

**SHASTA PUBLIC LIBRARIES
CITIZENS ADVISORY COMMITTEE
Redding Library Community Room
1100 Parkview Avenue, Redding, California
February 3, 2010**

MINUTES

ROLL CALL

The regular meeting of the Library Advisory Committee (LAC) was called to order by Chair Patte Jelavich at 3:30 p.m. on Wednesday, February 3, 2010, with the following Committee Members present: Steve Brewer, Connie Cleckler, Elaine Grossman, and Peggy O'Lea. Also in attendance were City of Redding Community Services Director Kim Niemer, Shasta Public Libraries Director Jan Erickson, and Redding Library Administrative Assistant David Brichacek.

PUBLIC COMMENT

None

CONSENT CALENDAR

The minutes from the meeting held on January 6, 2010, were presented.

Motion: To approve Consent Calendar with amendments to document including the change of the title Wind Mill grant, found in paragraph three (3) page three (3), to Hatchet Ridge Windmill agreement. The name Glen Hawes, found in paragraph three (3) page three (3), was misspelled. The name will be changed to Shasta County Supervisor Glenn Hawes. Additionally, paragraph six (6) page three (3) will be removed from the document due to inaccuracy. The first sentence found in paragraph three (3) page five (5) reading "Committee Member Grossman asked if Library open hours would be effected by a decline in contracted financial support," will be changed to read "Committee Member Grossman asked if the LSSI contract allows for changes if there is a decline in financial support." (Motion Made by Committee Member O'Lea, Seconded by Committee Member Grossman).

AYES:	Committee Members Brewer, Cleckler, Grossman, and O'Lea
NOES:	None
ABSTAIN:	None
ABSENT:	None
MOTION APPROVED:	Chair Jelavich

CONSIDERATION TO ADJUST OPERATING HOURS AT THE BURNEY LIBRARY

Director Erickson presented a request from Burney Branch Manager Deb Dean to the Citizens Advisory Committee to approve the adoption of winter hours from October through February for the Burney Branch (Branch) of the Shasta Public Libraries (Library). Director Erickson noted that this change in the Branch's hours would put the Branch hours of operation more closely in sync with that of the Burney community. In addition, such a shift would increase the safety of Branch staff without diminishing library services.

As stated in the presented Burney Library Staff Report for Consideration to Adjust Operating Hours, the Branch is currently open from 10 am to 6 pm. This timetable works well during the spring and summer months, but during the winter months, this means closing the library after dark. Statistics from the Branch

Manager indicate that Branch patronage is highest during the morning and early afternoon, with very few patrons using the Branch after 5 pm. Many businesses in Burney move or cut back hours during the winter months, and residents shift outdoor activities to earlier in the day. As the Branch Manager is often the only staff, this poses certain safety issues. It is recommended that the Branch adopt winter hours of 9 am to 5 pm from October through February. This would have no impact on the number of hours the Branch is open. Hours of operation would return to their current hours from March through September. Committee Member Cleckler stated that she supported the change in operating hours during winter.

Committee Member Grossman said that the Branch's daily usage statistics provided a good sense of when the Branch is busiest and showed that usage tapered off considerably during the evening hours. Grossman stated that, if the Branch hours are shifted, this should be posted on the Branch's entrance doors. Additionally, she felt that placing the change on the Library's website and in a press release would be helpful in properly notifying the public of the change in the Branch's operating hours. She noted that this change should be well publicized.

Motion: To approve adjustment of operating hours at the Burney Library (Made by Committee Member Brewer, Seconded by Committee Member Cleckler).

AYES: Committee Members Brewer, Cleckler, Grossman, O'Lea
NOES: None
ABSTAIN: None
ABSENT: None
MOTION APPROVED: Chair Jelavich

CONSIDERATION TO APPROVE UPDATES AND 2009 ACCOMPLISHMENTS TO THE STRATEGIC PLAN

Chair Jelavich asked what the abbreviation "PR" stood for on page twenty-six (26) of the Strategic Plan. Director Erickson responded that the abbreviation "PR" stood for Purchase Recommendation. Purchase recommendations were made by staff and the public for magazines that have been added to the Library collection.

