



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

January 24, 2011
6:30 PM

AGENDA

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Minutes of Meeting of December 20, 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. **Report from Director of Library and Community Services**

Report on library activities and statistics
7. **Friends of the Hayward Public Library Report**

Report on the activities of the Friends of the Hayward Public Library
8. **New Business**
 - a. Mid Year Budget Update
 - b. Governor's Budget Proposal
 - c. Bond Feasibility Survey Results
 - d. Meeting Schedule

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9. Library Commission Report

Report on Library activities in which Commissioners have been engaged.

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



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Minutes of the Library Commission Meeting
 Library and Community Services Department

Hayward Public Library
 Administrative Office
 835 C Street, Hayward

December 20, 2010

1. **Call to Order:** Commission Chair Kelly Greenne called the meeting to order at 6:30 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	3	0	1
Linda Bennett	0	2	1	1
Lisa Brunner	X	3	0	1
Kelly Greenne	X	3	0	1
Judy Harrison	X	3	0	1
Kari McAllister	X	3	0	1
Monica Schultz	X	3	0	1

Library Staff: Sean Reinhart, Director of Library and Community Services
 Linda Atwater, Administrative Secretary

Guest: Simon Wong, Tri-City Voice

4. **Approval of Minutes of Meeting of October 18, 2010**

Board Action: It was moved and seconded (McAllister/Ayala) to approve the minutes of the meeting of October 18, 2010 as presented. Motion unanimously carried by Commissioners present at that time (Ayala, Greenne, Harrison, McAllister).

5. **Public Comment:** Simon Wong, with the Tri-City Voice, was welcomed to the meeting. No public comments were offered.
6. **Report from Director of Library and Community Services.** Director Reinhart advised the Commission that long time Children's Librarian, Richard Osorio, passed away on November 12, 2010. A memorial event was held at the Main Library on December 9, 2010 and the City Council meeting of December 7, 2010 was adjourned in his honor. The City's Landscape Division will be planting a tree and dedicating it to him with a memorial plaque.

The Library welcomed two new staff members, Claire Davies and Michael Kwende, who were selected to fill Librarian I position vacancies.

The results of the City of Hayward Community Satisfaction Survey conducted by Godbe Research were included in the packet, with the Library receiving some high level of satisfaction ratings. In conducting the survey, contact was made by telephone with 400 participants; ninety-four of those interviews were conducted in Spanish. Commissioners were interested in reviewing the complete results of the Godbe Research survey; the cross-tabbed data which was presented to the City Council will be provided to the Commission. (This item will be discussed further under New Business.)

Commissioners discussed the heavy usage of the Library's Technology Center by customers who do not have computers in their homes, and Wifi access by customers with laptop computers, but without internet service at home. Director Reinhart advised the Commission that in a recent survey released by Akamai, a global network platform that provides network connectivity in markets around world, the City of Hayward placed 15th in cities nationwide with regard to Broadband Internet Connection speeds. (Hayward slipped a little in its ranking; late last year it was the 9th fastest in the cities nationwide.)

Chairperson Greenne noted that on "Snapshot Day" the number of visits to the Library website was almost 3,000 and she asked where people went when they accessed the library homepage. Director Reinhart will obtain a detailed report from the Electronic Resources Manager to provide to the Library Commission. Commissioner Greenne reiterated her desire to see the 1,000,000th item checkout recognized in subsequent calendar years and had a question with regard to availability of the book published of writings by Literacy pairs. Director Reinhart noted that staff is on task to be prepared for future 1,000,000th checkouts, and he will provide Commissioners with a copy of the Literacy publication at the next Commission meeting.

Commissioners were requested to "Save the Date" of February 26, 2011 for the CALTAC workshop scheduled at the Milpitas Public Library. During the recent California Library Association Conference, Commissioner Harrison was honored as the Library Trustee of the Year at the CALTAC luncheon held on November 14, 2010.

7. **Friends of the Library Report:** Commissioner Harrison, reporting in her capacity as President of the Friends, provided the Friends of the Library Report. A long time, very hard working Friend of the Library, Bonnie Smith, passed away on December 16, 2010 following a five

month battle with lung cancer. While no services are planned, the Friends plan to honor her memory in some way.

During November, approximately \$2100 was raised from the various book and item sales. The Marge Keller Book Shelf Sales raised \$600; the two Saturday book sales netted approximately \$1300; and other donations were received. The Friends are excited to provide financial support (\$5000) for a pilot program that will provide homework help at Longwood Elementary School. A library book vending machine will be put in place, and the Friends will purchase the books for the vending machine. Director Reinhart advised the Commission that the Library has applied for a grant from BALIS to support this program and the HUSD is very excited about the prospect of this project moving forward; it has been under discussion for more than a year.

Commissioner Harrison noted that the Friends will serve as fiscal agent for a grant from the California Council for the Humanities that will include production of a documentary video on the Hayward Gay Prom. As part of the grant, a documentarian will be hired. In other news, the Friends provided funding for gifts to the volunteers in the Homework Help Center. The Friends are looking to put together an Internet sales team, and new book bags are available for sale (\$2.00).

