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

**March 28, 2011**

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** | **5** | **1** | **1** |
| **Linda Bennett** | **X** | **5** | **1** | **1** |
| **Lisa Brunner** | **X** | **6** | **0** | **1** |
| **Kelly Greenne** | **X** | **6** | **0** | **1** |
| **Judy Harrison** | **X** | **5** | **1** | **1** |
| **Kari McAllister** | **X** | **6** | **0** | **1** |
| **Monica Schultz** | **X** | **6** | **0** | **1** |

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

City Council Liaison: Council Member Mark Salinas

Guest: Simon Wong, Tri-City Voice

**4. Approval of Minutes of Meeting of February 28, 2011**

**Board Action:** It was moved and seconded (McAllister/Ayala) to approve the minutes of the meeting of February 22, 2011. Motion carried with one abstention (Commissioner Harrison).

**5. Public Comment:** Simon Wong, with the Tri-City Voice, was welcomed to the meeting. No public comment was offered.

**6. Report from Director of Library and Community Services:** Director Reinhart referenced the statistical report included in the agenda packets. The library's circulation is up 9% in February 2011 over February 2010. This trend is one that continues; over the past six years the library's circulation has increased by close to 10% each year. The gate count has been holding steady, with approximately 45,000 to 46,000 visitors per month, which is a function of the physical limitations of the library facilities. The library is operating with fewer staff, providing increased services, by becoming more efficient, such as with the various self-serve technologies like self-check machines; self-service library card registrations; payment of library fines and fees on-line. However, there comes a point where further growth cannot be accommodated without having more people to provide the service.

Noting that he has provided monthly updates to the Commission on the topic of the budget, Director Reinhart reiterated that the City is facing a structural deficit in future years. For FY 2012, a $12 million deficit is projected; with costs continuing to increase while revenues are much lower than in previous years. The City is a service organization with the majority of its outlays going towards employee costs. The City Manager, Human Resources Director and Finance Director are continuing their dialogue with the various employee bargaining groups to see how the structural deficit may be addressed by everyone working together.

As mentioned, the library is unable to accommodate any additional service growth without an increase in staff; however, additional staffing is not forthcoming. During the past few years, the Library has been very prudent with its vacancy savings. At this time, there are 5.9 FTE vacancies in the 53.45 FTE department staff. The Director acknowledged that it has been difficult to deal with the workload with fewer people; however, this has been in preparation for the structural deficit problem, of which City staff became aware and began to plan for when the recession first hit. At this point, the Library has vacancy savings that might possibly be sufficient to weather a budget cut of 10-12%. This would completely eliminate the Library's ability to accommodate any increases in the demand for services and/or use. The Commission was advised that City Departments are still moving through the budget process and no decisions have been made yet.

Director Reinhart has shared the budget message with library staff and recently advised them that he has three priority areas, which are similar to those of the Mayor, City Council and City Manager:

1) Avoid or minimize the impact that there might be on employees and not disrupt lives if at all possible.

2) Avoid or minimize the impact on the community that the library serves, and continue to provide the level of service that the City's taxpayers need and deserve.

3) To understand our context within the City as a department. The department is part of a larger City organization, i.e. a corporation governed by a board of directors who have a fiduciary responsibility to manage the finances of this corporation responsibly. The Director acknowledged that City Council has been very proactive over the past few years in addressing the City's structural deficit so as to avoid catastrophic shortfalls.

Director Reinhart noted that there was no additional news with regard to the budget; however, he wanted to make the Commission aware that there was a possibility that the Library would be able to continue forward without immediate impact on the community, such as service reductions. That will depend upon what the direction from the City Manager is as far as the budget going forward from FY 2012.

Commission Chair Greenne questioned if the library might reap some benefit due to being fiscally responsible (i.e. keeping position vacancies open), while there may be other departments that do not have position vacancies. She wondered if everything "averaged out," noting that with the library doing a good job of saving, there should be some sort of benefit to the library. The Director responded that as a City, he believed that everyone was working together, with each department contributing, more or less, in equal measures to a budget solution. He agreed with the City Manager that it didn't make sense to impose an across-the-board cut; because it is possible to do a more surgical approach to minimize the impact on employees and the community and preserve the integrity of the organization.

