

# DRAFT

## MINUTES

### Library Advisory Commission (LAC)

February 23, 2017

Community Meeting Room, City Hall  
250 Hamilton Avenue

**Commissioners Present:** Sheena Chin, Doug Hagan, June Loy, Bob Moss

**Council Liaison** : Lydia Kou

**Staff Present** : Gayathri Kanth, Evelyn Cheng

CALL TO ORDER – Chair Loy called the meeting to order at 7:00 p.m.

ORAL COMMUNICATIONS – Nigel Jones, President of the Friends of the Palo Alto Library (FOPAL), spoke about their new officers, current financial status and acquiring extra space at the Cubberley Community Center.

Loy announced that Commissioner Don McDougall is joining the Parks and Recreation Commission and can no longer serve in the LAC. The LAC appreciates the opportunity to work with McDougall, who served on several subcommittees.

AGENDA CHANGES, REQUESTS, DELETIONS – None

## BUSINESS

### 1. Approval of draft minutes of Regular Meeting.

- Without corrections, minutes of the Special Meeting on January 26, 2017 were approved.

### 2. Presentation: Pacific Library Partnership (PLP) & Silicon Valley Library System (SVLS)

- Carol Frost, Chief Executive Officer, Pacific Library Partnership (PLP), gave a brief overview of the California library systems, specifically PLP, a consolidation of four library systems in the greater Bay Area, including Silicon Valley Library System (SVLS), serving Santa Clara County. Palo Alto Library is a member of SVLS.
- There are 42 library systems in PLP: 9 academic libraries and 33 public libraries. Funding for PLP comes from library member annual participation fee, state-wide grants, federal grants, and California Library Services Act.

- PLP benefits for all members include delivery services for library materials, database subscriptions at substantial group discount, staff development and professional development opportunities, and participation in committees of shared interest.
- Palo Alto Library participates in PLP Student Success Grant which provides library cards to school children, as well as participates in Executive and Middle Management Leadership Programs, and received Innovation Grants in FY2015/16 (Bike PALS) and FY2016/17 (Positioning Libraries for the Virtual Future).
- Discussion followed, with members of the LAC asking questions/clarifications about PLP support and services to member libraries, the participation fee, and the Califa Group, a nonprofit library membership consortium which brokers and facilitates the procurement of library products. Commissioners expressed interest to know more about SimplyE, a new app that gives cardholders the ability to browse, borrow and read e-books in just a few easy steps.

### 3. Presentation: Palo Alto Library Marketing Program

- Gayathri Kanth, Assistant Library Director, did a presentation on marketing the Palo Alto Library, covering the key elements for identifying and targeting existing and potential customers to help create a marketing strategy that will address their needs.
- Palo Alto Library values providing free and open access to collections, resources, and services to all, community building and diversity.
- Public relations activities (print/digital publications, social media and other channels) at the library are managed by Senior Librarians.
- Next steps include forming a marketing team to do analytics, content creation, graphic design and publicity, expanding outreach efforts, and possible revamping of the library website and newsletter.
- Commissioners gave suggestions for marketing strategy, community involvement, programs, and asked questions about limitations to the website, if any, and requested additional information on Analytics on Demand (subscription service that will help libraries understand non users) and using Nextdoor (social platform) to publicize library programs and services.

### 4. Library Strategic Plan Subcommittee Report and Proposed Actions

- Commissioners Loy and McDougall, subcommittee members, met with Zieshenne and Kanth recently to discuss the LAC involvement in the Library Strategic Plan for 2018-2021.

- Loy said the subcommittee recommends not to pursue a community wide survey, and encouraged LAC members to continue dialogue with their “Council buddies”, make sure they are aware of the Library Strategic Plan 2015-2017, the Workplan developed, and get their feedback/input.
  - The LAC will discuss what subcommittees will be needed at the next meeting in April.
5. LAC Expense Budget and Attendance at 2017 American Libraries Association (ALA) Annual Conference
- The Commission has \$2,500 allocated in the Library’s operating budget for the full year, used for paying for registration fees for PLP or California State Library meetings/workshops, etc. Last fiscal year, the money was used for expenses related to hosting LAC meetings in various libraries.
  - In an earlier correspondence, Ziesenhenné had suggested using the funds this year to provide an opportunity for a Commissioner to attend the 2017 American Libraries Association (ALA) Annual Conference in Chicago, June 22-27, 2017, and learn about what other library trustees are doing.
  - Moss indicated interest in attending the conference and will work with staff to make the necessary arrangements.

#### LIBRARY DIRECTOR’S REPORT

Ziesenhenné was on vacation at the time of the LAC meeting but included the following reports in the packet:

- Semi-Annual Library Statistics, for the last six months of 2016, along with the comparison of the same period in 2015
- Library’s January 2017 Report
- City Auditor’s presentation of the FY2016 Performance Report, the National Citizen Survey, and Citizen Centric Report to City Council on January 28, 2017
- Nigel Jones’ FOPAL 2017 report

#### COUNCIL LIAISON’S REPORT

Kou said she did not have anything to report.

#### COMMISSIONER REPORTS AND QUESTIONS

Commissioners will report on branch visits at the April meeting.

AGENDA for meeting on April 27, 2017:

- Election of LAC Vice Chair (replacing Don McDougall)
- Review Circulation Loan Periods
- 2017 LAC Subcommittees
- Presentation on Analytics on Demand
- FY2018 Library Budget
- Update on Library Collections

THE MEETING WAS ADJOURNED AT 9:15 p.m.