



**CITY OF HAYWARD LIBRARY COMMISSION**  
Library and Neighborhood Services Department  
Hayward Public Library  
Administrative Office  
835 C Street, Hayward



October 20, 2008  
6:30 PM

## **A G E N D A**

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Minutes of Meetings of June 16, 2008 and September 6, 2008**
5. **Public Comment**

The Public Comments section provides an opportunity to address the Library Commission on items listed on the agenda, as well as other items of interest. The Commission welcomes comment and requests that speakers present their remarks within established time limits. (Individual comments are set at a 3-minute time limit; comments on behalf of a group are set at a 5-minute time limit.) As the Commission is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.
6. **Friends of the Hayward Public Library Report**

Report on the activities of the Friends of the Hayward Public Library.
7. **New Business**
  - a. Introductions and Welcome New Library Commissioner, Monica Schultz
  - b. Election of Officers for FY 2009
8. **Library Director's Report**

Report on library activities and statistics.
9. **Library Commission Report**

Report on Library activities in which Commissioners have been engaged.

  - a. Summarize CALTAC Board Effectiveness Workshop
10. **City Council Liaison Report**

Report on City matters that are of pertinence to the Library Commission.
11. **Agenda Building**

Consider items for inclusion on the Library Commission Agenda for coming months.
12. **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 Library Administration at 510/881-7954 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.

CITY OF HAYWARD  
**Minutes of the Library Commission Meeting**  
**June 16, 2008**

Hayward Public Library  
 Administrative Office  
 835 C Street, Hayward

1. **Call to Order.** Commission Chair Linda Bennett called the meeting to order at 6:31 PM.
2. **Pledge of Allegiance.** Commissioners recited the Pledge of Allegiance.
3. **Attendance**

Commissioner	Attendance this Meeting	Present to Date Regular Meetings	Absent to Date Regular Meetings	Attendance Special Meetings
Linda Bennett	X	10	0	
Lisa Brunner	X	9	1	
Jessica Fields	X	8	2	
Natalie Forrest	X	8	2	
Elsa Glines	X	10	0	
Kelly Greenne	X	10	0	
Judy Harrison	X	9	1	

Library Staff: Lisa Rosenblum, Library Director  
 Linda Atwater, Administrative Secretary

Council Member: City Council Member Bill Quirk

Guest: Dave Krug

4. **Approval of Minutes of Meeting of May 19, 2008**

**Board Action:** It was moved and seconded (Greenne/Glines) to approve the minutes of the meeting of May 19, 2008. Motion unanimously carried.

5. **Public Comment.** No public comment.

6. **Friends of the Library Report.** Commissioner Harrison provided the 2007-2008 Friends of the Library Report Year End Report (attached).

7. **Old Business:**

a. **Budget Update.** The budget was presented at a public hearing last week and will be finalized next week. The Library Department budget submittal reflects the 6% reduction required by all departments, and it was noted that the Library has 23% fewer staff now, than when compared to the baseline budget in 2004 (when hours were cut). It is anticipated that there will be budget readjustments made in September/October, as employees who are eligible have been offered a retirement incentive, which will provide a one-time savings to the City. However, if not enough people accept the offer, there may be need for City wide layoffs later in the year.

**8. Library Director's Report.** The Library Director provided a recap of the activities of the past year. In planning for a new main library, a needs assessment survey was conducted in the fall of 2007, in which the Library Commissioners provided assistance. In January 2008, the results were presented to the City Council in the first ever joint Library Commission/City Council Work Session. Regular meetings of the New Main Library Building Committee have been held, and include staff from the Library, Public Works, and Community and Economic Development Departments, and the architectural firm of Noll & Tam.

Circulation statistics and gate counts continue to increase. Programming activities have been expanded and two extra sessions of Early Learning with Families (ELF) have been added. Community partnerships have been established this year. The Library is working with the Hayward Adult School (HAS) to offer ESL classes at the Weekes Library, and computer classes at the Main Library. The instructors are provided through the HAS and the library supplies the equipment, space and some staff support.

A member of the Library Management Team, Library Operations Manager Judy Sander, retired effective June 2, 2008. She was responsible for the success of a number of remodeling projects, most recently the Friends move from the basement to the main floor. In January 2008, Sean Reinhart was hired and serves as Supervising Librarian responsible for Adult and Literacy Services.

Library staff has been successful in receiving funding for programming activities due to a number of grant awards. Successful grant applications include the Digital Storytelling Station, Early Learning with Families at Weekes Branch Library, Touch Points Training, and the National Endowment for the Arts (NEA) Big Read.

As a result of a collaborative project, the Hayward Public Library received a grant to contract with EnviroSell, a leading research and consulting agency for commercial environments that integrates the analysis of layout, merchandising, and operations. EnviroSell conducted a study that gathered and analyzed information about customer experience as well as the relationship of that experience to library design, operations, communication systems, and technology. In direct response to the results of the report, the library made significant changes in layout, merchandising, and signage at the Weekes Library. The results of the studies were disseminated at the California Library Association conference in November 2007, and presented at the Public Library Association Conference in Minneapolis in March 2008.

The Weekes Branch remodel was completed earlier this year and it has been noted that while no new computers were added, computer usage increased at the Branch following the remodel. This is an example of how the creation of zoned areas results in the increased visibility and use of the materials featured in that area.

Director Rosenblum has submitted a new State Library grant application to contract with EnviroSell to repeat their study at the Weekes Branch Library to measure the effectiveness of the changes that have been made in order to determine how the evaluation of library experience from a retail perspective has influenced the responses of library customers. The results would be disseminated throughout the library community to assist other libraries in planning for changes in their own locations and presented at upcoming annual library conferences.