Director Erickson noted that the Strategic Plan had a typo error at the top of page six (6) and that the Burney Library Book Bingo participants actually totaled four (4).

Committee Member O'Lea referred to the top of page ten (10) of the Strategic Plan. O'Lea requested clarification regarding the statement, "maintained statistics on exhibit partnerships (see above)." She asked where the direction to "see above" referred to. Director Erickson responded that the "see above" instructions referred to accomplishments on the preceding page, nine (9), naming the organizations that were partnered with to establish certain displays in the Children's Library.

Committee Member Brewer referred to the bottom of page nine (9) of the Strategic Plan. Brewer pointed out that the name *Redding Searchlight* should read *Redding Record Searchlight*. Additionally, Brewer noted that the wording at the top of page ten (10) of the Strategic Plan where it was noted that "a sign language class was scheduled in spring but had to be cancelled due to the health of the instructor" seemed awkward. He recommended changing this to read that the class was canceled due to an illness. Director Erickson responded in the affirmative stating both recommendations would be made.

Committee Member O'Lea referred to page eleven (11), Objective 1.6. She noted that the section stating "Objective exceeded. Attendance totaled 1,041." did not coincide with the statistics shown for attendance during the year which was 1,021. Director Erickson responded that this typo would be corrected.

Committee Member O'Lea commended Director Erickson for her work on this document, but wondered if the document, as written, could serve as a tool for promoting future growth and forward momentum in the Libraries' strategic goals. Community Services Director Niemer responded that proposals for updating the strategic plan for the upcoming year would be presented at the next LAC meeting. O'Lea mentioned that, at the previous LAC meeting, the committee had already been presented with strategic direction recommendations proposed by Library staff. Director Erickson responded that Library staff had been presented with the opportunity to provide strategic input, which they are continuing to provide, and that additional input will be brought before the LAC at the next meeting. Erickson noted that staff now has the statistical data that they will be using to update objectives and activities for the 2010 Strategic Plan. Chair Jelavich asked if the time frames of the Strategic Plan could be adjusted to coincide with the availability of data.

Community Services Director Niemer noted that Library staff does use the plan to guide decisions from month to month (i.e. depending on the success of a given program, staff can reflect upon the Strategic Plan and make informed decisions to repeat the program or find a new one.). Niemer noted that it is the Library staff's job to notice what works well or does not work well and to adjust or fine tune the Libraries' directions to meet the needs of the community, and that this document aids them with these decisions. She added that this document has been written to show what the Library's intended actions are, what happened helps reveal what can or should be attempted in the future. Niemer mentioned that the relevance of the dynamic aspect of the document concerns Library staff, who witness trends and develop programs in response to them. In this way the document is very dynamic. Committee Member O'Lea expressed concern that staff not wait long periods of time to address emerging trends and make needed adjustments because data had not become available. Director Erickson responded that this is not an issue.

Committee Member Brewer mentioned that setting up the Strategic Plan to run from March to March is a possibility, but the LAC would need to keep in mind throughout the year that the plan was not set up to run January through December. Brewer, commenting on the question regarding whether the Library is using the Strategic Plan dynamically, suggested that the LAC should wait until next month to see what Library staff has established for the upcoming year's goals and objectives.

