



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

February 28, 2011
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 January 24, 2011**
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**

Presentation: After School Homework Center
Lindsey Vien, Homework Center Coordinator
7. **Friends of the Hayward Public Library Report**

Report on the activities of the Friends of the Hayward Public Library
8. **New Business**
 - a. Bond Feasibility Survey
 - b. Mid-Year Budget

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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



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 Community Services Department

Hayward Public Library
Administrative Office
835 C Street, Hayward

January 24, 2011

1. **Call to Order:** Commission Chair Kelly Greenne called the meeting to order at 6:32 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	0	3	1	1
Linda Bennett	X	3	1	1
Lisa Brunner	X	4	0	1
Kelly Greenne	X	4	0	1
Judy Harrison	X	4	0	1
Kari McAllister	X	4	0	1
Monica Schultz	X	4	0	1

City Council Liaison: Council Member Mark Salinas

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

Guest: Simon Wong, Tri-City Voice

Commissioner Bennett offered an apology to the Commission for her delayed arrival to the meeting of December 20, 2010 due to a work scheduling conflict. It was noted that she arrived after that meeting was adjourned early at 7:35 PM.

4. **Approval of Minutes of Meeting of December 20, 2010**

Board Action: It was moved and seconded (Brunner/Harrison) to approve the minutes of the meeting of December 20, 2010 as presented. Motion carried with one abstention (Commissioner Bennett).

5. **Public Comment:** No public comments were offered.

6. **Report from Director of Library and Community Services.** Director Reinhart referenced several items contained in the written Library Department Monthly Activity Report:

- The Library has received a grant award from a local library consortium that will fund a project in partnership with the Hayward Unified School District (HUSD). That project is to establish a homework help center at Longwood Elementary School, beginning with the fall 2011 school year. Free municipal wifi will be provided at that location and will reach out into the surrounding neighborhood, and a book vending machine will be placed in the school. The Friends of the Library will purchase the materials for the book vending machine.
- The Library will receive a grant from the State Library to expand the Native Language Literacy Program at the Hayward Day Labor Center. Director Reinhart noted that the Native Language Literacy Program was formerly called "Camino a la Lectura" when it began in 2008. Included in this project is placement of a library book vending machine at the Hayward Day Labor Center.
- Copies of the book "Our Words, Our Voices," stories and poems by Literacy Plus Learners were provided to Library Commissioners.

Informational flyers on the 2011 CALTAC Workshop in Library Leadership were distributed to Commissioners. Those Commissioners who plan to participate in the workshop, scheduled at the Milpitas Public Library on February 26, 2011, may contact staff to submit the registration forms/payment.

7. **Friends of the Library Report:** Commissioner Harrison, reporting in her capacity as President of the Friends, provided the Friends of the Library Report. During the month of December 2010, book sales (one sale and proceeds from the Marge Keller Book Shelf) totaled \$1315. The two Saturday book sales in January 2011 have totaled \$1410 (this is without sales from the Marge Keller Collection or sales at Weekes Branch). The Friends plan to begin holding book sales three times a month beginning in May 2011. The Board of Directors has received proposals to fund approximately \$27,000 in projects during the next six month period of time. As reported last month, long time and hardworking Friend Bonnie Smith passed away; in her memory the Friends have named their sorting area "Boo's Corner" ("Boo" was Bonnie's nickname.) In addition, a book with a dedication book plate will be added to the collection. The book "The Story of the Little Red Leaf" has been recommended. The story was written by the daughter of the founder of a school in Stockton, where Bonnie attended kindergarten.

8. **New Business:**

- a. **Mid Year Budget Update.** Director Reinhart reported that due to the economic recession, over the past few years the Finance Department, City Manager and City Council projected revenues quite conservatively. On a positive note, for FY 2010, revenue projections were exceeded and the City was able to allocate \$4.2 million to replenish reserves. In addition, there were some operational savings realized due to keeping vacant positions unfilled. The Utility Users Tax has been helpful, with revenues coming in higher than projected this year. Director Reinhart noted that over the past two or three fiscal years, a big part of the budget solution to close the deficits has been the contribution of the employee groups, primarily through furloughs.

However, in FY 2012, a \$9 million deficit is projected, based on revenues to date, and escalating costs. The City Manager is meeting with the various bargaining groups to talk about the year to come. The City's overall General Fund budget is \$115 million. One of the reasons the gap opens up in FY 2012 and FY 2013 is that all of the one time savings are gone. If the economy were rebounding, one time savings would have gotten the City "over the hump." Unfortunately, all of the signs are that the recovery is going to be much slower and take longer. The deficit persists in the next budget years and by FY 2015, at the current levels of escalating costs and revenues being flat, the projections are that the City will have a \$65 million deficit.

The wave of residential property reassessments has impacted property tax revenues, which are the City's biggest source of revenue. Revenues received from the Real Property Transfer Tax are down. A few years ago, this tax brought in \$11 million, now it is down to \$3 million. Not many properties are changing hands and property values in Hayward are very depressed.

