



**CITY OF HAYWARD LIBRARY COMMISSION**  
Hayward Public Library  
Administrative Office  
835 C Street, Hayward

**A G E N D A**

**Monday**  
**May 17, 2004 - 7 PM**  
**Library Commission Meeting**

1. *Call to Order*
2. *Pledge of Allegiance*
3. *Roll Call*
4. *Minutes of Meeting of April 19, 2004*
5. *Public Comment*  
The Library Commission welcomes public input. The first part of Library Commission Meetings is devoted to hearing comments from the public regarding general Commission business. Public Comment on specific agenda items may also be offered during the public input period. However, because of the Brown Act, the Commission cannot discuss or vote on any item raised by the public or any of its own members unless the item appears on the posted agenda. (Individual comments are set at a 3-minute time limit; comments on behalf of a group are set at a 5-minute time limit.)
6. *Friends of the Hayward Public Library Report*  
This time is provided for the Library Commission Liaison of the Board of the Friends to report on the activities of that group.
7. *BALIS/System Advisory Board (SAB) Report*  
This time is provided for a report from the Bay Area Library and Information System (SAB) Representative.
8. *Old Business*  
*Budget Update.* The Library Director will provide FY 2004-05 budget information to the Library Commission.

9. ***New Business***
  - a. ***Letter to City Council.*** The Library Commission will develop their traditional budget letter to the City Council.
  - b. ***Library Legislative Update.*** The Library Director will provide Commissioners an update on state library legislation.
10. ***Library Director's Report.*** The Library Director will report on the status of library activities and statistics including the areas of Administrative Services, Adult Services, Youth Services, Library Operations and the Literacy Program.
11. ***Library Commission Report***

This time is provided for Commissioners to share information on Library activities in which they have been engaged or in which they will participate.

***Annual Library Commission Dinner.*** Commissioners will select a date and discuss details for their annual dinner.
12. ***City Council Liaison Report***

This time is provided for the City Council Liaison to share information on City matters that are of pertinence to the Library Commission.
13. ***Agenda Building***

This time is provided for Commissioners to request items to be listed specifically on the Library Commission Agenda for coming months.
14. ***Meeting Evaluation***

This time is provided for Commission feedback regarding the meeting - noting procedures that were productive, identifying methods that could be adopted to improve effectiveness.
15. ***Adjournment***



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Marilyn Baker-Madsen at 510/881-7954 or by calling the TDD line for those with speech and hearing disabilities at 510/293-1590.

CITY OF HAYWARD  
Minutes of the Library Commission Meeting  
April 19, 2004

Administrative Office  
Hayward Public Library  
835 C Street, Hayward

1. **Call to Order**

The meeting of the Hayward Library Commission was called to order by Commission Chair Glines at 7:03 PM.

2. **Pledge of Allegiance**

Commissioners recited the Pledge of Allegiance.

	Present This Meeting	Present To Date	Absent to Date This F/Y
3. <b>Attendance</b>			
Linda Bennett	X	8	0
William Burnside	X	8	0
Jessica Fields	X	7	1
Elsa Glines	X	8	0
Elizabeth Schluntz	X	7	1
Helen Wu	X	8	0

Liaison: Ilene Rockman, BALIS/System Advisory Board Representative

Staff: Marilyn Baker-Madsen, Library Director  
Cynthia Breeden, Literacy Program Coordinator

4. **Minutes of the Meeting of March 15, 2004**

**Board Action:** On page six of the minutes of the meeting of March 15, 2004, the first item under Donations/Development should read, *"Actively promote "Adopt-A-Book" and/or other programs to increase donations of specifically needed materials."* It was moved and seconded (Bennett/Fields) to approve the minutes of the meeting of March 15, 2004 as corrected. Motion carried.

At this time, the Commission moved to the first item of New Business.

5. **New Business.**

a. **Literacy Plus Program.** Cynthia Breeden, Literacy Program Coordinator, provided a presentation on the Literacy Program. As the Commission viewed during their tour last month, the space available for the Literacy Program has been expanded to double its previous size. While the space for the offices remained the same, five new learning stations were created for tutors and students. These dedicated learning stations are available during the open hours of the Library.

Copies of the Literacy Plus brochure and latest edition of the newsletter were available for Commissioners. Since 1986, approximately 2200 people have been served by the Program. There are currently 135 tutors and 130 learners. There were twelve tutors participating in the most recent tutor training class, very energetic and enthusiastic.

As well as providing services to adults, the Literacy Program focuses on the family as a whole in the Families for Literacy component, offering story times, crafts, and free books to the children to begin building their home library. The Mini-Learning Center offers homework assistance for the first to fifth grade students of adult learners. Volunteers work two days per week at the Main and the Branch Library.

The Commission was provided with information on the various funding resources that have supported the Literacy Program and the loss/reduction of some of those resources. The Literacy Council is in the development stages of a program to raise awareness about the Library and literacy, and raise funds for the Literacy Program. The fundraiser is planned for Saturday, February 12, 2005, 6-9 PM. The theme is "Be Our Valentine" and the event will include entertainment, a silent auction, perhaps a live auction, hors d'oeuvres and wine.

