

Library Advisory Board
MINUTES
Oct. 27, 2022, 5:30-7:00 p.m.
Modesto Library Auditorium
Stanislaus County Library, 1500 I Street, Modesto, CA 95354

Present: Board Members –District 3 Rep/Chair Stella Beratlis, District 4 Rep Joshua Vander Veen, District 5 Rep Sue Henderson; At-Large Rep (Education) Shanyn Avila. Library Staff Members – Patti Boardrow, Jason De Silva, Sarah Dentan, Laura Ferrell, Susan Lilly, Andrea Rush-McNeel, Marco Sepulveda, Bryan Sontag; Friends of the Library Representative(s) – Friends of the Modesto Library VP Beverly Schlegel, Friends of Patterson Library Gay Girard; CEO Representative Patricia Lord

Absent - District 2 Rep Lise Talbott (excused)

- I. Meeting was called to order at 5:30 p.m. by Stella Beratlis, Chair
- II. Consent Calendar
 1. Approval of Minutes – The minutes of the April 28 and July 27, 2022 meetings were approved.
- III. Public Comment – None
- IV. Report from County Librarian – Sarah Dentan

New and Notable – Lucky Day Selection - Items with the longest holds lists are available for checkout. This is a pilot project.

We just completed the Customer Satisfaction Survey. Paper surveys still need to be entered.

Partnerships – Opera Modesto – Featuring Edgar Allan Poe – Upcoming events include an escape room, Pizza & Poe Trivia (Nov. 5), and Who Killed Edgar Allan Poe: A True Crime.

Monthly Story Time in the Music Garden

UC Cooperative – Master Gardeners – There will be a class on Succulents at the Modesto Library.

State Theatre Advertising

Programming – Teen Tober, Youth Craft Fair, Build with Legos and more, Local Authors Fair, Look Up: Discover

Coming Soon – eBooks for All California – Initiative. (pool our resources), Palace App (new reader) will include access to SCL's cloudLibrary, Palace Bookshelf, California State Library Collection, CA State Library BiblioBoard Enki

Andrea is in the process of preparing grants so we can purchase more eBooks than we have in the past. The state is putting a lot of resources into this.

Physical Circulation is heading back toward pre-COVID numbers. eCirc realized a big jump when we added to the e-collection.

Door Count – We're heading in the right direction but our hours are more limited now and that could be the reason it's climbing more slowly than we hoped it would.

- V. Staff Reports
 1. IT Report – Andrea Rush-McNeel

It's been extremely busy the past few months.

Completed projects include:

All staff computers have been updated and moved to the CO domain.

Moved Library staff accounts to the CO Active Directory.

Migrated staff shared files to the County network.

Projects in Process

Transitioning staff help desk calls to ITC. This will free up imbedded staff to focus on large projects and offer faster tier-one support to staff.

Printers for Libraries

Laptop/Mobile Device Deployment – Deploying laptops for remote work, updating outreach equipment, upgrading public PCs.

What's Next?

New camera systems coming to Modesto, Salida and Ceres.

Finish outstanding network wiring needed in Modesto and Salida.

Website Update

Redesigning top 10 most used pages.

Location and Hours page was done first. Click on branch for location, features, and services. Library Holidays show on every page.

Library Card page shows how to get a card and fees charged.

Online Tutoring – available through the State Library. Offers essay evaluation and an option to upload homework to get help. Tutors help, Brainfuse, résumé cover letter evaluation, and one-on-one live chats are available.

Passports page has been cleaned up so it doesn't have redundancies. Bookings may be moved to one place with all options in the county available (further down the line).

Databases section will be made into a list, and they want to make it searchable. These are free resources you can only get with your library card.

The large space at the top of the page that was not fully utilized in the past has been put to use to display new resources we provide.

2. Budget Report – Jason De Silva

Report is attached. Things to note: Fiscal Year 2022 and 2023 the County transitioned their finance system. The year 2022 ended on a positive note, mostly due to sales tax. Oracle closed down in September so numbers are not showing recent sales tax.

The County General Fund contribution was increased.

Databases are paid at the beginning of the year so the percentage spent is on the high side.

5% pay raises were given across the board, to County employees. This will cost us more than \$600,000 per year. We need to figure out how to absorb that.

Fixed assets include a new van.

Library Outreach – Sarah Dentan

One of the only ways some people see us is through outreach.

When we have local events, we want local staff there (neighborhood school, block party). Empire will do Movie in the Park, and we (Outreach) will be there.

Challenges related to Outreach – Staffing, tracking statistics*, having a central point of contact, standardization and branding (be identifiable and people know what to expect), lack of targeted promotional materials.

*We are looking at how to track the statistics.

What are next steps?

Sometimes we have to say “no” due to staffing challenges.

Create Outreach Kits: Tablecloth, rock to keep fliers from flying away, Library branded giveaway.

Library Outreach (continued) – Laura Ferrell

Home Delivery Service (HDS) Procedures and Information

The biggest Library Outreach area that Laura is involved with is Home Delivery Service.

Intake is done over the phone. Delivery service is monthly, no contact, leave at front door or front desk, and then notify them. Employees act as a Library personal shopper. There are 63 active people in the program. 54 are serviced by staff, and 9 by volunteers. This gives customers access to a world of information when they can't leave their homes. It's a social outlet for them, as well.

