

Library Advisory Board Minutes
July 9, 2009, 4:30 p.m.
Modesto Library Conference Room
1500 I Street, Modesto, CA 95354

Present: Sheridan Beuving, Pamela Floyd, Margaret Bowen, Connie Pires, Joshua Vander Veen, Sue Henderson, Sandy McDowell, Laura Jensen, Vanessa Czopek and Susan Lilly

- I. Call to Order – Chairman Sheridan Beuving called the meeting to order at 4:30 p.m. and welcomed those in attendance.
- II. Approval of Minutes for April 9, 2009 – Motion: Sue Henderson, Second: Josh Vander Veen/ Unanimous Approval
- III. Public Comment – None.
- IV. Old Business

- A. Funding Study Report – Chairman Beuving led a discussion about the various funding models about which the Library Advisory Board has learned. The consensus of the group is that the current model, the 1/8-cent sales tax, is working and seems to be the best option for Stanislaus County. It was noted that sales tax funding is unstable, fluctuating with changes in the the economy. It was also noted that revenues from other public funding sources, such as a property tax assessment, are also variable. A motion was made to recommend the continuation of the library's current funding model, a dedicated sales tax. Motion: Pamela Floyd, Second: Peg Bowen/Unanimous Approval.

Chairman Beuving and County Librarian Vanessa Czopek will report the board's conclusions to the Board of Supervisors on Oct. 20, 2009. The meeting begins at 6 p.m. in the Board Chambers in the basement at 1010 10th Street, Modesto. Library Advisory Board Members are encouraged to attend.

- B. Schedule of Meeting Dates – Vanessa Czopek distributed the schedule of Library Advisory Board Meetings for 2009-2012.
- V. New Business
 - A. Media Policy – Susan Lilly presented a draft of a media policy for the Library Advisory Board. Board members are asked to review it and email Susan with any changes to be incorporated before the next meeting. The media policy will be on the next agenda for discussion/approval.

B. Outreach Plan – Susan Lilly presented the Library’s Outreach Plan. The goal of the Outreach Plan is for people to know about the library and think positively about it. The plan includes paid and unpaid advertising, utilization of social media, special activities and promotions, programs and partnerships, VIP tours, outreach through community events and presentations to community groups.

C. Budget for 2009/10

Cynthia Jim presented a budget comparison for Fiscal Year 2008-2009 and Fiscal Year 2009-2010. The proposed FY 09-10 budget is \$9,905,284, a reduction of 7% from FY 08-09 when the total was \$10,652,565, which was down from \$11,678,933 in FY 07-08. Balancing the FY 09-10 budget relies on the use of \$1.3M in fund balance.

Reductions in revenue are the result of anticipated reductions in sales tax revenue (-8.75%) which makes up 85% of the budget, local revenue (-15.79%) from book sales, donations, fines/fees, and County General Fund (-10.57%).

Expenditures are being reduced as follows: Salaries/Benefits (-.34%), Books/aterials/Databases (-16.54%), Services/Supplies (-4.86%), County CAP Charges* (-36.47%), and Fixed Assets/Structural Improvements (-69.42%). Strategies for achieving these savings include the implementation of 13 furlough days for all full-time staff (saves \$274,000), negotiating scaled back use of county services (landscaping, maintenance, janitorial), further reducing new book purchases, and deferring major maintenance and structural improvement projects.

*CAP (County Allocation Plan) Charges include the library’s cost for services provided by other county departments, such as Parks Department for landscape maintenance, Facilities Maintenance for routine building maintenance work or County Counsel for legal advice.

D. Library Report – Vanessa Czopek provided a list of key messages about the library for Library Advisory Board members to use. Library Advisory Board members are asked to speak with their family, friends and colleagues about the library to help in the outreach effort to ensure that residents know about the library and think positively about it.

Vanessa distributed a quarterly activity report for March through May of 2009. Database subscriptions were discussed, noting that some databases will be dropped due to decreasing use and the need to reduce expenses. Ebsco Host (magazine database) and Auto Repair database, and Biography Resource Center which have significantly higher usage than others will be retained, as well as the Foundation Center database, which has increasing usage.

Vanessa showed the board the new Library polo shirts, which were donated by Library Foundation Board President Denise Nordell. A variety of sizes are now available for library staff to check out for use when representing the library in outreach activities.

Friends of the Modesto Library are working toward opening a small gift shop in the library. Their goal is to open Sept. 1 and hold a grand opening event in October.

Vanessa and Cynthia Jim will propose increasing used book prices at the county's fee hearing in January 2010. Current used book prices are 0.25 for paperbacks and 0.50 for hardback. The new proposed prices will be 0.50 for paperbacks and \$1.00 for hardbacks.

Vanessa distributed a state comparison report of libraries in measures such as expenditures per capita, books/materials per capita and circulation per capita. Stanislaus County often falls below the statewide mean. The report includes a section about how Stanislaus County compares to other libraries serving a population of 500,000 or more.

Vanessa announced that the Stanislaus County Library Foundation participates in Goodsearch.org. When Internet users go to goodsearch.org and choose Stanislaus County Library Foundation as the charity they wish to support, funds are generated through Internet searches made using the Goodsearch site. Additional funds are generated when users find participating vendors through Goodsearch and then make a purchase. The distinction was made that this is different from the Library Foundation's click-through program with Amazon and Barnes and Noble. When customers visit www.stanislauslibraryfoundation.org then use the links to Amazon or Barnes and Noble, the Library Foundation will receive a referral fee made from any purchases, typically 6%. Using Goodsearch, the Amazon referral fee is only 1.5%.

E. Board Appointments and Reappointments

- A. Josh Vander Veen was reappointed by the Board of Supervisors to represent District 4. Term ends: 6/30/12
- B. Laura Jensen accepted another term as the Youth Advisory Council member. Term ends: 6/30/12
- C. Connie Pires was appointed by the Board of Supervisors to represent District 3. Term ends: 6/30/12

VI. Correspondence – None.

VII. Announcements – Josh Vander Veen announced that he will be running for Modesto City Schools Board

A. The next meeting will be held October 8, 2009 in the Modesto Library Conference Room. Items for the agenda include Statistical Report for FY 08-09, Review/Adopt Media Policy for LAB, and a report from the Library Foundation.

VIII. Adjournment – The meeting was adjourned at 5:58 p.m.