

APPROVED

MINUTES

Library Advisory Commission (LAC)

April 26, 2007

Council Conference Room

250 Hamilton Avenue

7:00 p.m.

Commissioners Present: Sanford Forte (7:10), Sandra Hirsh (Chair), Lenore Jones, Valerie Stinger, John Stucky (7:13), Susan Thom

Commissioners Absent: Paula Skokowski

Staff Present: Diane Jennings, Evelyn Cheng

Council Liaison: John Barton

CALL TO ORDER – Chair Hirsh called the meeting to order at 7:05 p.m.

ORAL COMMUNICATIONS – None

AGENDA CHANGES, REQUESTS, DELETIONS – None

LIBRARY DIRECTOR'S REPORT

1. Jennings welcomed Susie Thom, newest member to the Library Advisory Commission.
2. Paula Skokowski notified Jennings before this meeting that she will be resigning from the Commission effective immediately due to the demands of family and work. Jennings will confirm with the City Clerk's Office the process necessary to fill Skokowski's seat. The term will expire in January 2008.
3. The City Auditor's report on Library operations is tentatively scheduled to go to City Council on June 18.
4. The search for Assistant Library Director is ongoing.
5. The City is in the process of doing a Request for Proposal (RFP) for a public relations firm to develop an educational outreach strategy and related educational materials for the proposed ballot measures. The consultant should be hired by mid-July.
6. Library building projects:
Children's Library – New completion date for the building project is July 20, but no change in plans for a mid-September opening.
Main Library – New magazine room is still being renovated.
7. Evaluation of a resource sharing service (Link+) by the Library team is ongoing.
8. Library events celebrating National Library Week were a success, with a total of 300 attendees.

9. Upcoming events are:
- May 10 - Volunteer Recognition Event, Art Center, 3:00-5:00 p.m.
 - May 12 - Legislative Breakfast, Stanford Park Hotel 8:30 a.m.-11:00 a.m..
 - May 26 - Mayfield Reading Day, College Terrace Library, 1:00 p.m. – 5:00 p.m.
A day of fun for the community with participation from the College Terrace Neighborhood Association and Scholastic Books.

BUSINESS

1. Approval of draft minutes of Special Meeting on March 22, 2007.
 - Without corrections, Jones moved to approve minutes of Special Meeting on March 22, 2007. Stucky seconded. Minutes were approved, with Thom abstaining.
2. Election of LAC Chair and Vice Chair 2007
 - Forte nominated Hirsh for Chair of the LAC, seconded by Stinger. Hirsh was unanimously elected Chair of the LAC, 6-0.
 - Stinger nominated Forte for Vice Chair of the LAC, seconded by Stucky. Forte was unanimously elected Vice Chair of the LAC, 6-0.
3. Welcome for new Commissioner, Susie Thom
 - Hirsh said the LAC is pleased to have Thom in the Commission and encouraged Thom to call on any of the Commissioners if she has any questions.
 - Thom said she is looking forward to working with the LAC, Council, staff, stakeholders and the community. She spoke of her extensive involvement with the Palo Alto community and her hope that her knowledge and skills can contribute to help the Library move forward.
 - Jones thanked Forte and Stucky for applying and suggested that the LAC write to all the applicants to thank them for their interest in serving in the Commission. Jones will draft the letter.
4. Resolution for outgoing Commissioner Genevieve Gerard
 - Hirsh drafted the Resolution for Genevieve Gerard to recognize her services to the Commission and her support of the Library.
 - Forte moved “that the LAC go forward with this Resolution.” Stucky seconds. Motion passed unanimously, 6-0.
 - Hirsh will invite Gerard and present the Resolution at the May 24 LAC meeting.
5. LAC Council buddies and liaison roles