Committee Member Grossman noted that this is the first year of a four year projection and that as the Libraries and the LAC progress many of these issues will work themselves out. She added that, with the first year accomplished, interested parties – the community, staff, LAC, etc. - will get a good idea of emerging trends, and staff will be able to continue adjusting the Library's directions. Director Erickson stated that this document is referred to very often by staff. Her monthly Director's Reports demonstrate what is being accomplished in relation to the Strategic Plan and the LAC can see that it is the driving force behind Library direction. She added that these monthly reports show how the Plan's activities support what the Library is doing. She offered that a mid-year accomplishments report relating to the Strategic Plan could be presented to the LAC. Erickson also stated that the current Strategic Plan that has been presented to the LAC demonstrates that the activities of the Libraries are meeting needs of the community. Additionally, Erickson felt that the document demonstrated what libraries are facing in relation to current economic trends, and how communities are turning to their libraries to provide them with needed resources and skill development. Committee Member O'Lea asked if Director Erickson evaluates Library trends only in terms of the service areas reflected in the Strategic Plan, or if other areas that surface are considered. Director Erickson responded that she and staff frequently discuss new priorities in response to emerging trends. Director Erickson mentioned that certain statistics that are tracked through computers are easily presented, but data that are accumulated manually take longer to compile and present to the LAC.

Community Services Director Niemer acknowledged that libraries do many things for their communities, and that this Strategic Plan was established to provide additional focus on certain areas, but does not mean that other trends are not considered regularly. Niemer added that the Library is at peak demand due in part to the current state of the economy. Committee Member Grossman commended Director Erickson and Library staff

for accomplishing so much and for providing a great first year report. Chair Jelavich asked if there was any further information concerning this document to be presented at this meeting. Chair Jelavich asked if there was a motion for approval of the proposed document.

Motion: To approve updates and 2009 accomplishments to the Strategic Plan (Made by Committee Member Brewer, Seconded by Committee Member O'Lea).

AYES: Committee Members Brewer, Cleckler, Grossman, O'Lea
NOES: None
ABSTAIN: None
ABSENT: None
MOTION APPROVED: Chair Jelavich

LITERACY UPDATE

Director Erickson presented an update on the Shasta Public Library Literacy Program. Erickson stated that currently the Literacy Program is receiving many learner applications for the Library's Literacy classes, which provide assistance to individuals seeking G.E.D.s, improved reading skills needed for job employment, and many other Literacy skill development areas. Unfortunately, funding support from the Shasta College could not be renewed so other funding avenues are being researched. Erickson stated that other grant options are being applied for to make up for unfunded Literacy program needs. A grant has been submitted to Wells Fargo Bank and another is being submitted to U.S. Bank, which is due March 1st, 2010. Erickson noted that a frequent question about the Library's Literacy program is whether it is a duplication of other services available to the community. Erickson stated that this particular program is not a duplication of service because it is a unique one-on-one tutoring program that is especially helpful for individuals who have not done well in typical classroom settings. Other programs in the community do not offer this service. Currently, the program is maintaining a level of seventy (70) students, but cannot grow any larger due to loss of funding and cuts to staff working hours.

Chair Jelavich asked if Simpson University or National University offer any grants that could be pursued by the Library. Committee Member O'Lea noted that the Shasta College Board of Trustees did pass a resolution that, even though they cannot currently provide funding for the Library's Literacy program, they do feel it is a valuable and needed asset in the community and they do support it. Community Services Director Niemer added that the Literacy Update item on the agenda will be a standing item and will be frequented by the LAC in upcoming months. Committee Member O'Lea noted that this program is unique since it is a Library service that is not included in the budget. Acting President of the Friends of the Shasta County Libraries (FOSCL) Jim Ceragioli asked if grants that had been applied for are specific as to exactly where funds are to be distributed (i.e. funds going to staff salary needs, program materials, supplies, etc.). Director Erickson responded in the affirmative.

