

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

March 15, 2010
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 22, 2010**
5. **Public Comment**

This 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. Adoption of Calendar Year 2010 Commission Goals and Priorities
8. **New Business**
 - a. Staff Presentation on Library Services – The Big Read
 - b. New Main Library

CITY OF HAYWARD LIBRARY COMMISSION - Agenda

Library and Community Services Department

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- 9. Director of Library and Community Services Report**
- 10. Library Commission Report**
Report on Library activities in which Commissioners have been engaged (Library advocacy, news, public contact, etc.)
 - a. CALTAC Workshop Presentation
- 11. City Council Liaison Report**
Report on City matters that are of pertinence to the Library Commission.
- 12. Agenda Building**
Consider items for inclusion on the Library Commission Agenda for coming months.
- 13. Adjournment**



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CITY OF
HAYWARD
 HEART OF THE BAY

Minutes of the Library Commission Meeting
 Library and Community Services Department

Hayward Public Library
 Administrative Office
 835 C Street, Hayward

February 22, 2010

1. **Call to Order.** Commission Chair Linda Bennett called the meeting to order at 6:40 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 |
|-----------------|-------------------------------|--|---------------------------------------|-----------------------------------|
| Stephanie Ayala | X | 6 | 0 | |
| Linda Bennett | X | 6 | 0 | |
| Lisa Brunner | X | 5 | 1 | |
| Natalie Forrest | X | 5 | 1 | |
| Kelly Greenne | X | 6 | 0 | |
| Judy Harrison | 0 | 4 | 2 | |
| Monica Schultz | X | 5 | 1 | |

It was noted that Commissioner Harrison was attending the "Get Involved" volunteerism institute, sponsored by the California State Library. (Therefore, this absence is excused.)

Library Staff: Sean Reinhart, Interim Library Director
 Linda Atwater, Administrative Secretary
 Olga Ramirez, Library Assistant
 Vince Ang, Library Operations Manager

Guest: Simon Wong, Tri-City Voice

4. **Approval of Minutes of Meeting of December 14, 2009 (revised) and January 25, 2010.**

Board Action: It was moved and seconded (Forrest/Brunner) to approve the minutes of the meeting of December 14, 2009 (revised). To provide additional time to review the minutes of both meetings, the Commission Chair suggested approval of the minutes be deferred until later in the meeting.

5. **Public Comment:** Library Assistant Olga Ramirez was welcomed to the meeting. Ms. Ramirez' work assignment is in the Administrative Office and she has been with the Library for over 11 years. Ms. Ramirez will act in place of the Administrative Secretary during upcoming vacation leave taking.

The Commission Chair and Commissioner Greenne attended a Demos Club meeting last Thursday where the one of the speakers was Council Member Quirk. The topic of a November water bond matter was discussed and both Commission members acknowledged that Council Member Quirk did a good job in his presentation.

6. **Friends of the Library Report:** No report was given. Commissioner Harrison is currently away representing the Library at the "Get Involved" volunteerism institute, sponsored by the CA State Library. A team of 5 volunteers and staff from the Hayward Public Library is attending this two-day workshop in Irvine, California about volunteer engagement in libraries, the pending wave of Baby Boomer retirees, and how to engage them in volunteer services.

7. **New Business:**

a. **Staff Presentation of Library Services – Acquisitions: Processing of Library Materials.** Library Operations Manager Vince Ang provided a presentation on the Acquisitions process and responded to questions and comments.

b. **Discussion on Commission Goals and Priorities for 2010.** Director Reinhart provided copies of the Hayward City Council's Priorities and Initiatives for reference as Commissioners began their brain storming session to set Commission Goals and Priorities for calendar year 2010. The priorities of the Commission, as well as staff should be in alignment with those of the City Council. The items suggested will be included in a draft document (attached) for the Commission to review and approve at their next meeting.

On the City's website, it reads "The Library Commission advises the Hayward City Council on library policies. These policies include hours of service, fines and fees, library programs, capital improvements, Federal and State legislation affecting libraries, parking for library users, special services to persons with disabilities, cooperation with neighboring libraries, improvements in service, publicity and promotion, location of service outlets, equipment needs, policies governing the use of the meeting room, bilingual library programs, cooperation with other community agencies, and more."

