

Library Advisory Board
MINUTES
July 14, 2016, 4:30-5:30 p.m.
Modesto Library Conference Room
1500 I Street, Modesto, CA 95354

Present: Board Members Sue Henderson and Dorothy Finnegan; Library Staff Members Patti Boardrow, Natalie Karsten, John McCloud, Diane McDonnell and Vicki Peitz; CEO Representative Patrick Cavanah.

Excused: Sheridan Beuving, Joshua Vander Veen

- I. Call to Order, Welcome & Introductions – County Librarian Diane McDonnell called the meeting to order at 4:30 p.m.
- II. Reviewed Minutes of April 14, 2016 Meeting – No vote was taken due to the lack of quorum.
- III. Public Comment – None
- IV. Correspondence – None
- V. Report from County Librarian – Diane McDonnell

Friday services have been restored at all Stanislaus County Libraries as of July 8, 2016. Turlock and Modesto have adjusted their closing times from 9 p.m. to 8 p.m. on late nights, effective July 8, 2016. Full-time and part-time staffing levels have been adjusted to accommodate the expanded hours. This has been a positive and welcome change for our customers.

Link+ is anticipated to begin January 2017. This Interlibrary Loan service will provide access to the collections of over 80 participating libraries in California and Nevada. The program will be funded by the California State Library. Participating library systems in our area include Tuolumne, Amador, Calaveras, Stockton-San Joaquin, and Lodi. There will be a Link + catalog link on our website for customer searches.

Strategic Planning services are being provided by Harter+Co, selected to guide the library through this process. The community input phase is currently in progress. The first phase included both staff and customer surveys. Key informant Interviews were conducted with key leaders from each community. Next, the Library will be holding 6 Town Hall Meetings throughout Stanislaus County. The goal is for our new strategic plan to be driven by community input. A Task Team has also been formed to help guide the process. One of the Task Team's responsibilities has been to do a SWOT Analysis, which encompasses an evaluation of the Library's strengths, weaknesses, opportunities, and threats. The Strategic Plan should be finalized in early 2017.

There will be active campaigning in June of 2017 for the library tax measure. Godby Research will be polling, possibly in Nov. 2016, to see if voters are supportive of a 10-year tax. Stanislaus County is funding that poll. May was the first fundraiser. The goal is to raise \$150,000 for the campaign and so far \$7,900 has been raised. Nancy Mooney is the campaign manager and information is available by going to SAVESTANISLAUSLIBRARIES.ORG. Aaron Kohlhoff is in charge of social media for the

campaign. The dedicated library sales tax provides 88% of the library's funding so it is critical to library operations.

VI. Reports from Library Support Groups - Friends of the Library

Sue Henderson reported that Friends of the Patterson Library book sale saw an increase with their recent sale. In October they will do a Wednesday, Thursday, Friday sale. The ongoing book sale at the Patterson Library from the carousel is doing very well and does not require a lot of attention. They use a lock box for money collection and it is a self service operation. The Friends were able to provide a film cover for the window in Patterson Library this past fiscal year.

Dorothy Finnegan shared that Turlock Friends group has some new members. The group is trying to raise \$100,000 for a future expansion project. They have a Tea and Fashion Show event planned for Oct. 1, 2016 at the Presbyterian Church on Berkeley in Turlock. Light food will be catered. Proceeds from the event will go directly to the building fund. Turlock Friends have a table at the Farmers' Market at the Turlock fairgrounds, where they plan to share information on the tax initiative.

Friends of the Modesto Library have new co-presidents, Maree Hawkins and Denise Nordell.

VII. Old Business

- LAB Terms - The vacancies are in District 1 – Empire, Oakdale, Riverbank, Waterford; and District 3 – Salida.
- Calendars 2016-2018

VIII. New Business

- Summer Reading – Natalie Karsten
“Read for the Win”:
 - Age 0-9 – track by time read (or being read to)
 - Each 7 days of reading they earn a prize
 - 4 weeks of reading makes them eligible to enter a drawing
 - Teen/Tweens (ages 9+) - 7 hours of reading earns them a small prize and entry into raffle (prizes are \$25 Amazon gift card and \$20 movie tickets)Each participant can enter 5 times for the raffle prizes. Summer Reading goes through August 9. Popular series are some of the favorite reads for children. Rainbow Fairies and Captain Underpants are very popular. Performers are at branches in conjunction with summer reading.
- Sales Tax Revenue – Vicki Peitz
The dedicated sales tax was first passed in 1994 and then again in 1999 and 2012. In 1978 the passage of Proposition 13 reduced city and county property tax revenues, decreasing the amount of revenue available for library services. This was made worse in 1986 when the State Budget actions cut the library budget by 50%. In fiscal year 1992-93 library revenue reduced again 40% due to a State budget action that shifted property tax funds to education. In 1994 the Modesto Library was only open 27 hours per week and the smallest branches 10 hours. There were no children or teen programs, telephone

reference services, access to electronic resources and very few materials could be purchased. *(full presentation attached)*.

- IT Updates – John Fleming
 - IT has purchased 22 self-checkout units. County purchased 14 and the library purchased the rest. They should arrive by the end of July or beginning of August. They will be installed in all library branches.
 - One-Stops – RFID allows customers to check out in a one- or two-step process. They will be able to pay fines using the coin and bill acceptor, reserve computers, release print jobs. RFID is going to RFP (Request for Proposal) today. This RFP will go to all companies who provide this service. (8-10 companies). Then they are free to place a bid for the job. This RFID system changes how we track our items. There will be a virtual desktop infrastructure. The computer is not there with it; only the display portion of the system. The computer is in the computer room.
 - The library will be going to Windows 7.
 - Library document stations have been ordered (14). Unit has a touch screen monitor, will scan and fax documents, scan to an email address, smart phone or pad. These will replace all the public copy machines.

IX. Announcements – Foundation will hold its Gala Sept. 2016. There will be poetry by local people. There will be a party in August at Modesto Library.

X. Next meeting date: October 13, 2016, 4:30-5:30 p.m.

XI. Adjournment – County Librarian Diane McDonnell

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 Modesto 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.