- b. **Governor's Budget Proposal.** Governor Brown's budget proposal includes a combination of cuts and extension of taxes. Two of the proposals affect local jurisdictions; the proposed elimination of Redevelopment Agencies and elimination of all state funding for public libraries [Public Library Foundation (PLF); California Library Services Act (CLSA); and California Library Literacy and English Acquisition Service (CLLS / Literacy)]. This represents a total of \$30.4 million in cuts to public library funding statewide. For the Hayward Public Library, it would represent a loss of approximately \$107,000.

The Library Department Monthly Activity Report included an overview of the three funding sources in jeopardy, and Director Reinhart provided a recap of each. Included in the Library Commission agenda packet was information on the advocacy effort underway. Hearings on the elimination of the funding for libraries will be discussed in the coming weeks. The California Library Association (CLA) is working on a targeted advocacy response. CLA is asking library supporters statewide to begin writing their legislators to oppose the cuts as soon as possible. A sample advocacy letter with pertinent addresses was distributed to Commissioners.

The City Council Mid-Year Budget Review Work Session is scheduled for February 15, 2011 at 7 PM in the Council Chambers. Commission Chair Greenne commented that she planned to attend the work session.

The California Library Association (CLA) organizes a Legislative Day in the District each year. This year's event is scheduled for January 28, 2011 in Assembly Member Mary Hayashi's office at 22320 Foothill Blvd, #540, Hayward, at 3:30 PM. Director Reinhart will attend and invites Commissioners to participate.

- c. **Bond Feasibility Survey Results.** Director Reinhart commented that the City had engaged the services of Godbe Research to conduct a follow up survey of several hundred Hayward residents, asking more specific questions about the feasibility of a facilities bond. Director Reinhart provided details from the Executive Summary of the aforementioned report. The full report is available on the City's website.
- d. **Meeting Schedule.** Director Reinhart, noting that the Library Commission has been meeting on Mondays for some time, asked if Commissioners were open to considering an alternate meeting day. Commissioners discussed the various meeting commitments that were on their schedules, and it appeared there was not an alternate day that would fit everyone's schedule.

- 9. **Library Commission Report:** Commissioner Schultz provided comment on the subject of "Net Neutrality" (network neutrality) which is the concept of online non-discrimination. It is the principle that people should be free to get access to, or to provide, the Internet content and services they wish, and that consumer access should not be regulated based on the nature or source of that content or service. Net neutrality was a founding principle of the Internet. It is a principle that incorporates both the "common carrier" laws that have long governed the phone lines used for voice and dial up access. Now, many consumers receive broadband service over other technologies (cable, DSL) that are not subject to the same common-carrier requirements. While these technologies are superior to dial-up, the lack of enforceable net neutrality principles is of concern. Cable and DSL companies are planning to engage in "bit discrimination" by providing faster connections to websites and services that pay a premium, or by preferring their own business partners when delivering content.

The American Library Association believes that laws that preserve Net Neutrality are the best way to ensure a vibrant diversity of viewpoints into the foreseeable future. It supports Net Neutrality legislation that preserves the competitive online markets for content and services and believes that the vitality of voices on the Internet is critical to the intellectual freedom that libraries around the world are trying to protect and promote.

Commissioner Schultz also shared information on the various eRate programs available to libraries to pay for the bandwidth or the hardware. While she spoke in favor of libraries participating in the eRate program, she noted that if used for hardware, the library must filter. Director Reinhart responded that the Hayward Public Library does not participate in the eRate program. Commissioner Schultz advised the Commission that libraries that want to loan laptop computers, iPads, and other mobile devices, and apply for eRate, will be forced to filter.

10. **City Council Liaison Report:** Council Member Salinas commented on the City Council meeting scheduled for January 25, 2011, where the Council will discuss FY 2012 budget priorities. He encouraged Commission attendance of the meeting, and noted that in the agenda report, there is focus on “Academic Performance” as a budget priority. Council Member Salinas attended a three day session in Sacramento last week and provided report on the Governor’s speech with regard to the budget and California’s \$24 billion deficit. As the Commission is aware, his budget proposal includes the proposed elimination of Redevelopment Agencies and elimination of all state funding for public libraries. As part of the Governor’s remarks, he acknowledged that he was a direct beneficiary of redevelopment project funding (i.e. the Fox Theater, Jack London Square, and the Port of Oakland). It was commented that for the City of Hayward, redevelopment projects that are currently underway would not be affected.

Commenting on the results of the Godbe Research survey, relative to the Library, Council Member Salinas believed that people were behind a bond measure. He commented that the City is at a very good percentage point, in terms of it passing, if it were to be floated at the right time. He noted that the survey questions were very specific in terms of letting the public know what would be received as a result of a bond measure.

11. **Agenda Building:** Items suggested for inclusion on the next agenda: Follow up on the Bond Feasibility Survey; CLA Campaign Proposal; Homework Center Program/Longwood School Project.
12. **Adjournment:** The meeting was adjourned at 7:55 PM.