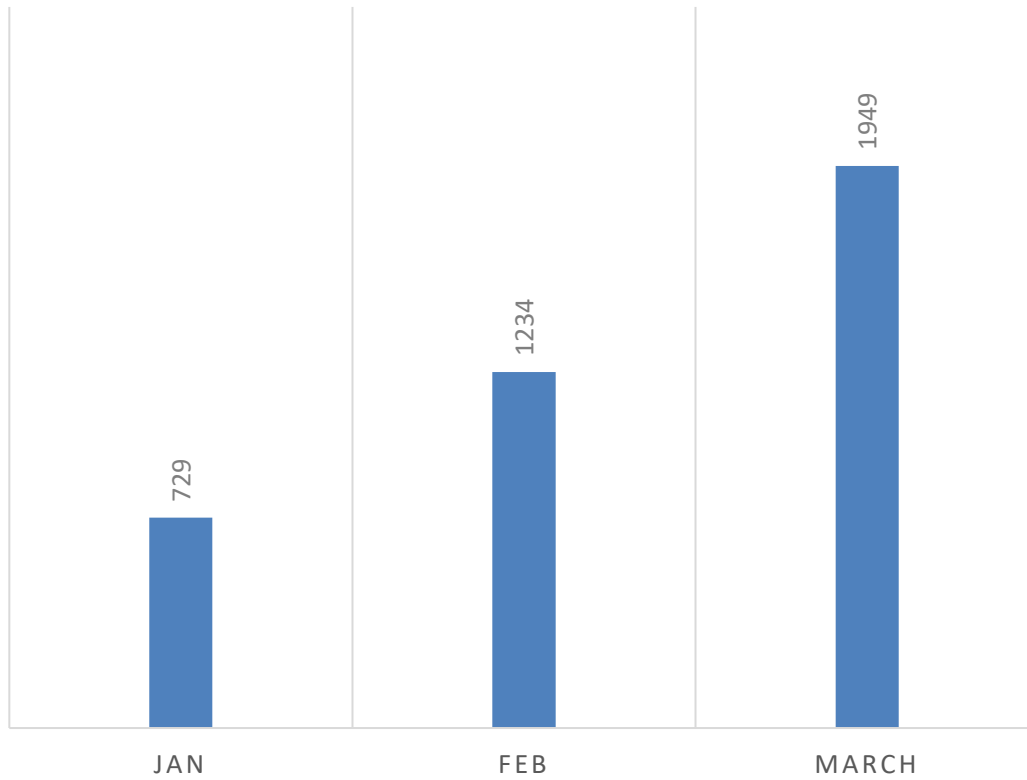


Express Library

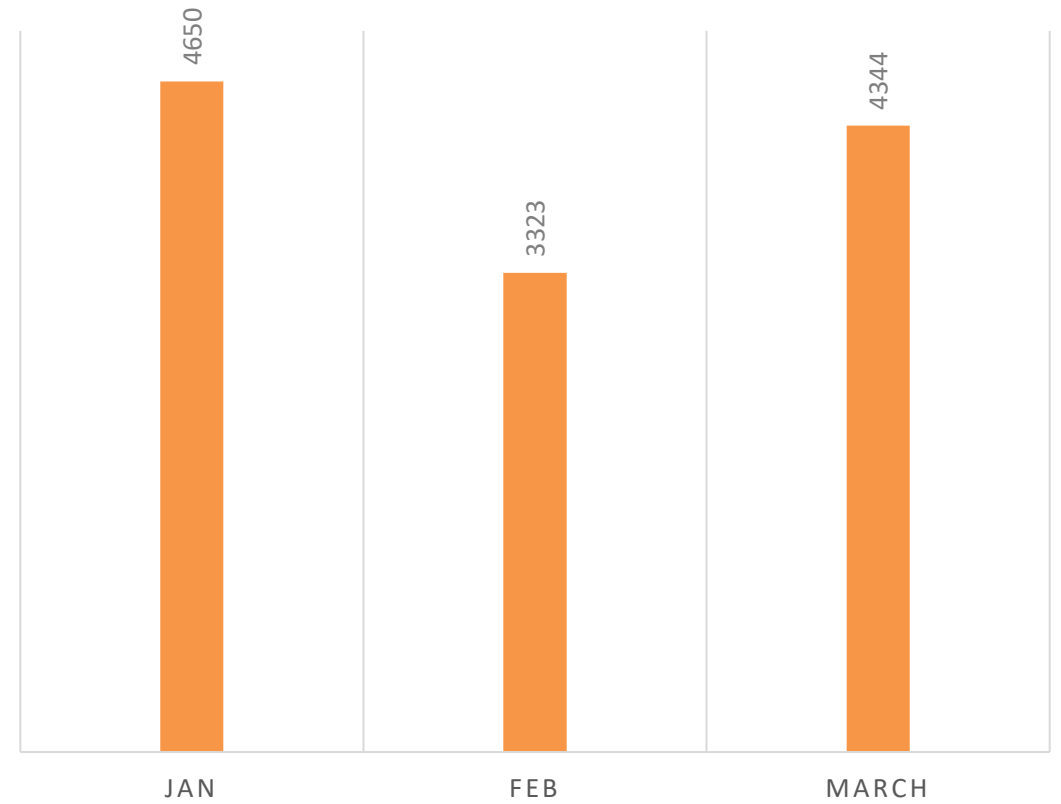
Opened January 6, 2025

Express Library

2025 CIRCULATION



2025 DOOR COUNT





Construction Update

Modesto Library

Modesto → Salida move

- Staff and collection are in place and up and running
- Programming under “Modesto on-the-go”

Preconstruction work in Modesto

- Building and collection are cleared
- Construction documents complete
- Construction contract headed to board