6. **Public Comment.** No public comment offered.
7. **Friends of the Library Report.** The Friends of the Library will be holding their annual business meeting in May and conduct their Election of Officers. The slate to be presented is Nancy Eager, President; Ilene Rockman, Vice President; Helene Carr, Secretary; Alison Lewis, Treasurer; Nancy Mendoza, Corresponding Secretary; Evelyn Gertler, Parliamentarian. Three new members will be elected to the Board, Barbara Jones, Bonnie Smith and Judy Harrison.

The Friends have appropriated \$3500 as start up costs for the Literacy Program fundraiser. They have also appropriated funds for a special collection being developed at the Weekes Branch Library. It is called "Opening the Doors to Reading, the Helen Weekes Memorial Collection." The collection will be for beginning readers and their parents. Helen Weekes was a long time educator in Hayward, and a staunch library supporter, especially during the campaign to expand the Weekes Branch Library. When she passed away last year, sizable donations were offered to Project Legacy in her memory.

The Friends' Bigger than Usual Book Sale will be held on June 10, 11 and 12. The hours of the sale are Thursday evening, 5-9 PM, Friday and Saturday, 10 AM-4 PM.

At this time, the Library Commission moved to the Agenda Item of the BALIS/System Advisory Board (SAB) Report.

8. **BALIS/System Advisory Board (SAB) Report.** Ilene Rockman provided the BALIS/System Advisory Board (SAB) Report. As a part of their Plan of Service for 2004, the SAB planned joint meetings with other System Advisory Boards. On March 20<sup>th</sup>, the BALIS SAB met with the Peninsula Library System SAB for a joint breakfast in San

Mateo. Representing BALIS was Hayward, Alameda County, Alameda City, Pleasanton, Livermore and Contra Costa Libraries. There are three System Advisory Boards; BALIS, Peninsula Library System and the Silicon Valley Library System. BALIS is the most active, has the most members, and the most members who come to meetings. Representing Peninsula was San Carlos, Mountain View and San Mateo. There were no representatives from Silicon Valley. There was a discussion on the various Friends groups and library foundations.

A workshop was held on February 19 at San Francisco Public Library that dealt with Friends and Foundations. There was so much interest that there will be an outgrowth of that workshop at the Pleasanton Library on June 19. A meeting is scheduled for April 24 at the Stanford Park Hotel in Palo Alto. It will be a legislative breakfast with Joe Simitian who in Sacramento has been honored by the California State Library. The legislative breakfast will focus on library issues such as "Life after the Recall." Commissioners interested in attending may contact Linda Crowe, the Executive Director of the three library systems.

Mountain View reported that due to the cutbacks, they would be unable to have their bookmobile visit various businesses in their community, including Google. The Google employees were so upset when their bookmobile stop was announced as no longer continuing, that they went to the Google executives. Google has donated \$200,000 to the Mountain View Public Library for a Googlemobile.

Another area of the Service Plan is for the BALIS SAB members to meet with the BALIS member Library Directors. A joint dinner is scheduled for April 28. Ilene concluded her report by saying that it has been her honor and privilege to be the Hayward SAB rep, learn what is going on, and share this information with the Commission.

At this time, the Library Commission returned to the remaining New Business Agenda Items.

### **New Business (continued)**

**b. Proposed Changes to the Library General Schedule of Charges.** Included in the Library Commission Agenda packet was a report on the Proposed Changes to the Library General Schedule of Charges. This is a document that is reviewed on an annual basis. This year, the proposed changes were developed in response to the projected City budget shortfall for the coming year and in anticipation of budget reductions and revenue generation that each department will likely be asked to make as operating budgets are prepared for Fiscal Year 2004-2005.

The Library is proposing a number of changes to the General Schedule of Charges for FY 2004-2005. The three most significant changes being recommended are that overdue fines would be increased from \$0.10 to \$0.25 per day, the fee for processing lost items be increased from \$3.00 to \$5.00, and the Interlibrary Loan charge be increased from \$1.00 to \$2.00.

In the Library Operations Manager's report to the Library Director (included in the Agenda packet) it is estimated that the change in fees, if adopted, would generate about \$42,000 a year in increased revenue. A study of local libraries and the fees they charge was included in the packet.

The Library Director completed a survey from the Alameda County Library System on fines and fees, and one question asked was what percentage of the responding library's circulation figure represented children. For the Hayward Public Library, 39% of the total circulation figure is for materials borrowed by children (birth through young adult).

The Library Director commented that it was very important for the Library to make information available, and because a large percentage of the Library's circulation is to children, there was concern regarding the imposition of higher fees or fines. However, if the Library could offset the City's budget somewhat by adding revenue, perhaps the Library's budget would not have to be reduced as much. Commissioners commented that higher fines might encourage people to bring their books back in a timely manner. They also noted that the changes were in line with other public libraries in the area.

