

APPROVED

MINUTES

Library Advisory Commission (LAC)

August 27, 2007

Council Conference Room

250 Hamilton Avenue

7:00 p.m.

Commissioners Present: Sandra Hirsh (Chair), Lenore Jones, Robert Redfern-West, Valerie Stinger, Susan Thom

Commissioners Absent: Sanford Forte, John Stucky

Staff Present: Diane Jennings, Evelyn Cheng

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 Robert Redfern-West, new member to the Library Advisory Commission.
2. Cornelia van Aken, new Assistant Library Director, will start on September 4 and may be attending some LAC meetings with Jennings.
3. The Library will proceed with proposing a two year pilot program for Link+, the resource sharing service, through a partnership between the City and the Friends of the Palo Alto Library (FOPAL). Funding will be requested in the 2007-08 mid-year budget.
4. Plans are underway for the Library's participation in next February's *Silicon Valley Reads*, when readers throughout Silicon Valley are asked to read the same book, at the same time, and discuss it. "The Distant Land of My Father", by Bo Caldwell, will be the subject of numerous programs and Palo Alto will have the author speaking at one of its events. Staff is working with the Mayor for additional resources and ideas for the program.
5. The 2006-07 library circulation statistics, compared to last year, shows a 10% increase in checkouts across all branches. There was only a 2.6% decrease in visitor

count compared to last year's. Since Children's Library was closed the entire year for renovation, this usage was higher than anticipated.

BUSINESS

1. Approval of draft minutes of Special Meeting on June 28, 2007.
 - Without corrections, Jones moved to approve minutes of the Special Meeting on June 28, 2007. Stinger seconded. Minutes were approved, 4-0.
2. Introduction of new Commissioner
 - Hirsh welcomed Robert Redfern-West to the LAC and encouraged him to call on any of the Commissioners if he has any questions.
 - Redfern-West gave a brief introduction of his personal and professional background and spoke of his desire to be part of the library society.
3. Library conceptual designs – Group 4
 - Merkes introduced team members in the audience – Kathy Page, Paul Jamtgaard and Teresa Poon – and gave an update on the conceptual design progress for Mitchell Park, Main and Downtown Libraries.
 - Merkes, Page and Jamtgaard discussed their design approach for all three libraries, highlighting design values and floor plan options.
 - Mitchell Park: sketch studies were included, based on two options: (1) a one phase option for a 2-story Library and Community Center; and (2) a two phase option for a 2-story Library and Community Center.
 - Main Library: site and functional analysis as well as massing studies provide options for addition to existing building to accommodate programming needs.
 - Downtown Library: two options for program recommendation, one with Technical Services located in Mitchell Park and the other one with Technical Services remaining at Downtown Library.
 - Members of the LAC asked for clarifications and gave feedback on Group 4's presentation.
 - Merkes said Group 4's presentations and discussions were well-received by other Boards and Commissions and useful input was provided as well. The conceptual design process will be completed in September.
 - Group 4 will present interim schematic designs for the three libraries to the LAC and other commissions in October. Final report to City Council is scheduled in February 2008.
 - Hirsh recognized Beth Bunnenberg, 2351 Ramona St. 94301, from the audience. Bunnenberg spoke about her concerns for a plan to move historical archives to the

basement of the Main Library and expressed the desire of the Palo Alto Historical Association (PAHA) to work with the LAC for a better understanding of proposed solutions. Handouts on PAHA were provided to the Commissioners.

- Members of the LAC agreed that the plans for the libraries were exciting and commended Group 4 for their good and thorough work.

4. LAC Work Plan 2007-2008

- Jennings introduced the working document developed with Hirsh and Forte, prioritizing the LAC's Work Plan for 2007/08 in the following areas: public communication and outreach, facility planning, technology and the audit of Library operations.
- Members of the LAC provided input, made suggestions on other areas the LAC would like to work on this year, and agreed that this document will be extremely helpful to stay focused on library issues/priorities.
- Hirsh suggested reformatting the document to provide a calendar view in chronological order.
- Jennings will revise the document to include feedback from the Commissioners.
- This item will be reviewed at the next LAC meeting.

5. Re-opening of Children's Library

- Jennings gave an update on the Children's Library expansion project. Every effort is being made to have the contractor finish all work by the end of August. Staff is excited about moving in.
- The grand re-opening date is September 29, and day-long events are planned, starting with a wagon parade of books from Main Library to Children's at 10:00 a.m., followed by the ribbon cutting ceremony with Mayor Kishimoto and unveiling of the mural in the "Tree Top Room" – the new program room in the North Wing.
- The Palo Alto Library Foundation (PALF) and FOPAL will host a sneak preview for major donors and supporters on Sunday, September 23, 3:00 to 5:00 p.m.
- Jennings encouraged the Commissioners to participate in the festivities.

6. Update on LAC communications strategy

- Jennings said staff met briefly with the Lew Edwards firm, the City's outreach consultant hired to develop an educational outreach strategy and related educational materials for the proposed ballot measures. Background research has been completed as well as FAQs (frequently asked questions) on the Public Safety Building, which is currently posted on the City's website.

- On August 30, the consultant will hold an interview/discussion with two focus groups on their positions on potential bond measures, to help pinpoint issues and think through strategies.
- Jennings added that the consultant is working on FAQs on Library and a flyer to be mailed to Palo Alto residents in the fall to get feedback on general needs from the City.
- Members of the LAC agreed it will be worthwhile to invite the outreach consultant to the next LAC meeting and get input on crafting the LAC's communications strategy. Jennings said she will extend the invitation.

REPORTS

Commissioner reports and questions:

- Stinger attended the FOPAL Board meeting in July and commended FOPAL for their productive consideration and use of their budget to support the Library.
- Jones suggested that the LAC should have a discussion with PAHA in September, following Bunnenberg's comments at this meeting.

COMMENTS AND ANNOUNCEMENTS - None

AGENDA for meeting on September 27, 2007:

The items suggested for the meeting are:

- City Auditor on Library Audit
- Lew Edwards, outreach consultant
- Discussion with PAHA
- Update on College Terrace Library

Stinger moved to adjourn.

THE MEETING WAS ADJOURNED AT 9:20 p.m.