- Hirsh said members of the LAC were encouraged to establish and “adopt” Council buddies in order to foster a closer relationship and improve communications with City Council on library issues.
- New Council buddy assignments are as follows:
 - John Barton – John Stucky
 - Bern Beecham – Susie Thom
 - Ladoris H. Cordell – Sanford Forte
 - Peter Drekmeier – Lenore Jones
 - Yoriko Kishimoto – Sanford Forte
 - Larry Klein – Valerie Stinger
 - Judy Kleinberg – Susie Thom
 - Jack Morton – Lenore Jones
 - Dena Mossar – Valerie Stinger
- LAC liaison roles to the Friends of the Palo Alto Library (FOPAL) and Palo Alto Library Foundation (PALF) would require attending monthly Board meetings to keep dialogue open between the stakeholders.
 - LAC Liaison to FOPAL – Stinger and Thom
 - LAC Liaison to PALF – Jones, Stucky and Forte

6. LAC communications strategy

Report from Ad Hoc Committee

- Stinger provided the background for the Communications Plan outline drafted by the LAC Ad Hoc Committee (members: Stinger, Stucky, Forte). The goal is to summarize the elements of a communication strategy to support the recommendations of the Library Service Model Analysis and Recommendations (LSMAR) report.
- Discussion followed, with members of the LAC providing feedback and suggestions.
- Barton said the City can provide information and education but it cannot promote a bond measure. He suggested that the City Attorney be invited to the next LAC meeting to discuss the Commissioners’ role in ballot advocacy.
- Jennings suggested a good starting point is to prepare a one page summary of the LSMAR and for the LAC to start contacting the neighborhood associations.
- Stinger said she and Jones attended the Palos Verde Neighborhood Association meeting. Forte said reaching people who do not use the Library is important.
- Hirsh thanked the Ad Hoc Committee for their work. Discussion of this item will be continued at the next LAC meetings.

Possible joint meeting with PARC and BRTF – Forte

- Forte said he is working on having all three groups – the LAC, Parks and Recreation Commission (PARC) and the Public Safety Building’s Blue Ribbon Task Force (BRTF) - meet and discuss communication needs and combining efforts for outreach and education campaign for the community.

7. 2007-09 Library Budget – Jennings

- Jennings reviewed the proposed 2007-09 Library operating budget as well as capital projects identified for new funding and related to the Library. She also explained the budget process.
- Jennings highlighted a substantial \$167,000 increase to the Library’s collection budget for each of the two years of 2007-09, done as a partnership between the City and FOPAL. FOPAL will be contributing \$67,000 and the City will add \$100,000 from the operating budget; and provision of \$75,000 for a Library Technology Plan.
- Members of the LAC agreed that FOPAL should be commended.
- The Finance Committee will discuss the Library’s budget on May 3. Jennings will provide an update at the next LAC meeting.

8. Draft letter commending teen volunteer, Ethan Cheng, recipient of the President’s Volunteer Service Award – Forte

- Forte drafted a Resolution to recognize Ethan Cheng, a student at Gunn High School, for his outstanding volunteer service in the Library.
- Forte moved
“So resolved as a Commission and get this Resolution mailed to Ethan Cheng.”
and added to the Motion
“that the LAC makes recommendation that City Council recognizes Ethan Cheng’s efforts.”
Stucky seconds. Motion passed unanimously, 6-0.
- Stinger will present Resolution to Ethan Cheng at the Library’s Volunteer Recognition event on May 10.

REPORTS

Commissioner reports and questions:

Hirsh said that she would like some clarity on filling Skokowski’s vacancy. Until further notice, she will consider the LAC as a 6 member commission.

Council Liaison Report:

Barton welcomed Susie Thom to the Commission.

COMMENTS AND ANNOUNCEMENTS

Jennings said the City Council would like to hold Study Sessions with Boards and Commissions and has tentatively scheduled one with the LAC for November 13. Members of the LAC suggested a later date would be preferable because some of the current Council members will be termed out and they want to meet with the new Council. Jennings said she will check with the City Manager's Office.

AGENDA for meeting on May 24, 2007:

The items suggested for the meeting are:

- Resolution for Gerard and Skokowski
- LAC Work Plans/Priorities
- City Attorney re guidelines for role of Commissioners
- LAC Communications Strategy
- 2007-09 Budget update

Stinger moved to adjourn.

THE MEETING WAS ADJOURNED AT 9:05 p.m.