

APPROVED

MINUTES

Library Advisory Commission (LAC)

February 28, 2008

Council Conference Room

250 Hamilton Avenue

7:00 p.m.

Commissioners Present: Karen Dreyfus, Sanford Forte (Vice Chair),
Leonardo Hochberg, Valerie Stinger, John Stucky,
Susan Thom
Commissioners Absent: Robert Redfern-West
Staff Present: Diane Jennings, Cornelia van Aken, Evelyn Cheng
Council Liaison: Sid Espinosa

CALL TO ORDER – Vice Chair Forte called the meeting to order at 7:03 p.m.

ORAL COMMUNICATIONS – None

AGENDA CHANGES, REQUESTS, DELETIONS – None

LIBRARY DIRECTOR'S REPORT

1. Jennings gave an update on the Library Technology Plan: The consultant has committed to begin work on the Radio Frequency Identification (RFID) segment of the project and to have it completed in mid-May. The Library's Citizens Advisory Group will be holding its first meeting at the end of this month.
2. The Policy and Services Committee will review the revisions to the City's Naming Policy at their March 18 meeting.
3. In response to the City Auditor's recommendation that the Library should resume sending collection letters, the first batch of 1,500 letters was sent out in January.
4. Recent additions to the Library's collection include leased DVDs which are extra copies of titles that have long hold lists and are returned to vendor when they are no longer needed to fill holds), and Safari Technical eBooks, a new electronic collection providing full-text access to over 1,100 computer and technical titles.
5. City staff is taking on the challenge of looking at options of eliminating and/or reducing \$1,000,000 of services from next year's operating budget to help pay back

the annual payment of the loan to fund the building of a new Public Safety Building. Each department is required to review open/vacant positions and identify opportunities for salary savings.

6. Senator Joe Simitian has introduced a new library construction bond bill for the 2008 session. A significant letter writing campaign supporting the measure is encouraged in the coming weeks and months.
7. van Aken gave an update on Library events/programs:
 - The 2008 Silicon Valley Reads: *The Distant Land of My Father* program is coming to a close, with positive feedback from the community. The next author appearance will be on March 3 at the Palo Alto High School.
 - Author Anastasia Goodstein explores what teens and tweens are really doing online on March 12, 7:30 p.m. at the Palo Alto High School's Haymarket Theater.
 - Maya Spector, School Liaison, gave library presentations and held book discussions during lunch hour at Palo Alto schools.
 - "Information You Can Use @ the Library" resource classes provided by reference librarians are well attended. The historic New York Times full image archive will be the topic of the next class on March 12.
 - Palo Alto libraries will be closed on April 18 for the Library's annual staff development day. This year's theme is "Prepare or Beware" focusing on safety and emergency preparedness, with Dr. Steve Albrecht as guest speaker. Commissioners are invited to attend. Earthquake drills in libraries are scheduled on April 22.
8. Online library card registration is now available, accessible via the web from home or in the libraries.

BUSINESS

1. Approval of draft minutes of Regular Meeting on January 24, 2008.
 - Without corrections, Stinger moved to approve minutes of Regular Meeting on January 24, 2008. Thom seconded. Minutes were approved unanimously.
2. Welcome new LAC Commissioners
 - Vice-Chair Forte welcomed Karen Dreyfus and Leonardo Hochberg, new members to the LAC.
 - Dreyfus and Hochberg introduced themselves and provided a brief overview of their personal and professional backgrounds. Dreyfus spoke of her desire to be more involved with the community; Hochberg expressed his appreciation to City Council for the opportunity to serve in the Commission and to Jennings for a tour of libraries.

3. Adoption of Resolution commending Sandra Hirsh and Lenore Jones for their outstanding public service as members of the LAC

- Forte recognized Lenore Jones in the audience and relayed Sandra Hirsh's regrets for not being in attendance due to personal matters.
- Forte read the draft Resolutions commending Jones and Hirsh for their outstanding public service as members of the LAC.

Forte moved

“that the LAC adopts the Resolution(s).”

Seconded by Stinger. Motion passed unanimously, 6-0 (Redfern-West absent).

- Jones expressed her appreciation for the opportunity to work with the Commission, staff and City Council.

4. Election of 2008 LAC Chair and Vice Chair

- Stucky nominated Forte for Chair and Stinger for Vice-Chair, seconded by Dreyfus.

Thom nominated Stinger for Chair and Forte for Vice-Chair, seconded by Hochberg.

One round of voting:

Forte voted for Chair by: Stucky and Forte

Stinger voted for Chair by: Dreyfus, Hochberg, Stinger and Thom

Stinger was elected Chair of the LAC, 4-2 (Stucky, Forte)

Valerie Stinger elected as Chair, Forte elected as Vice-Chair by acclamation.

