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

March 16, 2009  
6:30 PM

**A G E N D A**

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Minutes of Meeting of February 23, 2009**
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. **Old Business**
  - a. Planning Process for New Main Library
  - b. Budget Update
8. **Director of Library and Neighborhood Services Report**

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

Report on Library activities in which Commissioners have been engaged.

**CITY OF HAYWARD LIBRARY COMMISSION - Agenda**

Library and Neighborhood Services Department

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**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**

The Library Commission will adjourn to dinner at Chef's Experience/China Bistro, located at 22436 Foothill Boulevard in Hayward.



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.



**Minutes of the Library Commission Meeting**  
Library and Neighborhood Services Department

Hayward Public Library  
Administrative Office  
835 C Street, Hayward

**February 23, 2009**

1. **Call to Order.** Commission Chair Linda Bennett called the meeting to order at 6:34 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	5	0	1
Lisa Brunner	X	5	0	1
Jessica Fields	X	4	1	1
Natalie Forrest	X	5	0	1
Kelly Greenne	X	4	1	1
Judy Harrison	0	3	2	1
Monica Schultz	X	4	1	0

Library Staff: Lisa Rosenblum, Director of Library and Neighborhood Services  
Sean Reinhart, Supervising Librarian  
Linda Atwater, Administrative Secretary

City Council Liaison: City Council Member Bill Quirk

4. **Approval of Minutes of Meeting of January 26, 2009**

**Board Action:** It was moved and seconded (Greenne/Brunner) to approve the minutes of the meeting of January 26, 2009 as submitted. Motion unanimously carried.

5. **Public Comment.** No public comments were offered.
6. **Friends of the Library Report.** The story titled "Treasure Trove found in Hayward Library Donation" and "Library volunteers crack 'book safe' case" appeared in several Bay Area newspaper publications, including The Daily Review, Oakland Tribune, and Contra Costa Times. The Friends of the Library made an appearance before the City Council to talk about the closure of the library (along with other City departments and services) during the two week period in December 2008.
7. **Old Business:**
  - a. **Planning Process for New Main Library.** On March 17, 2009, the City Council will meet in work session to review two alternatives for the location of a New Main Library. The agenda report on this item is nearing completion, and the architect is working with the Director on development of the presentation for the work session.
  - b. **Budget Update.** A City Council work session, for the purpose of conducting the mid-year budget review, is scheduled tomorrow (February 24, 2009). Council Member Quirk provided an overview of the information that is contained in the agenda report on this topic.
8. **New Business**
  - a. **Strategies for Library Advocacy.** The Commission Chair introduced the topic of Library Advocacy, noting that it included, but was not limited to, the issue of the Utility Users Tax (UUT), the budget, and The Big Read. If the Commission were in support of the revenue measure, one of their advocacy components could be to speak to it and/or write something in its support. Council Member Quirk reminded the Commission that interested persons can speak under Public Comments. With regard to the community wide event "The Big Read," Sean Reinhart noted that six members of the City Council are participating in the Read-a-thon on March 5, 2009.

The Commission Chair noted that there were two topics for consideration, the budget and the revenue measure. She suggested that the Commission first discuss the budget, and the meeting scheduled for February 24, 2009. Further, she proposed the Commission decide if it wished to make a statement or e-mail the City Council to express support of the library.

Commissioners engaged in a lengthy discussion of the value of a library to a community, the increased use of libraries during times of economic downturn and uncertainty, and quality of life issues in a city. Following the discussion, there was consensus for the Commission Chair to offer public comment at the February 24, 2009 work session.

In responding to questions raised by the Commission, information was shared with regard to the possibility of a revenue measure, a Utility Users Tax (UUT), being brought to the voters in June 2009. The UUT is a tax that is applied locally and collected at the local level, and can not be taken by the State. It would be imposed on the consumption of certain utility services including electricity, gas, telephone, cellular phones, and cable television. The UUT would not be imposed on water/sewer or garbage bills. The tax is levied by the City, collected by the utility as part of its regular billing, and then remitted directly to the

City. The UUT would be applied across a wide base of taxpayers, including property owners, renters, businesses and industrial sites. It was noted that most of the cities in Alameda County have a UUT in place.

Commissioners discussed the information that was shared and offered comments. There were concerns that the UUT would be imposed on services that were necessities, not luxuries. Commissioner Fields asked if certain residents (low income, fixed income, those with medical emergencies) would be eligible for an exemption. Council Member Quirk advised the Commission that there would be exemptions made, and that this information was contained in the agenda report. Commissioner Greenne noted that the information included in the Commission agenda packet (an attachment to the minutes) did not include what percentage was being proposed for the UUT, nor the period of time the UUT would be in effect. Commissioners asked if there would be an oversight committee to ensure that it was not just public safety services that benefited from the receipt of UUT revenue. Council Member Quirk responded that the staff recommendation is for a utility tax of 5.5% and for the revenue measure to be in effect for ten years. He noted that the City Council could make a different decision, but felt they would support the staff recommendation. There would be an oversight committee. Council Member Quirk advised the Commission that the agenda report was available online. Director Rosenblum had a copy of the report and provided it for review.