Newman Library & Riverbank Library

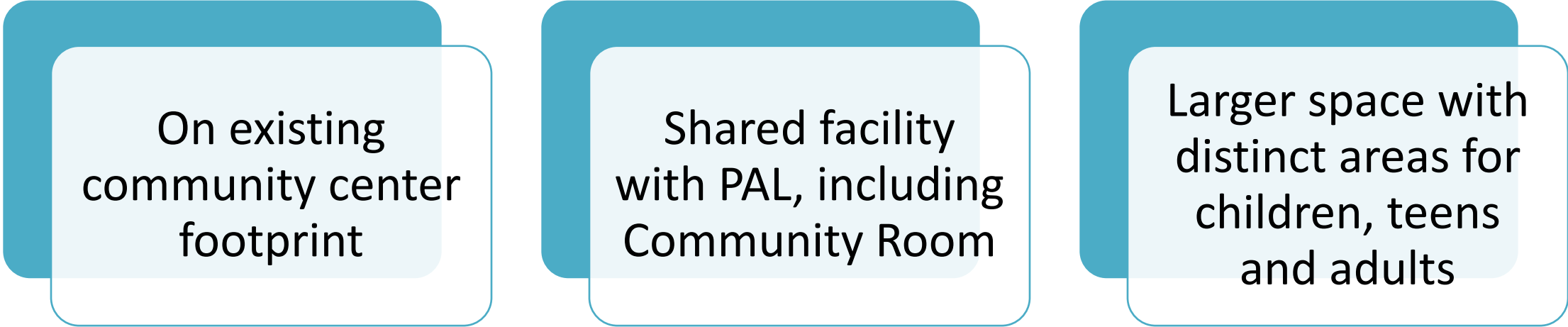
Construction Closures

- Newman – December 2, 2024
- Riverbank – April 13, 2025

Improvements include:

- Service desk improvements
- ADA compliant restrooms
- New flooring
- New paint

Keyes Library – Design phase



On existing
community center
footprint

Shared facility
with PAL, including
Community Room

Larger space with
distinct areas for
children, teens
and adults

Questions?



