# Minutes CITY OF GLENDORA LIBRARY BOARD OF TRUSTEES – Regular Meeting

Library Bidwell Forum 140 S. Glendora Ave, Glendora CA 91741 October 20, 2008

7:00 p.m.

The Regular Meeting of the Glendora Library Board of Trustees was called to order at 7:00 p.m. by President Mike Conway.

Board members Present: Mike Conway, Sylvia Slakey, Debbie Deal, Tricia Gomer,

Helen Storland

Board Members Absent: None

Staff Present: Robin Weed-Brown, Library Director; Elke Cathel,

Administrative Assistant; Cindy Romero, Senior Librarian Youth Services; Janet Stone, Senior Librarian Adult

Services

#### 2. PUBLIC COMMENT PERIOD

There was no public to comment.

#### 3. ADOPTION OF AGENDA

There were no changes to the order of the agenda.

## 4. <u>CONSENT CALEND</u>AR

4.1 It was MSC (Gomer/Storland) to approve Minutes of meeting of September 15, 2008. The motion carried 5-0-0 as follows: AYES: Conway, Gomer, Slakey, Storland, Deal; NOES: None; ABSENT: None;

### 5. <u>SPECIAL PRESENTATION</u>

#### 5.1 <u>Presentation on new Readers Advisory Services</u>

Weed-Brown introduced Cindy Romero, Senior Librarian Youth Services, and Janet Stone, Senior Librarian Adult Services, who joined this meeting to provide a short demonstration of the library's Readers Advisory services.

Romero elaborated on the online book clubs, a new Readers Advisory service. Online book clubs encompass fiction, non-fiction, romance, mystery, science fiction, audio, business, pre-publication, teen, good news and horror. Every Monday thru Friday morning a 5 minute-read of a book is delivered to participating patrons via email. By the end of the week the patrons will have read enough of the book to know whether they would like to check it out. Patrons can click on the link in the email to go to the library's online catalog to check availability. Romero pointed out some other features of the online book clubs, such as locating 5-minute reads patrons may have missed and listening to the audio via a link in the email. Stone added that these emails are a great outreach tool, as the online book clubs were responsible for sending over 1,700 emails last month.

Book News is the second new Readers Advisory tool available to patrons. With Book News, monthly reviews, descriptions, book jackets and commentaries can be emailed to patrons or viewed on the library's website. By clicking on a link, patrons can go directly to the library's catalog and check a title's availability or place a hold. Romero stated that staff verifies that the library owns the featured books prior to Book News and online book clubs being sent out. Book News and the online book clubs are provided by DearReader.com.

Other Readers Advisory tools available include LibraryThing and NoveList. Stone elaborated on the tag clouds used in LibraryThing and demonstrated some of its features. Weed-Brown added that LibraryThing allows users to participate in the library environment. Romero stated that in NoveList patrons can search for books by their favorite author, in their favorite series, as well as in their favorite genre. Patrons can review lists of "read-alikes," award winners and recommended reads. Romero stated that all of these tools assist readers in finding their next favorite book and different ways to go about it.

The Board thanked Romero and Stone for their presentation.

#### 6. REPORT OF LIBRARY DIRECTOR

Weed-Brown stated that the City of Glendora is participating in a state-wide earthquake drill, which will take place November 13 starting at 10 a.m. City staff is instructed to duck and cover, then evacuate the building and meet at the designated evacuation spots. In discussing the timeline with the City's Emergency Services Coordinator, Weed-Brown stated that Schmidt recommended leaving the library building closed to the public until 10:15 a.m. The Board approved delaying the library's opening from 10 a.m. to 10:15 a.m. on November 13. Weed-Brown stated that signs will be posted for the public. She added that specialized training sessions for staff will take place at the end of this month in preparation for the drill.

Weed-Brown stated that the vacant Library Technician position is still frozen. Library Aide III interviews moved forward, as library staff was told that part-time positions are not affected by this hiring freeze. This will be verified, however, before a job offer is made. It is Weed-Brown's understanding that the hiring freeze applies to all departments.