ANNIVERSARY CELEBRATION UPDATE

Director Erickson presented the Anniversary Celebration Update. Saturday, March 27, 2010, will be the Anniversary Celebration of the Redding Library and will be titled "Turning Three and Going D: Dewey Goes Digital." Erickson noted that the Foundation, FOSCL and staff are partnering in planning this celebration to make it a special event. At the celebration the *OverDrive* Digital Book Mobile will be the centerpiece. The Book Mobile offers a variety of demonstrations on downloading the different types of media available in the Digital Collection. This Book Mobile is a very high-tech bus that should be a great feature at the anniversary celebration. Additionally, *OverDrive* is helping staff with public relations, getting the event publicized, and providing additional staff training to get everyone prepared. The event will open with an introduction by City of Redding Mayor Patrick H. Jones. Currently, preparations are being considered to provide food at this event in the form of a hamburger and hotdog barbeque. The idea is to get the public involved in a daylong event

which will begin when the Library opens its doors at 10:00 a.m. Possible events at the anniversary celebration include the *OverDrive* Digital Book Mobile, special Children's Programs, a barbeque, music, and a drawing for MP3 players and Sony Readers. O'Lea noted that the "Passing of the Books" will not occur at this event.

RAISING A READER UPDATE

Director Erickson presented an update on *Raising a Reader*. The *Raising a Reader* program is a Literacy program for preschool-aged children, which is currently operated by the Shasta Family YMCA (YMCA). The YMCA has recently run out of grant funding for this program, and is continuing to operate on a limited basis. YMCA CEO, Al Boren, wishes to see this program transition to the Library. *Raising a Reader* has been discussed by Library management who would like to see this program come to the Library if stable funding can be located. At present, the program is site-based, and *Raising a Reader* staffs go to preschools, daycares, and homes with tote bags of books. The children in the program read the books in their respective tote bag and switch that bag with another. When all of the tote bags have been rotated to each group, the Library mascot, Dewey Decimole, delivers a special tote bag to each child which contains books and a library card application. Director Erickson stated that if the program were to transition to the Library it would not have to be identical to the YMCA's program. Erickson mentioned that the YMCA has requested a letter of commitment from the Library stating its interest in adopting the *Raising a Reader* program if funding can be established. Erickson noted that a letter has been drafted confirming the Library's interest in the program. Community Services Director Niemer stated that a "letter of intent" would be better suited than a "letter of commitment." Committee Member Grossman asked if there could be transportation issues in trying to get the preschoolers to the Library for this program. Community Services Director Niemer responded that many of the children that attend the Library's current programs may not necessarily be the same children that frequent the *Raising a Reader* program, and transportation could be an issue for children that participate in the YMCA's current program. Committee Member O'Lea stated that the current program was funded by the *McConnell Foundation* and *First 5 of California*, but funding has run out. The current program works with daycare providers who handle the rotation of tote bags to the children. When the children have finished with the program they graduate and receive a Library card in hopes that they will start using the Library. O'Lea mentioned that if the Library would like to acquire the program the LAC should conceptualize exactly what a hybrid model of the program would look like and what would be required in terms of resources. Community Services Director Niemer noted that the book selections being provided through the program offer children first class selections of literature that are culturally diverse with broad ranges of characters, scenarios, etc. Niemer asked if the *McConnell Foundation* or the *First 5 of California* simply did not have funding available or if a support could be provided to a lower cost program. Committee Member O'Lea responded that these groups have huge investments in this program and should be presented with what the program would realistically look like at the Library. Chair Jelavich noted that these are good avenues to pursue for this program and suggested that the letter to the YMCA should be titled "letter of interest" not "letter of commitment."

DIRECTOR'S REPORTS AND STATISTICS

Director Erickson presented her Director's Report and statistics for the month of January. The Redding Library participated in the *Cultural Cruise* on Friday, January 29, from 4:00-8:00 p.m. The Library's art display featured photography by Scott Arnez and glass art by Jan Scanlin. The event was very successful with a great turn out. Erickson mentioned that she was pleased to see so many people attend, especially those who had not visited the Library before.

The Resource Distribution Committee meeting is scheduled for February 26th, 2010 in the Redding Library's Foundation Room at 9:00 a.m. Staff is working on submitting requests for unfunded needs of the Library. Chair Jelavich asked who was on this committee. Director Erickson responded that the committee includes members of the three Friends of the Libraries groups, the Library Foundation, Library staff, and the City of Redding. At this meeting, the committee will be presented with unfunded requests. Committee members will determine which requests will be taken to their organizations for possible funding, which may be appropriate

for grant writing, etc.