LIBRARY ADVOCACY

Library Advisory Board • April 24, 2025

AGENDA

Defining library advocacy

Who, what, when, why?

Sample advocacy plan

How to get started?

Resources



WHAT IS LIBRARY ADVOCACY?

DEFINING ADVOCACY

- 1) reminding people on an ongoing, everyday basis about the library's resources, activities and value, and 2) communicating a special library message or advocating for a specific outcome of an important library issue. [Frontline Advocacy for Public Libraries | ALA](#)
- The actions individuals or organizations undertake to influence decision-making at the local, regional, state, national, and international level that help create a desired policy or funding change in support of public libraries. [Public Library Advocacy, Turning the Page Curriculum](#)
- Ongoing process of building partnerships so that others will act for and with you, turning passive support into educated action for the library program. [American Association of School Libraries](#)

WHO, WHAT, WHEN, WHY?

WHO IS A LIBRARY ADVOCATE?

- Library advocates are community members. They are library users, members of support organizations, and non-users who value the Library.
- Library advocates believe in the importance of free and equitable access to information in a democratic society, and that libraries support this American value.
- Library advocates believe libraries and librarians are vital to the future of an information literate nation.
- Staff may be frontline advocates, but their role is necessarily different.
- Library advocates speak out for libraries.

WHAT DOES ADVOCACY LOOK LIKE LOCALLY?

- Speaking at public meetings – Board of Supervisors, City Councils, Municipal Area Councils
- Contacting elected officials
- Speaking to groups – Service clubs, faith communities
- Writing letters to the editor
- Posting to social media
- Speaking to friends, families, coworkers

ADVOCACY FOCUSES ON FUNDING, NOT FUNDRAISING

Funding

- Long-term
- Sustainable
- Generally, from governmental sources

Fundraising

- Short-term / one-time
- Less sustainable
- From non-governmental sources, such as individuals, corporations, or support groups

WHEN?

- Any time is the right time to support libraries!
- Recognition weeks - National Library Week, National Friends of Libraries Week, Library Card Sign-up Month, Children's Book Week, TeenTober, and more!
- Around Library initiatives - Summer Learning, Summer Feeding, renovation/reopening, etc.
- To build public support

WHY?

- Specifics are different for each person
 - Personal experience speaks to the transformative power of libraries
 - Personal knowledge of others' experiences
 - Personal belief in the role of Libraries in supporting a literate population
 - Personal belief in the role of Libraries supporting American values of freedom of expression, of inquiry, of speech
- What's your why?

SAMPLE ADVOCACY PLAN

WHAT IS IN AN ADVOCACY PLAN

- Advocacy goal - what we want to achieve that will help sustain the library
 - Should connect to the needs of the community, and should support the Library's mission
 - Builds and changes over time
- Objectives - Measurable changes or achievements that make our goal possible
 - Objectives are the things that need to happen to get to the goal
- Tactics - Actions and tools we will use to execute the objectives
 - Will need to be customized for audiences

SAMPLE ADVOCACY PLAN - WHAT'S THE GOAL?

- Most community members still don't know what we do, or why it matters
 - Advocacy goal: Members of the community are aware of the Library's services, impact, and personal benefits ("Awareness")

SAMPLE ADVOCACY PLAN

- Advocacy goal
 - Awareness
- Objective
 - People within my sphere of influence are aware of at least one library service or benefit that resonates personally
- Tactics
 - Identify 2-3 messages (use the Strategic Plan, and what we know about audiences)
 - Team approach to public speaking
 - Shared templates for speeches, letters to the editor, calls/visits to electeds, etc.
 - Personal elevator pitch for organic opportunities



HOW TO GET STARTED?

