

Library Advisory Board – MINUTES
October 14, 2010, 4:30 p.m.
Modesto Library Conference Room
1500 I Street, Modesto, CA 95354

Present: Joan Ahlstrand, Sue Henderson, Sheridan Beuving, Pamela Floyd, Vanessa Czopek, Susan Lilly, Carol Shour, Denise Nordell

I. Call to Order, Welcome, & Introductions – Sheridan Beuving, Chair

A. New Member – Joan Ahlstrand

II. Approval of Minutes for July 8, 2010 – unable as there was not a quorum

III. Public Comment – None

IV. Old Business –

A. Stanislaus Reads – Susan Lilly explained the plan to get many reading the same book by age group. The primary book is Wisdom of the Last Farmer by David Mas Masumoto. Esperanza Rising and Apples to Oregon are the other books. They would like to host author visits with book discussions and signings.

B. Strategic Planning – Vanessa Czopek spoke of work from this fall into the spring to create a blueprint to move into the future for the next five years. Ruth Metz is facilitating focus groups. A survey for the public in English and Spanish is online. The Strategic Planning Committee will use data from focus groups and survey. Meetings (Jan 22, Feb 26, Mar26) will be held in Modesto Library Auditorium to compact down the data and see what direction the library should be going. Staff will perform a SWOT (Strengths, weaknesses, opportunities, threats), then work on goals. Vanessa would like the process to be complete by the end of March.

V. New Business

A. Library Foundation Report – The Library Foundation is meeting to work on their strategic plan. They wish to host an author spotlight series. They are sponsoring Halloween parties to promote friend raising, one of their 2010 goals.

B. Yes for Libraries Campaign Report - none due to Bev Finley's absence

- C. Outreach Activities – Susan Lilly said they are doing the same things though ramping it up. She shared their plan to bring in something to encourage, trying to reach different audiences. Sheridan is presenting next week at the county supervisors meeting.
- D. County Librarian’s Report – Vanessa Czopek – The library donation button is up and running; it was made easy to use. The quarterly fiscal report was distributed. The 5% salary reduction with the two days per week the library is closed will continue next year. Retirement costs are expected to increase by 75% next fiscal year. Vanessa handed out a flyer for CALTAC Workshops in Feb. and March. She announced library management changes; Charles Teval will exclusively manage the regional libraries and Amy Taylor will manage the Modesto Library. The County Office of Education has a new initiative – civility, a core value of a well functioning society which seems to be declining. They will launch on Nov. 2nd with a breakfast, one can sign up through their web site. Vanessa passed out the book Choosing Civility by P.M. Forni with instructions to read and pass it on.
- I. Correspondence – Chair - none, except to encourage LAB members to attend the county supervisors meeting.
 - II. Announcements - Sue asked if books will disappear with the popularity of electronic devices used to read books. Answer was no, number of books will be reduced, but not gone altogether.
 - III. Future Topics
 - IV. Next meet date is January 13, 2011
 - V. Adjournment