Three years ago, due to a high number of delinquent accounts, a collection agency was retained. The main goal of this agency, "Unique Management", is to obtain the return of library materials. The agency is "unique" in that they provide customer friendly collection service to libraries only.

Commissioners expressed their support of the suggested changes to the Library General Schedule of Charges.

**Board Action:** It was moved and seconded (Burnside/Bennett) to approve the proposed changes to the Library Schedule of Charges in the City of Hayward Master Fee Schedule for FY 2004-05. Unanimously approved.

c. **National Library Week.** The Library Director made a presentation on Bay Area wide plans for celebration libraries April 18-24, 2004. Commissioners were in receipt of a packet of materials that have been developed for this campaign. The theme for National Library Week is "Discover the Bay Area's best value . . . your library!" Mayor Roberta Cooper has issued a proclamation in observance of National Library Week. Approximately sixteen Library staff members attended the City Council meeting when the proclamation was presented and appreciated for their contributions to excellent library services in Hayward.

There will be "bus tails" on the road all over the Bay Area on the fleet of San Francisco Muni, Alameda County Transit, and Wheels (Livermore/Pleasanton). The bus tails will be on display from April 19-May 15. The theme will be displayed on banners and bookmarks that will also display a list of items that are loaned by libraries at no charge and the costs of these items if purchased or rented. KPIX-CBS/Channel 5 is a campaign partner. They have agreed to produce and air a public

service announcement, cover a launch event, broadcast live weather reports from various libraries during local news shows in April, and produce a feature story on the Evening Magazine. Public Service Announcements, Press Materials and an Op-Ed piece have been distributed to local radio stations, the major newspapers in the area and for each library system to use with local news media. A Fact Sheet that includes amazing Bay Area library statistics is being distributed at local libraries.

Two programs are scheduled this week at the Hayward Public Library. "Dan Chan Magic Man" this evening in the meeting room, and on April 22<sup>nd</sup>, "What's Up Big Band" will perform at the Weekes Branch Library.

The staff of the Hayward Public Library will be appreciated in observance of the first annual "National Library Worker's Day" with a luncheon at both libraries on Tuesday, April 20, 2004.

9. **Library Director's Report.** The Library Director referred Commissioners to the activity report for current library news, and distributed an updated Statistical Summary Report that contained the Gate Count for March 2004. The Library saw 55,334 people in March, during 27 open days. That is an average of 2050 per day.

The Library Director shared her observations of the various uses of the Library Internet stations. There is a high demand for use of the Internet stations. Library customers conduct job searches, research, and use the computers for other educational purposes, as well as for communicating with family members who live in their country of origin.

With regard to the development of the budget, each Department has prepared 5%, 7% and 10% budget reduction scenarios. Before receiving the targets, the Library Management Team had developed certain strategies. The first being that vacated positions would be held open to avoid layoffs. The second strategy was to reduce programmatically two areas, collection development and cataloging. The third was that with the reduction in staff, and in addition to ten frozen positions, some sort of service level reduction would be made. In doing that, we wanted to make the best considered decisions possible to serve our public as well as we could, while still keeping the needs of the staff in mind. Management met with Library staff in three different meetings to share the scenarios. In round figures, the 5%, 7% and 10% reductions represent \$168,000, \$263,000 and \$375,000. The various reduction scenarios were shared with the Commission.

The proposed budget was delivered to City Hall on April 16<sup>th</sup>. The City Manager will meet with each Department Head regarding their various proposals. The Library Director will meet with him on April 23<sup>rd</sup>. On April 26<sup>th</sup>, the City Manager will route his decisions to the Finance Department. From April 26<sup>th</sup> through May 11<sup>th</sup>, the Finance Department will develop and publish the document. The City Council and the public will receive the budget by May 14<sup>th</sup> and begin their work sessions on May 25<sup>th</sup>, May 27<sup>th</sup> and June 1<sup>st</sup>. These work sessions will be to review the budget and the Master Fee Schedule. There will be a Public Hearing on the recommended budget at

the regular City Council meeting on June 8<sup>th</sup>. On June 22<sup>nd</sup>, a second Public Hearing on the budget will be held and the budget will be adopted.

Library Commissioners noted that they have attended budget work sessions in the past and asked that the Library Director advise them of meeting times when they are published. Commissioners also discussed developing a letter to be presented to the City Council during the public hearing on the budget. The Library Director was asked to provide a packet of past letters to Commissioners for review and in preparation for development of the letter this year.

10. **Library Commission Report.** No reports were offered.
11. **Agenda Building.** Items for the May 17<sup>th</sup> Library Commission Agenda were discussed and included a budget update, a state legislative update, the development of the traditional budget letter to the City Council and the selection of a date for the annual Library Commission dinner.
12. **Meeting Evaluation.** Commissioner Fields appreciated all the presentations that have been made by Library staff on various division activities and services, observing that these presentations provide excellent information about the Library for Commission members.
13. **Adjournment.** The meeting was adjourned at 9:06 PM.