5. LAC-Council Buddy Assignments

- Stinger said members of the LAC will continue the practice of establishing and “adopting” 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	-	Dreyfus
Pat Burt	-	Thom
Peter Drekmeier	-	Hochberg
Yoriko Kishimoto	-	Stucky
Larry Klein	-	Stinger
Jack Morton	-	Redfern-West
Greg Schmid	-	Forte
Yiaway Yeh	-	Forte

- LAC liaison roles to the Friends of the Palo Alto Library (FOPAL) and Palo Alto Library Foundation (PALF) require attending monthly Board meetings to keep dialogue open between the stakeholders.

LAC Liaison to FOPAL – Dreyfus, Stinger, Forte

LAC Liaison to PALF - Thom, Forte

6. Debriefing from February 4 City Council and February 5 Finance Committee Meetings

- Forte gave a brief summary of the discussion on financing options for the Public Safety Building at the February 5 Finance Committee meeting.
- Jennings spoke about the February 4 City Council meeting, when Group 4 Architects presented 35% of schematic designs and costs of the building projects for Mitchell Park Library and the Community Center, Main and Downtown Libraries, and the City Council approved continuing with the full plan and eliminate consideration of a June 2008 ballot. The election would be in November 2008.
- Jennings reviewed the costs summary of the building projects and comparison of costs of other construction projects in the neighboring areas. She added that an independent review of the cost estimates will be done and discussed at a Study Session with City Council in May and another round of polling on library issues will be conducted in June.
- Members of the LAC asked questions/clarification about the cost estimates and provided feedback on potential issues and the outreach campaign.
- Stinger expressed her appreciation to City Council for their advocacy for the Library.

7. Update on outreach efforts for community facilities

- Jennings reported on upcoming outreach efforts: Neighborhood groups will be offered an opportunity to learn more about the plan for community facilities; another round of training for speakers' bureau will be scheduled in mid-March; short video regarding library needs is being finalized; and information and links will be posted on the City's website.
- Commissioners shared their concerns, asked questions, and gave suggestions on outreach strategies. The LAC agreed that personal contact with the community is vital.
- Stinger provided a brief background of the LAC's work on a communications strategy last year to new members Dreyfus and Hochberg.

8. Upcoming discussion with Youth Council

- Members of the LAC discussed potential topics they would like to bring up with the Youth Council at the next LAC meeting in April.
- Espinosa and Jennings encouraged the LAC to rally the Youth Council's support for Library and use this group effectively to promote the outreach campaign.

9. Agenda items for April 14 Council-LAC Study Session

- Thom suggested that the LAC hold a Retreat to work specifically on how to effectively use the Study Session with City Council on April 14.
- Members of the LAC agreed to cancel the March 27 LAC meeting and hold a Retreat on April 2, 6:30 p.m., Downtown Library.
- Thom moved
“that the LAC March meeting actually be held as a Retreat on Wednesday, April 2, rather than a Special Meeting .”

Forte seconded. Motion passed unanimously, 6-0.
- Espinosa said that the LAC Retreat would be a good time to review priorities for the year, issues and concerns related to the bond and best way to work effectively with City Council.
- Members of the LAC agreed that it would be helpful to get an understanding of the City's budget situation in their discussions. Jennings will invite David Ramberg, Assistant Director, Administrative Services Department, to come to the Retreat.
- Jennings said the agenda will need the input of the Mayor and Vice Mayor but Council will not take any action at a Study Session.

REPORTS

Commissioner reports and questions:

- Thom attended the Library Foundation's Board Meeting held in February and reported on meeting highlights.
- Jennings said the Friends of the Palo Alto Library (FOPAL) Board had a meeting in February. A meeting was held recently with the Foundation on FOPAL's possible involvement with fundraising campaigns for furniture, fixtures, equipment, and book collections.

Council Liaison Report:

- Espinosa extended his welcome to Dreyfus and Hochberg and encouraged them to watch Group 4's presentation on the facilities project during the LAC's January meeting.
- Espinosa encouraged the Commissioners to use the Retreat to step back and review their priorities and made suggestions on how to approach the Study Session with City Council effectively. He also made additional comments to discussions and key points brought up at the meeting.

COMMENTS AND ANNOUNCEMENTS –

- A sub-committee (Stinger, Forte and Thom) will start work to identify some of the issues and platform for the April 2 Retreat.
- Dreyfus asked if there is a Plan B for discussing other funding options should the bond fail; Espinosa said the focus now is to have bond passed. The goal of the City Council is to have both the Library and Public Safety Building projects done.

AGENDA for meeting on April 2, 2008

The items suggested for the meeting are:

- Report on the City's budget and financial picture – David Ramberg, Assistant Director, Administrative Services Department
- Priority Setting for the LAC's Study Session with City Council on April 14
- Review of LAC priorities for 2008

Forte moved to adjourn.

THE MEETING WAS ADJOURNED AT 9:55 p.m.