From the City Council's Priorities list, Director Reinhart detailed for the Commission those priorities which applied to the Library. Under Crime and Public Safety - School Safety Partnerships and Youth Master Plan tie in with what the Library does. The Library is the liaison to the Hayward Youth Commission, which is charged with creating a Youth Master Plan. Under Cleanliness - the Neighborhood Partnership Program touches on Library services, since the residents attending those sessions are interested in what types of services are available, especially support from schools. With regard to the Volunteer Programming Enhancements, outside of the Police Department, the Library is the most robust, as far as using volunteers, of any department in the City. There are six volunteer programs with over 300 volunteers who put in 15,000 hours of service last year. The murals on the Library book boxes are tied to the Public Art Program. Under Land Use and Sustainability - Facilities Planning, the New Main Library is one of the identified facilities needs for the City. It is a priority and has been placed in the City's Capital Improvement Plan. Under Fiscal Stability - Revenue Measure ties in with that project. On the updated Calendar Year 2010 priorities approved by City Council last year, the Exploration of a Public Facilities Bond has been added. The Library is working with Alternative Service Delivery Models, such as the Fines-Free Library Loan program. Academic Excellence was added to the City Council's Priority List in CY 2010, as the success of local schools has a direct correlation with the property values and economic stability of the community. The Library's educational mission has always been and will continue to be to support local schools.

Priorities suggested by the Commission were recorded in the attached draft, Hayward Library Commission Priorities CY 2010.

Particular note was made of the success in using personal contact to promote the Library. There are several opportunities coming up in the near future where Commissioners can volunteer to staff an informational booth, with materials provided by the Library. Director Reinhart routed a sign-up sheet to Commissioners for their consideration. The list will also be routed in an e-mail to Commissioners.

- c. **Agenda Plan.** Commissioners discussed the draft Agenda Plan that was prepared following last month's meeting and discussion. A revised Agenda Plan is attached.

Board Action: It was moved and seconded (Greenne/Schultz) to approve the Agenda Plan for 2010 with the additions noted. Motion unanimously carried.

- d. **Mid-Year Budget.** Director Reinhart thanked Commissioners Harrison, Forrest, Schultz, and Chairperson Bennett, for their attendance and comments offered during the recent City Council budget update.

While the City budgeted very conservatively, there is still an anticipated deficit of \$2.1 million this year, mainly due to continuing steep declines in sales tax revenues. The City Council has accepted the City Manager's recommendation to make only minor budget adjustments, with no significant changes to department operating budgets for the remainder of the current fiscal year 2010. However, due to the recent severe decline in

the City's property tax revenue base, the projected slow recovery from that decline, and ongoing increases in employee benefit costs (health care and PERS retirement), the City is faced with an ongoing \$7-9 million structural deficit beginning with FY 2011.

The next work session on the budget is May 25, 2010; the Public Hearing is June 15, 2010; and the Budget Adoption is scheduled for June 22, 2010.

- 8. Director of Library and Community Services Report:** Director Reinhart advised the Commission that Youth Services Manager, Jenny Wu, will be leaving effective March 6, 2010, and recruitment has commenced to fill this critical management position. Within the next few months, the position vacancy that was created by Sean Reinhart's appointment as Director will be filled. The position is being repurposed to focus on grant and other resource development, and budget support. Melesha Owen, Supervising Librarian at Weekes Branch Library, has come to the Main Library to supervise the Adult Services staff. Director Reinhart noted that most of the staff at Weekes Branch report to Vince Ang, Library Operations Manager and that location will be operated as it has in the past, with in charge staff.

At this time, the Commission returned to Agenda Item 4

Approval of Minutes of Meeting of December 14, 2009 (revised) and January 25, 2010

Board Action: It was moved and seconded (Forrest/Brunner) to approve the minutes of the meeting of December 14, 2009 (revised). Motion unanimously carried.

It was moved and seconded (Greenne/Brunner) to approve the minutes of the meeting of January 25, 2010. Motion unanimously carried.

9. Library Commission Report:

- Director Reinhart reminded Commissioners of the CALTAC workshop scheduled for Saturday, February 27, 2010. Commission Chair Bennett asked that a copy of the materials be made for her, as this is the first year she is unable to attend. This item will be placed on the agenda for the Commission meeting of March 15, 2010.
- Although the date of the City Council budget session had apparently changed, Commission Chair Bennett was in attendance due to several items on the agenda, and provided comment with regard to medicinal marijuana dispensaries and the issue of the homeless shelter.
- Commissioner Greenne was pleased that in addition to author programs, movies were being shown with an opportunity to meet the director and cast, and she was excited about the upcoming Big Read. Director Reinhart noted that the intern assigned to the Big Read, Christina Herd, will be contacting Commissioners this week to assign reading slots for the opening Read-a-Thon event on March 31 and April 1, 2010.

- 10. City Council Liaison Report:** City Council Member Quirk was not in attendance.