The Board discussed the hiring freeze, including lost staff time and potential loss of a good candidate due to delays. In response to a question from Conway, Weed-Brown replied that once the hiring freeze is over, staff is ready to make a job offer for the Library Technician position.

Conway commented on the observations noted in Weed-Brown's Director's report regarding parking around city hall.

Conway commented on the Public Information Officer Training recently attended by three of the library's mid-management staff. Weed-Brown stated that in case of an emergency the City Manager's office is the primary PIO with the library being back-up. The library is also back-up to Personnel and Logistics. Weed-Brown elaborated on the city staff's responsibility and procedures in case of an emergency.

Conway commented on the interesting articles attached to Weed-Brown's report.

The Board discussed the possibility and different means of developing stronger partnerships with the school district. Weed-Brown stated that the library has always worked towards a strong partnership with the schools. She cited the Library's quarterly Educator Newsletter, which is distributed to all Glendora public schools, as just one example of the library reaching out to the public schools. Weed-Brown was unsure what else the library could do. Storland stated that the library's participation in the Glendora Read-In helps to strengthen the relationship. Deal suggested distributing the Library newsletter to the PTA Presidents. The library's web site address could also be printed in the school newsletter.

The Board was pleased with the increase in library statistics.

Storland reported that she took the "State of the Library 2007-2008" handout to the Woman's Club. It was very well received and people were amazed at how much the library does. Slakey commented that many times talking directly to people is more effective than a mailer or a sign. The Board agreed that library staff is doing an incredible job in publicizing library happenings. Weed-Brown offered to make copies of the "State of the Library 2007-2008" handout for any interested Board members.

The Board discussed ways to improve the library's visibility to make the city administration recognize that the library is an important part of this community and needs to be funded accordingly. One suggestion was to start a library advocacy email campaign. Weed-Brown stated that this year's Foundation's budget has already been cut, which will affect library programs.

#### 7. UNFINISHED BUSINESS

#### 7.1 Parking Issues

Conway stated that he and Gomer had agreed to meet with the City Manager to discuss parking around City Hall. Unfortunately, they have not been able to meet with the City Manager yet.

Conway commented that providing good customer service includes providing adequate parking for residents. Slakey pointed out the number of parking spots not available for the public due to them being used by parking enforcement cars, city staff parking their personal vehicles and ride share parking spots. These spots should be made available for citizens. The Board asked that this issue be put back on the agenda next month.

Weed-Brown stated that she continuously reminds library staff not to park in the two main lots. She added that for safety reasons staff members working at night can park their cars in one of the two main lots. Weed-Brown said that they are asked to wait until their dinner hour to move their cars. Weed-Brown was unsure whether there was an official staff parking policy. Gomer stated that there is a huge demand for parking and limited resources.

#### 7.2 Communication to City Council

Conway reminded the Board that two separate letters were sent to City Council from the Library Board. The first addressed the library's website and asked to use 215 funds to re-design it. The second letter was a request to establish an annual meeting between Council and the Library Board on the second Tuesday in May.

Conway stated that he has not received a response from City Council on either letter. Slakey read the response the Board received from the City Manager regarding the library's website. Weed-Brown reminded the Board that during discussions with the Finance Director prior to the letter being sent, the Finance Director suggested using salary savings to pay for the library's website redesign. Discussion followed. The Board agreed to send another letter to Council, as the City Manager's letter does not address the use of 215 funds. The Board also agreed to send another letter to Council regarding the annual meeting. The Board stressed the importance of setting an annual meeting date with City Council. Slakey and Conway agreed to meet with Weed-Brown to draft the responses.

#### 8. NEW BUSINESS

# 8.1 <u>Approve January & February Board meeting dates</u> The Board discussed the Library Board meeting dates for January and February.

