

Library Advisory Board - MINUTES
July 8, 2010, 4:30 p.m.
Modesto Library Conference Room
1500 I Street, Modesto, CA 95354

Present: Sheridan Beuving, Vanessa Czopek, Brian Foust, Sue Henderson, Laura Jensen, Cynthia Jim, Susan Lilly, Sandy McDowell, Connie Pires, Joshua Vander Veen

- I. The meeting was called to order at 4:30 by Sheridan Beuving
- II. Approval of the minutes of the April 22, 2010 meeting. Motion: VanderVeen, Second: Henderson. Unanimous approval.
- III. Public Comment - None
- IV. Old Business
 - A. Lincoln Exhibit – Susan Lilly reported that the Lincoln exhibit was a success with 200 people attending the kickoff event and about 100 attending the other programs. In addition, hundreds of people came into the library just to see the exhibit and the exhibit was moved onto the portico of the Modesto Library during the 4th of July parade for many more to enjoy. “Abe” made a number of appearances including the kickoff event, the family program, a chamber of commerce coffee hosted by the library and in a horse-drawn carriage at the Modesto 4th of July parade.
 - B. Board Members’ Terms – Vanessa Czopek reported that Margaret Bowen’s term has expired and she has reached the term limit. The Board of Supervisors will be asked to approve the appointment of Joan Ahlstrand to the District 2 seat that was vacated by Margaret Bowen.
- V. New Business
 - A. Library Foundation Report - None
 - B. Strategic Planning– Vanessa Czopek reported that the library will be working on a new strategic plan starting this fall and is expected to be completed by April 2011. Ruth Metz, a well-known planner who has worked with the California State Library, corporations and other libraries, will be contracted to lead the effort. Broad community input from both library users and non-users will be sought. The funding for this project is provided through PFF (public facilities fees) of the county CEO’s office, dedicated to strategic planning.
 - C. Stanislaus Reads – Susan Lilly reported that the library is planning a major reading promotion for the summer of 2011. The purpose is to encourage the entire community to read the same book and discuss common themes. The featured book is “Wisdom of the Last Farmer” by David Mas Masumoto. Two other ag-related books, “Esperanza Rising” and “Apples to Oregon” were also chosen to involve younger audiences.

D. County Librarian's Report

- i. – Budget. Cynthia Jim, Library Business Manager, presented an overview of the 2010-2011 budget which totals \$8,387,667. This represents a reduction of \$1,500,000 (15%) from the previous year's budget. This is a result of a 15% reduction in anticipated sales tax revenue, down \$1,100,000 from Fiscal Year 2009-2010. Cynthia reiterated that the library is always looking for new revenue sources and additional cost-saving ideas and that all input is welcome.
- ii. Book sale prices raised – Vanessa Czopek reported that the Board of Supervisors approved an increase in used book sale prices on May 18, 2010. Hardbacks were increased from 50¢ to \$1.00 and paperbacks were increased from 25¢ to 50¢.
- iii. Campaign 2012 - Campaign – Co-chairs for the next Library Sales Tax Election are Bev Finley and Scott Monday. The committee has been established and the fund, "Yes for Libraries 2012" has been opened. The committee is planning and working on fundraising for the election, expected to take place in June 2012.
- iv. Statistics – Vanessa distributed quarterly statistics. The sharp decrease in Interlibrary Loan was questioned. Due to budget constraints, the program ceased in April 2010, saving approximately \$12,000 annually

VI. Correspondence – None

VII. Announcements – None

- A. Sue Henderson and Sandy McDowell announced that the Friends of the Patterson Library Used Book Sale will be held Oct. 13 and 14.
- B. Susan Lilly announced that the library was selected to receive a State Library grant to offer a service called JobNow. This online service offers job seekers resources for improving their job skills, searching for employment and preparation for applying for jobs. It includes live online tutoring, interview practice, and critique of résumés and cover letters.

VIII. Next meeting date is October 14, 2010, 4:30 p.m.

IX. The meeting was adjourned at 5:25 p.m.