8. New Business:

- a. **Establishment of Annual Meeting Schedule and Agenda Plan for CY 2011.** The Library Commission received a copy of the Annual Meeting Schedule and Agenda Plan for CY 2011 in their Commission packet for review and comment. Director Reinhart noted that agenda items were subject to change as the Commission moves through the calendar year.

Board Action: It was moved/seconded (Harrison/Schultz) to approve the Annual Meeting Schedule and Agenda Plan for CY 2011. Motion unanimously carried.

- b. **Adoption of CY 2011 Commission Goals and Priorities.** Copies of the Draft Calendar Year 2011 Hayward Library Commission Goals and Priorities were distributed and, as requested by the Commission, included the addition of "Foundation" (for the priority of Funding for the New Main Library).

Board Action: It was moved/seconded (Ayala/Brunner) to approve the Calendar Year 2011 Hayward Library Commission Goals and Priorities as presented. Motion unanimously carried.

- c. **California Library Revenue Measures Report.** During their October 18, 2010 meeting, Commissioners expressed interested in receiving information on various bond measures that have been campaigned and the results. Included in the agenda packet was an overview from the State Library of "Thirty Years of California Library Ballot Measures (1980-2009)," and an update that listed the most recent measures (November 2, 2010 California Library Ballot Measures). It was noted that all of the

November 2010 ballot measures failed; however, those were all general tax ballot measures, not specifically library ballot measures. In the Executive Summary provided by the California State Library, it is noted that ballot measures for “facilities only” were the most successful. Chairperson Greenne asked if information for measures that did pass, or were the most successful, would be available for review by the Commission and the City Council. Director Reinhart acknowledged that the full report from the State Library (about 160 pages) is available and, having provided the summary information, he will provide the link to that complete document with some additional commentary.

Chairperson Greenne reflected on information gleaned from previous discussions with regard to the “package deal” being considered with regard to a bond measure; to combine facility building programs for the Police and Fire Department, and the Library. She expressed interest in seeing the wording of the successful bond measures and wanted to be certain that the City Council was in receipt of this information. Her interest was to learn whether or not a library ballot measure only would be better than a combined “package deal.”

- d. **New Library and Community Learning Center – Next Steps.** Director Reinhart made reference to the Godbe Research 2010 Resident Satisfaction Survey, as was mentioned earlier during in the meeting. He commented on various portions of the survey, in particular, the satisfaction ratings received by several of the City Departments and the support indicated for specific facilities in Hayward. The City Council and staff will utilize this report as they move forward in the creation of language for any potential bond measure. The results of the initial poll will have an impact on the timeline for the rest of the library building project; there are many factors involved, if moving forward on a facilities bond measure, the ballot on which it were placed would have a big impact on its success. If there were other tax increases looming in the State on the same ballot, it may be a more difficult sell. Director Reinhart anticipated that by the next Commission meeting he should have the data and a more clear/concrete timeline available for Commissioners. In response to the question raised with regard to acquisition of the Post Office property (just the parking lot adjacent to the Post Office), the City has reinitiated contact with the US Postal Service, and advised them of the City’s plan to narrow ‘C’ Street on that side, which would add 30 feet of usable property in front of the Post Office. A favorable response has been received from the US Postal Service.

9. **Library Commission Report:** Chairperson Greenne offered compliments to Library Commissioners for their participation in the recent Joint Work Session with the City Council, noting how well the process ran. During the recent California Library Association/California School Librarian Association (CLA/CLSA) conference in Sacramento, Chairperson Greenne and Commissioner Schultz, attended a workshop that featured Marilyn Johnson, author of *This Book Is Overdue! How Librarians and Cybrarians Can Save Us All*. Chairperson Greenne also offered comment on the success of the book vending machine in the post office of a small central valley town in providing library service in this manner. Director Reinhart provided an overview of the various book lending machines that are available which range up into the \$100,000 range. There are units that also accept return of the borrowed library

books. Commissioner Schultz advised the Commission that Peninsula Library System is going live with one at the Millbrae Bart Station on January 12, 2011.

Commissioner Harrison attended the special event held at Chabot College that featured Anita Amirrezvani, author of the bestselling novel, *The Blood of Flowers*. The event drew a large audience and Commissioner Harrison offered kudos to Librarian Sally Thomas for the author events that she arranges.

10. **City Council Liaison Report:** Council Member Salinas was unable to attend the meeting.
11. **Agenda Building:** Items referenced in the Library Commission Agenda Plan for 2011 and discussed during the meeting will be listed as agenda items or included in the Director's Report for the January 24, 2011 meeting: Mid Year Budget Update; Information from Godbe Poll; Information on Successful Ballot Measures; detail on web visits; distribution of Literacy Plus Book.
12. **Adjournment:** It was moved/seconded (Harrison/McAllister) to adjourn the meeting. Unanimously carried. Meeting adjourned at 7:35 PM.