It was MSC (Deal/Slakey) to move the January and February Board meeting dates to Monday, January 26, 2009 and Monday, February 23, 2009. The motion carried 5-0-0 as follows: AYES: Conway, Gomer, Slakey, Storland, Deal; NOES: None; ABSENT: None;

Discussion followed on moving the Library Board meeting to the 4<sup>th</sup> Monday every January and February due to the holidays.

It was MSC (Deal/Gomer) to move the Board meeting to the 4<sup>th</sup> Monday in January and February due to the holidays always falling on the 3<sup>rd</sup> Monday. The motion carried 5-0-0 as follows: AYES: Conway, Gomer, Slakey, Storland, Deal; NOES: None; ABSENT: None;

#### 8.2 Review Library's Strategic Plan

Weed-Brown stated that last fiscal year the Board felt the library's strategic plan needed to be reviewed to verify that the library is on track and responding to the needs of the community. She reported that the strategic plan was discussed with library staff, including the management team. Staff felt that the library had responded well to the goals outlined in the plan. To expand the library's progress, staff came up with many interesting ideas on marketing, outreach and use of new technologies. There is a lot of interest in some of the staff to pursue these new ideas. But staff also commented that they needed to be realistic in their expectations on taking on more new projects with increasingly limited resources. Slakey stated that staff is doing a tremendous job. She was amazed at everything that has been accomplished. She cautioned about doing too much and overextending staff.

Weed-Brown asked if the Board had any specific direction to staff on the further implementation of the strategic plan. The Board discussed the strategic plan and felt the library was on track. Conway suggested periodically taking the strategic plan back to the community for input, as it is supposed to be a living document. Weed-Brown reminded the Board about the library's Annual Survey, which staff has discussed putting on the library web site. Storland and Slakey agreed that that would satisfy getting input without adding more work for staff.

Weed-Brown suggested establishing some means in FY 09/10 to communicate with the community regarding the strategic plan. It could be a modified process and not as elaborate as the strategic planning process. Slakey suggested using online methods. Deal suggested notifying the community that the goals in the strategic plan have been met. The accomplishments could be put on the website and mailed to core groups. Conway suggested forwarding the accomplishments to the City Council as well.

Gomer stated that the meeting with the City Council in May would be the perfect time to review the strategic plan.

#### 8.3 <u>Audio recording of Library Board meetings</u>

The Board discussed the City Manager's instructions to record Library Board meetings. Cathel had reported on these instructions, disseminated via the City Clerk to the city's Administrative Assistants, at the August 18, 2008 Library Board meeting.

The Board agreed that the Library Board minutes are very detailed. The Library Board complies with the Open Meeting Act and its agendas and minutes are available for viewing on the city's and the library's website, as well as in the library, the PD and the bulletin board by Council Chambers.

The Board appreciated the city administration's offer to use the mobile Granicus system to record its Library Board meetings. At this time, however, the Board decided to continue to hold and document its meetings the way they have been and not use the Granicus audio recording system.

#### 8.4 <u>Library Events Calendar</u>

The Board reviewed the events calendar.

#### 9. BOARD MEMBER ITEMS

#### 9.1 Agenda Planning Calendar

Weed-Brown summarized that the parking issues, as well as communication to City Council will be added to next month's agenda.

Deal asked for Weed-Brown to confirm the date of Library Appreciation week. She asked that the planning of the staff appreciation event be added to the December Board meeting agenda.

#### 9.2 Board Member Items

Slakey said she was very sorry to hear about the loss of Steve Armstrong. Weed-Brown added that Steve Armstrong was a former staff member, the first Adult Literacy Coordinator and instrumental staff support in creating the Friends Foundation. He went on to work at Corona Public Library. Steve Armstrong passed away Saturday. Weed-Brown stated that she does not have any information regarding his service.

There being no further business, the meeting adjourned at 10:00 p.m. in memory of Steve Armstrong.

Respectfully Submitted,

Robin Weed-Brown, Library Director

\*The above minutes are subject to the Library Board's additions or corrections and final approval.