Social Media is virtual outreach. *Wise Wednesdays* posts help share tips with customers on how to be a library power user. Our *Wise Wednesdays* post on the home connectivity kits had a reach of 4,451 people with a post engagement of 278. That means over 4,000 people saw our post in their newsfeed and 278 engaged with it in some way, by sharing, liking, commenting, or clicking on a link to learn more. When people engage with our post, this helps expand the post's reach which in turn helps spread news of our services through virtual word of mouth.

Stella inquired about how people get started to volunteer for Home Delivery Service. Volunteers for that area are book selectors for customers, and delivery people also. Laura has a full-time person, and a part-time person working in Home Delivery Service.

Is it feasible to use volunteers for outreach events? Volunteers can pair up with a staff member. We are looking at that option now. May work with those who already have some connection with the library (Friends group or Foundation)

Retired School Teachers Association may be a good pool for volunteers.

Shanyn wanted to know how we determine where outreach will occur. Sarah responded that most events we attend, we are asked to go to. Some are partnerships.

What are the places we're missing? Shanyn would like to see us expand outreach.

Shanyn asked if we got the ARPA funds. Funds come through the State of California. The library did get money for infrastructure from the general fund. Shanyn will email Sarah for more information.

Reports from Library Support Groups

1. Sue Henderson reported on activities of the Friends of the Patterson Library. This evening they finished their book sale. They had 6 or 8 people from the Friends help. They are able to help financially, and have helped with programs such as Python Ron in the past. They are happy to have Susan Sawyer as the new Librarian in Patterson.

Beverly Schlegel, Friends of Modesto Library Vice President, said they had their First Friday event. Denise came up with “I’ll show you mine if you show me yours” idea to get photos of people showing their library cards. They had a Used Book Sale, and a Great Pumpkin Hunt where kids tried to find hidden crocheted/knitted pumpkins in the library and received a bookmark when they were successful. The Halloween Parade followed the Oct. 25 Story Time and children were given non-edibles this year. During National Library Week the FOML set up at Farmers’ Market and offered customers the opportunity to sign up for a library card. They got 50 sign-ups. The Scholastic Book Fair will be Nov. 9-14 at Modesto Library and Nov. 9-22 online. December they’ll be active at Barnes and Noble to earn gift cards for the Library. They currently have 168 members.

- VI. Discussion - None
- VII. Action – The minutes of the April 28 and July 27, 2022 meetings were approved.
- VIII. Announcements - None
- IX. Agenda Building for next meeting, scheduled for Jan. 26, 2023 at 5:30 p.m.
- X. Correspondence – None
- XI. Adjournment - Chair

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.

**Stanislaus County Library
Income Statement and Fund Balance Summary**

	Fiscal Year 2022 As of June 30, 2022			Fiscal Year 2023 As of September 30, 2022		
	YTD Actuals Jun-22	Legal Budget FY2022	% of Budget	YTD Actuals Sep-22	Legal Budget FY2023	% of Budget
Revenue						
Sales Tax	\$ 15,029,290	\$ 12,600,000	119.3%	\$ (17,584)	\$ 13,400,000	-0.1%
Rents	328	1,024	32.0%	57	500	11.4%
Government Funding (Learning Quest, CRF)	857,072	496,235	172.7%	-	429,667	0.0%
Revenue from Services (fines, passports, copies)	355,759	302,400	117.6%	64,376	302,400	21.3%
Misc Revenue (book sales, donations)	138,424	105,250	131.5%	41,228	105,250	39.2%
Public Facility Fees (Turlock)	200,000	200,000	100.0%	200,000	200,000	100.0%
County General Fund Contribution	579,704	607,657	95.4%	216,702	4,616,810	4.7%
Total Revenue	\$ 17,160,577	\$ 14,312,566	119.9%	\$ 504,779	\$ 19,054,627	2.6%
Expenditures						
Salary & Benefits	\$ 7,304,272	\$ 7,539,627	96.9%	\$ 1,827,307	\$ 8,147,253	22.4%
Books, Materials & Databases	767,363	735,664	104.3%	211,034	863,386	24.4%
Special Programs	87,369	254,136	34.4%	9,658	597,060	1.6%
Service & Supplies	2,348,377	2,765,269	84.9%	480,285	6,978,656	6.9%
County CAP Charges (Inter-Departmental costs, GSA maint.)	2,034,592	2,286,991	89.0%	149,275	2,263,966	6.6%
Fixed Assets/Improvements (vehicles, equipment & furniture)	527,585	555,905	94.9%	-	290,000	0.0%
Turlock Loan Payment	392,343	444,710	88.2%	365,525	444,710	82.2%
Total Expenditures	\$ 13,461,901	\$ 14,582,302	92.3%	\$ 3,043,084	\$ 19,585,031	15.5%
Net Income/(Loss)	\$ 3,698,676	\$ (269,736)		\$ (2,538,305)	\$ (530,404)	
Fund Balance Summary	Amount			Amount		
Beginning Fund Balance	\$ 9,935,932			\$ 13,634,608		
Net Income (Loss)	3,698,676			(2,538,305)		
Ending Fund Balance	\$ 13,634,608			\$ 11,096,303		