Commission Chair Bennett referred to a copy of the agenda report and read the following:

*Fiscal Impact: Based on the recommended rate of 5.5% staff expects to derive \$13,200,000 per year in General Fund revenues if Council decides to move forward with such a measure and a majority of voters voting in a special election approve such a measure. There is no reliable way to identify the exact revenue that the City of Hayward will derive from this tax. Every city is unique with its own blend of residential commercial and industrial utility users and with its own level of adaptation to technology. Revenue generation is projected to occur in the following proportions from the assumed levels of utility usage: 53% from electric, 33% from telecommunications, (and of that 13% from land lines, and 20% from wireless phones,) 10% from gas, 4% from video.*

Council Member Quirk reported that the City sent out mailers to over 72,000 households, seeking input from residents in the community about their priorities for maintaining services. In addition, nearly 10,000 e-mails were sent out for the same purpose. He reported that there was a very good response with nearly 1800 returned cards and over 300 returned e-mails, all identifying priorities and many expressing detailed opinions and perspectives on the current economic situation of the City.

In addition, a group of volunteers has been walking neighborhoods and phoning residents to make certain that the broadest possible spectrum of the community is reached. At least 60 volunteers participated over three weekends in making about 1000 direct community contacts and talking with 700 residents via phone.

**Board Action:** It was moved and seconded (Greenne/Brunner) for the Library Commission to support the placement of the Utility Users Tax revenue measure on the ballot.

Commissioner Greenne asked when the City Council would be making their decision on the UUT. Council Member Quirk advised the Commission that the item goes before Council on March 3, 2009.

Referring to the agenda report, it was noted that the Ordinance included an exemption or rebate for low income households and taxpayers which applies to households or individuals depending on the specific utility at or below 80% Area Median Income (AMI) and/or already eligible for utility Lifeline Service. This exemption would be administered consistent with already existing processes within the City (e.g., as currently applied to water customers); or by the utility collecting the tax contingent upon the customer being qualified for Lifeline Service according to the criteria of each specific utility provider.

**The motion was carried with 5 AYES and one abstention (Commissioner Fields).**

9. **Director of Library and Neighborhood Services Report.** Director Rosenblum advised the Commission that the American Library Association (ALA) filed comments with the Consumer Product Safety Commission (CPSC), urging the Commission to issue notification confirming that the new lead limits under the Consumer Product Safety Act (CPSIA) do not apply to library books and related materials. Under the CPSIA, which was passed by Congress in August, children's products are required to undergo stringent testing for lead and phthalates. The General Counsel of the CPSC had interpreted the law to apply to ordinary, paper-based books for children 12 years of age or younger, so that all such books and product would have to be tested for lead content. Therefore, public, school, academic and museum libraries would be required either to remove all their children's books or ban all children under 12 from visiting the facilities as of February 10, 2009. As a result of the ALA's advocacy on behalf of all libraries to change the ruling, the CPSC has exempted children's books that were printed after 1985. The CPSC just recently announced that libraries will be exempt for one year while the matter is studied further. The Director noted that the Hayward Public Library collection has been weeded in recent years, and the items that remain in the children's collection, printed before 1985, are being removed from the shelves and discarded.

The Library received a \$450 YALSA (Young Adult Library Services Association) Teen Tech Week mini grant award to run a program called Manga Tech. The program will allow teens to create manga using Tokyopop Manga Creator software. (Four copies of the software will be purchased with grant funds.) A comic book expert will provide teens with an overview of how to create a comic. The books that are created will be added to the library collection. The program will run the week of March 9-14. The library was one of 20 libraries across the country awarded the grant.

The After School Homework Center at the Main Library opened in February, funded by a \$263,318 appropriation from the U.S. Department of Education. A homework help coordinator, Lindsey Vien, has been hired. The program is available to students in grades K-12, on a drop-in basis. Twenty five lap top computers (15 at Main and 10 at Weekes) have been purchased for use by the students and their tutors engaged in homework help. A live homework help program in English and Spanish, Tutor.com, is available for anyone to use. The Friends of the Library have provided funds for the purchase of snacks for the students.

- 10. Library Commission Report.** Commissioner Greenne commented on a recent visit to the Library on a Thursday near the closing time of 5 PM, and observed that many people were using the library at that time. Commission Chair Bennett noted the high level of activity in the library today, when she came in 1:30-2:00 PM. Commissioner Brunner stated that she sees many people in the WiFi area using their laptop computers. Commissioner Fields reflected on the public comment she made at a recent City Council session, and Commissioners expressed their appreciation.
- 11. City Council Liaison Report.** City Council Member Quirk acknowledged that he had provided the majority of his report during earlier discussions. He reiterated the impact and importance of community members communicating with the City Council, noting that it does make a difference.
- 12. Agenda Building.** Commissioners suggested future agenda items include updates on Planning for a New Main Library, and the Budget.
- 13. Adjournment.** The Commission Chair adjourned the meeting at 7:55 PM.