

Library Advisory Board - Minutes  
January 14, 2010, 4:30 p.m.  
Modesto Library Conference Room  
1500 I Street, Modesto, CA 95354

Present: Sheridan Beuving – Chair, Margaret Bowen, Vanessa Czopek , Sue Henderson, Susan Lilly and Joshua Vander Veen

- I. Call to Order – the meeting was called to order at 4:33 by Sheridan Beuving, Chair
- II. Approval of Minutes for October 8, 2009 – Motion: Margaret Bowen/Second: Sue Henderson/Unanimous Approval
- III. Public Comment - None
- IV. Old Business
  - A. Lincoln Exhibit – Susan Lilly reported that the Modesto Library will host an Abraham Lincoln Exhibit from the Gilder-Lehrman Institute of American History for the entire month of June 2010. A kickoff reception will be held on Thursday, June 3, 5:30 p.m. on the main floor of the Modesto Library. Additional activities designed to help promote the exhibit and draw people into the library include, a children’s bookmark contest in February, an essay or speech contest, a book discussion on a Lincoln book in June, a related movie to be shown by the Modesto Film Society. The exhibit will be widely publicized through traditional media and partners such as the Stanislaus County Office of Education.
  - B. Outreach Plan Update – Susan Lilly reported that implementation of the outreach plan is going well. The plan is continually being modified to take advantage of new opportunities and adjust when needed.

Some highlights:

Adult programming now includes a new partnership with Community Hospice. Monthly presentations are being held at the Modesto Library, with topics of interest to caregivers (caring for elderly parents, etc.). The presentations will take place January through May.

The Library also tried using Facebook advertising for a two-week campaign in December. The library ad was targeted to people within a 25-mile radius of Modesto, age 20-45.

- The library’s ad appeared 855,000 times during the two-week period.
- 36 new “Fans” were gained during this time.
- 239 people clicked through to the Library’s event page.
- the cost of the campaign was \$221.97 or \$0.93 per click.

- campaign statistics also showed that people tended to click through one of the first times they saw the ad.

Library staff was pleased with the results of the campaign and plan to run future Facebook campaigns to promote Summer Reading and the Abraham Lincoln exhibit.

## V. New Business

### A. Foundation Report – none

### B. County Librarian's Report – Vanessa Czopek

- i. Friends of the Library Conference – March 13, 9 to 11 a.m. in the Modesto Library Auditorium. Library Advisory Board members are invited.
- ii. Annual Report to Board of Supervisors will be made on April 20, 6:30 p.m. Library Advisory Board members are encouraged to attend.
- iii. Library Staff Meeting is Feb. 18, 8:15 a.m. Library Advisory Board members are asked to attend to be introduced to the staff, thereby improving awareness among staff of the citizen groups working to support the library.
- iv. Budget for Fiscal Year 2010/2011 is going to be very lean, probably tighter than the current fiscal year. There is an anticipated shortfall of \$1.1 million. Work on the 2010/2011 is beginning now.
- v. Salida Library Phase III – we will soon be awarding the contract to an architectural firm to conduct the architectural and engineering work on unfinished work at the Nick W. Blom Salida Regional Library. A committee is making a selection now from a field of 17 candidates. The decision will need to be approved by the Board of Supervisors.
- vi. Vanessa distributed the quarterly statistical report.
- vii. Vanessa recently attended an insightful 2-day broadband conference for library directors, paid for by the Gates Foundation.
- viii. Vanessa circulated a sample of (children's) Summer Reading 2010 promotional materials. The theme is "Make a Splash."
- ix. In March, there will be a public hearing at the Board of Supervisors to consider raising the price of used books at libraries. The proposed increases are paperbacks increase from 25¢ to 50¢ and hardbacks from 50¢ to \$1.00.
- x. The library sales tax campaign fund, "Yes for Libraries 2012" has been opened. The campaign committee will need to raise \$200,000 for the June 2012 election. Friends of the Library and the Library Foundation will be able to give to the campaign fund in 2010, 2011 and 2012. (These groups are legally limited to giving only a certain percentage of their budget each year.) Money will also be raised through fundraising events, as well as gifts from Individuals and businesses. Staff member involvement in the campaign must not take place on county time or property.

VI. Correspondence – Chair – none

VII. Announcements – All - Sheridan announced that the CALTAC (California Association of Library Trustees And Commissioners) annual workshop will be held February 27, 2010 at the Berkeley Public Library. All Library Advisory Board members are encouraged to attend. The registration form is available at <http://www.caltac.org/workshops/>

VIII. Next meeting is scheduled for April 22, 4:30 p.m., Modesto Library Conference Room.

IX. The meeting was adjourned at 5:04 p.m.