GETTING STARTED

1. Establish Advocacy Committees (within existing groups, or around a specific issue)
2. Working with Library staff, use Strategic Plan and committee's local knowledge to develop messages, templates, elevator pitches
3. Develop speaking, writing and/or posting schedule
 - Consider editorial calendar for opportunities
 - Collaborate with Library staff where appropriate
4. Advocate and report back

RESOURCE LINKS

- American Library Association <https://www.ala.org>
 - United for Libraries (Trustees, Advocates, Friends, Foundations) <https://www.ala.org/united>
 - Advocacy alerts <https://www.ala.org/takeaction>
 - Frontline Advocacy Toolkit <https://www.ala.org/advocacy/frontline-advocacy-toolkit>
- Unite Against Book Bans - ALA, NEA, NCTE, Authors Guild, publishers, booksellers, free speech and civil rights advocates, and more <https://uniteagainstbookbans.org/>
- Public Library Association Advocacy Training Curriculum <https://www.publiclibraryadvocacy.org/>
- EveryLibrary Institute - library advocacy training 501(c)3 <https://www.everylibraryinstitute.org/>
 - EveryLibrary - campaign assistance and lobbying 501(c)4 <https://www.everylibrary.org/>
 - SavelMLS - specific advocacy [Take Action To Save Federal Funding for Libraries! - EveryLibrary Action](#)

QUESTIONS?

**Stanislaus County Library
Budget Report
March 31, 2025**

		Fiscal Year 2025 As of March 31, 2025			
Revenues		YTD Actuals Mar-25	Legal Budget FY 2025	% of Budget	Target 75%
Sales Tax		\$ 8,828,902	\$ 14,500,000	60.9%	
Rents		870	1,295	67.2%	
Government Funding (Learning Quest, Bldg Fwd Grant)		736,805	4,540,614	16.2%	
Revenue from Services (fines, passports, copies)		205,165	267,625	76.7%	
Misc Revenue (book sales, donations)		84,353	117,363	71.9%	
Public Facility Fees (Turlock Library)		200,000	200,000	100.0%	
County General Fund (GF) Contributions:					
GF - Annual Contribution (Recurring)		650,108	866,810	75.0%	
GF - Infrastructure Investment (Final Installment)		2,250,000	3,000,000	75.0%	
Total Revenue		\$ 12,956,203	\$ 23,493,707	55.1%	75%
Expenditures		YTD Actuals Mar-25	Legal Budget FY 2025	% of Budget	75%
Salary & Benefits		\$ 6,797,475	\$ 9,476,083	71.7%	
Books, Materials & Databases		577,882	881,801	65.5%	
Special Departmental Expense		63,032	376,527	16.7%	
Services & Supplies (S&S):					
S&S - Recurring Operations		2,001,649	4,122,484	48.6%	
S&S - Modesto Reno. Non-Grant (Library Funds)		-	1,289,754	0.0%	
S&S - Modesto Children's Museum		-	64,525	0.0%	
Inter County Expense		2,168,015	3,467,887	62.5%	
Fixed Assets (FA) (buildings, vehicles, equip.)					
FA - Modesto Reno. Non-Grant (Library Funds)		-	1,548,533	0.0%	
FA - Riverbank & Newman (Community Invest. Funds)		230,273	1,676,676	13.7%	
FA - Modesto Basement		309,020	300,000	103.0%	
FA - Operations (Vans, Network)		333,836	261,200	127.8%	
Turlock Library Loan Payment		349,559	444,710	78.6%	
Keyes & Waterford Projects (BCSI)		-	3,000,000	0.0%	
Total Expenditures		\$ 12,830,741	\$ 26,910,180	47.7%	75%
Net Increase or (Use of Fund Balance)		\$ 125,462	\$ (3,416,473)		
Fund Balance Summary		Amount			
Beginning Fund Balance - 7/1/24		\$ 13,801,341			
Net Increase or (Use)		125,462			
Ending Fund Balance - 3/31/25		\$ 13,926,803			
Committed - Riv, New, Mod-Basement, BCSI-Projects		4,272,283			
Committed - Encumbrances		1,246,048			
Restricted - Imprest Cash		4,922			
Total Restricted Fund Balanced		\$ 5,523,253			
Total Unrestricted Fund Balance		\$ 8,403,550			