Gerianne Morgans has been hired as the Shasta Public Libraries Volunteer Coordinator. The Volunteer Appreciation Reception will be held Monday, April 19, 2010, in the Redding Library's Community Room. More information will be provided as the reception is planned.

Tax Forms are available at the Library and the AARP Tax-Aide will be assisting low-middle income families prepare their taxes on Mondays, Thursdays, and Saturdays between the hours of 10:00 a.m. and 1:30 p.m.

Beginning Sign Language classes will start February 22nd, 2010 and classes are already full.

A Chess Club will be offered at the Library for children seventeen (17) years of age and under. The Chess Club is proving to be popular with a strong number of attendees.

The *Art House Films* will begin February 20, 2010, at 2:00 p.m.

On February Director Erickson attended the Friends of the Anderson Library (Friends) meeting held in Anderson. She congratulated the Anderson Library for receiving a \$2,000 grant from *Wal-Mart* for their operational budget. Anderson Library Branch Manager Christy Windle was presented with the *LSSI STAR* Award for excellent customer service. Additionally, the Friends of the Libraries reported that they were pleased to be participating in the Resource Distribution Committee.

Community Services Director Niemer presented updates to the LAC. The City Council and the Library Municipal Board (Board) approved the City staff's request to negotiate directly with *LSSI* on the upcoming Library contract.

Community Services Director Niemer spoke with City of Redding Building Maintenance Supervisor Lon Harris, who received a walk-through for new backlighting to be applied to the Redding Library's Cypress frontage signage.

Community Services Director Niemer mentioned that the Redding Library fund projections show a strong position providing some offset for next year's contribution. Additionally, there are operating reserves and some monies and private donations have been set aside for equipment. Niemer expressed her appreciation in receiving grants such as the *Wal-Mart* grant to support the branch operating budget.

Community Services Director Niemer stated that the Redding Library's leaks are being addressed with help from County Engineering staff, Gifford Construction and City Building Maintenance.

Community Services Director Niemer stated that she had been invited to present a Library staff report at the City of Anderson's City Council meeting on March 2, 2010 at 7:00 pm.

COMMITTEE COMMENTS

Chair Jelavich asked for updates on the project to acquire a new building for the Burney Library.

Committee Member Cleckler stated that seventeen (17) people attended a recent meeting in Burney to discuss the Burney Library building project. Cleckler noted that the Lyon's Pharmacy building previously researched may not work out because it is in the "flood plain," but it should not be ruled out yet. At the meeting the old Holiday Market building located on Main Street in Burney was mentioned as a possible alternative to the Lyon's Pharmacy building. This building, which is not in the "flood plain," is available for sale, but is in bankruptcy and possibly litigation. Another option is to have the Burney Library included as part of a larger building that will also house other County Offices. A recommendation may be placed to have monies set aside

set aside for five thousand (5,000) square feet of this space for the Burney Library. Committee Member O'Lea asked if there would be a long-term advantage to having the Library located in the same building as the County Offices. Cleckler responded that she felt the Library would be better off in its own building. O'Lea asked what the next steps are to keep forward momentum going on this project. Cleckler responded that a release from the attorneys on the Holiday Market building should be the first step. She noted that other entities have interest in this building and that considering a cash payment may be helpful. Cleckler noted that Cal-Trans had fixed issues with the creek which caused flooding in Burney and that having the "flood plain" reassessed could be another option.

Chair Jelavich asked the LAC about an "Urgent Message" e-mail that had been sent out by CALTAC. Jelavich was wondering if the LAC could respond to this email. She was concerned about cuts to different budgets that tend to hit Libraries. Jelavich suggested compiling testimonies from the public that show how valued and needed Libraries are in their communities. She also suggested the committee members distribute the e-mail to their own networks of library supporters.

ADJOURNMENT

There being no further business, at the hour of 4:59 p.m., Chair Jelavich declared the meeting adjourned.