Effective July 1, 2008, a new department will be formed, the Library and Neighborhood Services Department, based upon Council priorities to improve neighborhoods. The Library Director's responsibilities will be increased to include issues of code enforcement and community preservation, as well as Community Development Block Grant (CDBG) and Social Services. The Library Department already provides some social services and this merger provides an opportunity to leverage the strengths of our divisions.

Council Member Quirk commented that “it really shows tremendous confidence that the City Manager has in Lisa Rosenblum, because policing and neighborhood preservation issues are the two top priorities for the City Council.” He knew he was putting a very top manager in charge. Council Member Quirk noted that it was true that the City Manager saw a certain synergy between the Library and Neighborhood Services, but he thought that the main thing was he saw a very capable director.

Commissioner Glines asked if the Director had been meeting with the staff members from the Neighborhood Services Division. In preparation for the July 1, 2008 merger, an all staff meeting was held in May, and the Director has been meeting on a regular basis with her new managers from the Neighborhood Services Division. Responding to a question raised by Commissioner Brunner, Director Rosenblum responded that the Neighborhood Services Division staff will remain located in City Hall. She will retain her office at the Library, and will be setting up work space at City Hall. There are two Commissions associated with the Neighborhood Services Division - the Citizens Advisory Board and Human Services Commission. Responding to a question raised by Commissioner Greenne, Director Rosenblum assured the Library Commission that their role will remain unchanged.

9. **Library Commission Report.** Commissioner Greenne commented on how busy the library was during a recent visit. She observed a long line waiting for assistance at the desk, the immediate availability of the self-check, and asked if customers preferred personal assistance. The Director advised the Commission that the Greeter’s first role is to ascertain what assistance the customer is seeking. If a customer wants to obtain a library card or pay fines, they are directed to the Accounts Desk. If they are ready to check out materials, the Greeter provides direction/assistance to the customer in using the self-check equipment. Upon implementation of the fines-on-line module, customers will be able to pay fines using a credit card, and the Greeter will direct the customer to the PC and provide instruction in its use.

While Commissioner Greenne was unable to attend the recent author program “Tea with Kelly Corrigan,” she noted the partnerships that provided support for the event. The program was co-sponsored by the AAUW Hayward/Castro Valley Branch and the event was made possible through the Big Box Program of BALIS, a grant funded by the State Library through the Library Services & Technology Act. Commission Chair Bennett commented on the number of compliments that she hears with regard to the library and the services that are provided.

10. **City Council Liaison Report.** Council Member Quirk noted that in a few weeks, the City Council will consider the issue of the placement of antennas on the old city dump site. If the placement is made, the library would receive \$5 million to go towards building a new Main Library. An update was provided on the status of the Calpine proposal.
11. **Agenda Building.** Historically, the Library Commission is on hiatus during the months of July and August, and reconvenes in September. It was suggested that the CALTAC Library board Effectiveness Training be scheduled in September, and the possible scheduling of this activity on September 6, 2008, 9 AM to 12 PM will be explored with the CALTAC staff.
12. **Adjournment.** Library Chair Bennett adjourned the meeting at 7:05 PM in honor of Commissioner Elsa Glines. Commissioners expressed their appreciation of Commissioner Glines’ many contributions and years of service. The Commission proceeded to Buon Appetito for their no host Library Commission Dinner.

CITY OF HAYWARD  
Hayward Public Library  
Library and Neighborhood Services Department

**Minutes of the Special Library Commission Meeting  
September 6, 2008  
9 AM – 12:30 PM**

Hayward Public Library  
Administrative Office  
835 C Street, Hayward

1. **Call to Order.** Commission Chair Linda Bennett called the meeting to order.
2. **Pledge of Allegiance.** Commissioners recited the Pledge of Allegiance.
3. **Attendance**

Commissioner	Attendance this Meeting	Present to Date Regular Meetings	Absent to Date Regular Meetings	Attendance Special Meetings
Linda Bennett	X			1
Lisa Brunner	X			1
Jessica Fields	X			1
Natalie Forrest	X			1
Kelly Greenne	X			1
Judy Harrison	X			1
Monica Schultz	0			0

Library Staff: Lisa Rosenblum, Director of Library and Neighborhood Services

Council Member: City Council Member Bill Quirk

Guest: Alan B. Smith, President of CALTAC

4. **Public Comment.** No public comment.
5. **New Business**
  - a. CALTAC (California Association of Library Trustees and Commissioners) Board Effectiveness Training. Commissioners welcomed Alan B. Smith, President of CALTAC to the meeting. Mr. Smith provided the Library Commissioners with a handout to reference during the training session. Following the presentation, Commissioners conducted a brainstorming session and notes from that discussion are included as an attachment.
6. **Adjournment.** The meeting was adjourned at 12:30 PM.

## **Library Board Effectiveness Training**

### **Brainstorming Ideas**

1. Meeting in Public (Neighborhood & Community Organizations)
2. Go to City Council Meetings
3. Generate e-mails (Council from people they don't know)
4. PowerPoint Presentation (New library/selling library)
5. Possible Televised Meeting?
6. City Council Involved/Joint meeting
7. Meet with new Council Members
8. Cultivate stakeholders (business, service clubs, school board, others)
9. Policy Review

#### **Strengths**

- Good Advocates
- Well Informed
- Planning-Input
- Finances-Well Informed
- Organization-Knowledge

#### **Opportunities**

- Advocacy
- Better Community Relations
- Planning-More Information
- Human Resources

#### **Strengths**

- Team Work
- Support Library Director
- Advocate Change

#### **Weaknesses**

- Getting Financial Support
- Community Advocacy
- Long Term Planning
- Negativity