Commissioner McAllister asked if all of the Library Department employees were funded by the General Fund. Director Reinhart responded that the Library Services employees were General Funded employees and Community Services employees are primarily paid from CDBG funds. There is some use of grant funds in the Library, to offset or support Library services and some use of consultants who are paid entirely through grants and work on a year to year basis as contract employees (for example, in the Homework Support Center, Literacy Program, and Bi-Lingual Family Outreach Program).

Commissioner McAllister commented that there may be difficulty in looking to pass a bond measure for a new library, when at the same time there is a possibility of service level reductions. Director Reinhart acknowledged that it was a very difficult balancing act at this time. The City Manager, Mayor and Council, and Director Reinhart are all committed to having a facilities bond move forward if it is feasible to do so; however, there are budget realities to be addressed. The Director wants to minimize or avoid those negative impacts on services to the community that could cause problems with people supporting a bond. He pointed out that the two sources of funding are completely different. It would not be possible to utilize funding from a facilities bond measure to support operational costs. Facilities bonds perform quite a bit better with voters than bonds for operating expenses. Related to the New Library and Community Learning Center project, the Commission was reminded that there was a pledge of $10 million to be donated to the City by Calpine for the Russell City Energy Center project. Right now, there are pressures on every source of

funding in the City and everything is being looked at as a way to move the City through the deficit. However, that $10 million would be needed for the Library and Community Learning Center, regardless of the amount of the facilities bond measure. There are some things that the bond cannot be used to finance. For example the FF&E (furnishings, fixtures and equipment) cannot be paid for with bond money. The current rough estimate for those costs is at least $4 million and there is need to set money aside to cover any construction contingencies. Director Reinhart reiterated that it was really vital to preserve the $10 million from Calpine for the new Library and Community Learning Center project.

Commissioners McAllister and Brunner noted that the bond measures for Chabot College and the Hayward Unified School District were written to include funding for FF&E. Commissioner McAllister believed that the inclusion of FF&E should be written into the bond. Director Reinhart commented that the structure of any potential bond measure had not yet been determined; however, the most likely package would not be inclusive of that type of language based upon information that was gleaned from the survey that was conducted.

**7.** **Friends of the Library Report:** Commissioner Harrison reported on the "phenomenal sales." In February, the two Saturday book sales brought in over $1100; the Marge Keller Book Shelf sales made over $900; and the Lyle Spiczak sales totaled $92 (paperbacks at $.25 each). The Friends are helping to fund the Book to Action project, organized by Librarian Sally Thomas. Commissioner Harrison attended the recent Saturday book talk, reporting that it was "marvelous." The Friends are serving as the fiscal agent for a $10,000 grant award that Supervising Librarian Laurie Willis applied for, to produce a documentary on the Hayward Gay Prom. There are academy award nominated documentarians who will be doing some of the work and there is much excitement for this project. Commissioners were advised that it is membership renewal time and envelopes were available for submittal. The Friends are in need of an additional Board member. The City's Annual Volunteer Recognition Event is scheduled for Tuesday, April 5, 2011 and Friends of the Library volunteers will be recognized at this event.

**8.** **New Business:**

**a.** **Bond Feasibility Survey**. Director Reinhart advised the Commission that there was no additional news at this time. All attention is focused on the budget process right now. However, the City Manager, Mayor and Council, and Director Reinhart are committed to moving forward with a bond if it is possible. The early survey results indicated that it would be possible and the most favorable time at this point to go forward was identified as November 2012. Once the budget has settled down, we should know more and there could be impacts on the percentage points who say "yes" depending if there are impacts on city services.