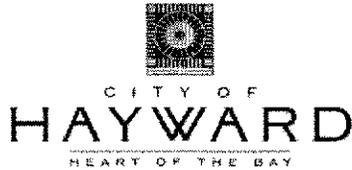
11. Agenda Building: Various items were suggested for inclusion on future agendas:

- Each agenda will include a brief staff presentation on library services
 - Budget Update
 - CALTAC Report
 - Presentation on The Big Read
 - New Main Library
 - Adoption of CY 2010 Commission Goals and Priorities

12. Adjournment: The Library Commission meeting was adjourned at 8:02 PM.

City of Hayward
 Library and Community Services Department
 Hayward Library Commission Goals and Priorities
 Calendar Year 2010

| Hayward Library Commission Priorities | Hayward City Council Priorities Addressed |
|--|---|
| <p>New Main Library</p> <ul style="list-style-type: none"> - Building Design - Land Use - Community Involvement - Funding - Building Program (Café, RFID, etc.) | <p>Fiscal Stability</p> <ul style="list-style-type: none"> - Public Facilities Bond - Alternative Service Delivery Models (RFID, etc.) <p>Land Use and Sustainability</p> <ul style="list-style-type: none"> - Facilities Planning |
| <p>Support for Schools</p> <ul style="list-style-type: none"> - Expand partnerships and support for schools - TOP Schools, Neighborhoods and Libraries project - Youth development programs & outreach - Safe and constructive after-school activities for youth - Hayward Youth Commission (Youth Master Plan) | <p>Crime & Public Safety</p> <ul style="list-style-type: none"> - School Safety Partnerships - Youth Master Plan <p>Fiscal Stability</p> <ul style="list-style-type: none"> - Academic Excellence - Alternative Service Delivery Models (TOP Schools, etc.) |
| <p>Library Advocacy & Awareness</p> <ul style="list-style-type: none"> - Promoting the library (educating them, our services, etc.) - Focused outreach (seniors, teens, families, etc.) - Personal outreach to community groups - Community Group List - Neighborhood Partnership Program - Volunteer programming enhancements | <p>Cleanliness</p> <ul style="list-style-type: none"> - Neighborhood Partnership Program - Volunteer Programming Enhancements |
| <p>Funding & Resource Development</p> <ul style="list-style-type: none"> - Grants - Fundraising - Alternative Service Delivery | <p>Fiscal Stability</p> <ul style="list-style-type: none"> - Public Facilities Bond - Alternative Service Delivery Models (RFID, etc.) |



City of Hayward
 Library and Community Services Department
 Hayward Library Commission
 Agenda Plan for 2010
 Revised 2/22/10

| Meeting Date | Agenda Items | Expected Outcome |
|----------------|---|---|
| Jan. 25, 2010 | <ul style="list-style-type: none"> • Mid-Year Budget • Annual Meeting Schedule and Agenda Plan for CY 2010 • Introduction of CY 2010 Commission Goals and Priorities Planning Process | <ul style="list-style-type: none"> • Education • Discussion • Discussion |
| Feb. 22, 2010 | <ul style="list-style-type: none"> • Presentation: Acquisitions & Processing of Library Materials • Annual Meeting Schedule and Agenda Plan for CY 2010 • Mid-Year Budget • Discussion of CY 2010 Commission Goals and Priorities | <ul style="list-style-type: none"> • Education • Approval • Education • Discussion |
| Mar. 15, 2010 | <ul style="list-style-type: none"> • Presentation: The Big Read • New Main Library • Adoption of CY 2010 Commission Goals and Priorities • CALTAC Workshop Presentation • Budget Update | <ul style="list-style-type: none"> • Education • Discussion • Approval • Education • Education |
| Apr. 19, 2010 | <ul style="list-style-type: none"> • Presentation: Services to Seniors (extend invitation to representative of various senior groups) • Presentation: Noll and Tam • New Main Library | <ul style="list-style-type: none"> • Education • Education • Discussion • Discussion |
| May 17, 2010 | <ul style="list-style-type: none"> • Presentation: Summer Reading Program • Budget FY 2011-12 | <ul style="list-style-type: none"> • Education • Discussion |
| Jun. 21, 2010 | <ul style="list-style-type: none"> • Presentation: School/Education Services • Satellite Library Project • Budget FY 2011-12 | <ul style="list-style-type: none"> • Education • Discussion • Discussion |
| Jul./Aug. 2010 | <ul style="list-style-type: none"> • (On Hiatus) | |
| Sep. 20, 2010 | <ul style="list-style-type: none"> • Presentation: Library & Community Services Overview • Election of Officers | <ul style="list-style-type: none"> • Education • Approval |
| Oct. 18, 2010 | <ul style="list-style-type: none"> • Presentation: Services to Young Adults | <ul style="list-style-type: none"> • Education |
| Nov. 15, 2010 | <ul style="list-style-type: none"> • Budget Update FY 2011-12 • Discussion of CY 2011 Commission Goals and Priorities | <ul style="list-style-type: none"> • Education • Discussion |
| Dec. 20, 2010 | <ul style="list-style-type: none"> • Establishment of Annual meeting schedule and Agenda Plan for CY 2010 • Adoption of CY 2010 Commission Goals and Priorities | <ul style="list-style-type: none"> • Approval • Approval |