**b.** **New Library and Community Learning Center**. Director Reinhart advised the Commission that the design process for this project is on hold at this time. The architectural firm, Noll & Tam, has completed the preliminary design process, so they are out of contract right now. The City has been in contact with the United States Postal Service, and they remain interested in the City acquiring the parcel of property

adjacent to the post office. Funds are available for this acquisition, from money that was previously set aside for the design of the New Main Library.

c. **Big Read Presentation.** Information on The Big Read was included in the monthly activity report, in addition to the special edition of the monthly calendar. Commissioners are invited to participate as readers in the Big Read and copies of the book, *In the Time of the Butterflies*, by Julia Alvarez, were distributed. Readings are scheduled for the first four Saturdays in April (April 2, 9, 16 and 23) on the City Hall Plaza (weather permitting) during the Farmer's Market, 9 AM to 1 PM.

9. **Library Commission Report:** Commissioner Harrison attended the program presented by Novella Carpenter, author of *Farm City*, and reported that the event was fabulous, with a standing room only audience in attendance. She was thrilled with the participation of the four Ochoa Middle School students, who offered a PowerPoint presentation about their gardens and the Intergenerational Community Garden Volunteer Work Day scheduled for Saturday, May 14, 2011, 10 AM to 1 PM at Ochoa Middle School. Information was shared with the Commission and the promotional brochure was distributed for in-depth details of the various activities associated with this event. Commissioner Harrison also reported on attending a "Get Involved" symposium, a continuation of a conference she had previously attended.

Commissioner Bennett provided information on a Friends of San Lorenzo clean-up event scheduled for April 30, 2011, sponsored by Alameda County Supervisor Nate Miley.

Commission Chair Greenne commented on an e-mail received from the Office of the City Clerk, with regard to the mandate for all Board, Task Force, Committee and Commission members to participate in Ethics and Sexual Harassment Training. Commissioners discussed the issue and Director Reinhart will communicate with the City Clerk to share the various points which were raised.

Commissioner Brunner participated in a "Reading Day" at some of the elementary schools, reading Dr. Seuss' books to the students.

Commissioner Ayala advised the Library Commission that due to an upcoming move out of Hayward, she reluctantly would be tendering her resignation from the Commission. The Commission wished her well and hoped that she would be able to participate in other Library or City of Hayward activities that did not have a residency requirement.

10. **City Council Liaison Report:** City Council Member Salinas provided report on an upcoming event - "Science in the Park," scheduled for Saturday, October 2, 1022 at the Alden E. Oliver Sports Park. The event is a joint collaboration the Cities of Union City and Hayward, Hayward Area and Recreation District, Hayward Unified School District, Tri-CED and other partners, and the project leader is Richard Valle. "Science in the Park" will feature hands-on exploration of ecology, environmental science, health and wellness, nutrition, biology, chemistry, physics, and more. Projected attendance is approximately 5,000 children and parents and attendance is free. An informational flyer was distributed and Council Member

Salinas will forward additional information in an e-mail communication. He suggested that the Library and Community Services Department may wish to participate as a Booth Host.

Commissioners are invited to attend an event to celebrate "The Life and Lasting Legacy of César E. Chávez" scheduled for March 31, 2011 in the City Hall Rotunda, 5-7 PM. The event is a birthday celebration and a "teach in," hosted by Council Members Zermeño and Salinas. Details of the event's activities and speaker line-up were provided to the Commission.

Council Member Salinas, Commissioner Brunner in her capacity of HUSD School Board President, Council Member Zermeño, Young Adult Librarian Shawna Sherman, and others accompanied the City of Hayward Youth Commission to Sacramento to learn about the process of government and tour the State Capitol. Council Member Salinas was impressed as he witnessed the members of the Youth Commission demonstrate their level of awareness about government and political processes.

**11.** **Agenda Building:** The following items were suggested for inclusion on the next agenda (or inclusion in the Director's report) for the April 18, 2011 meeting which will be held at Weekes Branch Library:

- Talking points (library advocacy) for Library Commissioners
- Presentation on Services to Seniors
- Update on Ethics Training
- Budget Update
- Tour of Weekes Branch Library

**12.** **Adjournment:** The meeting was adjourned at 7:40 PM.