



City of Saratoga Library Commission

MINUTES

DATE: February 25, 2015

TIME: 4:00 p.m.

LOCATION: Saratoga Library/ Community Room
13650 Saratoga Avenue
Saratoga, CA 95070

Call to Order 4:11pm

Roll Call –

Present: Campodonico, Kispersky, Marty, Whitcomb

Absent: Gulino

Staff: Terrie Creamer, Nancy Howe, Allison Lew, Adam Henig

Public: Nancy Kirk

Report on Posting of the Agenda: Pursuant to Government Code Section 54954.2, the agenda for this meeting was properly posted on February 19, 2015.

Oral & Written Communications: Saratoga Resident Nancy Kirk inquired about seeking funds for improved signage at the library. When visiting the Los Altos Library, she noticed wayfinding signs that she found to be effective for users. Although she was impressed, she noticed one of them seemed a bit dangerous and could hurt someone. Also, she would like to see the library extend the number of days in a week it opens in the evening and that the library should consider eliminating the non-resident fee, which deters potential patrons from using the library. Finally, she recommended that the library provide a discount for residents when renting the community room (e.g., the first hour of use is free).

Marty joined the meeting at 4:15 p.m.

Approval of Minutes: Draft minutes for the December 10 meeting.

Marty moved to approve the draft minutes for the December 10 meeting. Kispersky seconded the motion. Motion passed 4-0.

Old Business

1. Battle of the Books

Issue: Continue discussion about potentially establishing a program geared to adults

Action: Discuss an adult program version of Battle of the Books

Whitcomb said offering an adult version “sounds like fun.” Lew mentioned that she would like to involve the adult services supervising librarian in the planning and implementing of this program. More details at the next meeting.

2. Work Plan

Issue: Chair Marty and Vice-chair Gulino attended January 23 Council retreat and presented the Commission's work plan. How will Commission accomplish the updated work plan?

Action: Discuss how (and when) item will be accomplished and vote to adopt updated Work Plan to present at the annual Joint City Council Meeting on 6:00 p.m., Wednesday, April 1 at City Hall.

In her feedback from the Council Retreat, Marty mentioned that the Council would like to have youth be more involved. In working with Lew, Marty has added another column to the Work Plan—denoting whether it's the Library Commission's or the Library's responsibility to complete.

The following completion dates and project ideas have been discussed and agreed upon:

- **Project#1** - Brainstorming program ideas with the Library – **(Ongoing)**
- **Project#2** - Heritage Center categorization – **(May)**
- **Project#3** - Increase marketing efforts (Library Commission assists where Library can't cover) – **(June)**
 - Howe mentioned that the Library would like to reach residents who are on "not our mailing list" and don't frequently use the library. It typically tends to be those who are in their thirties or forties and/or those who don't have children.
 - Whitcomb mentioned in the past she met with the principal at the elementary schools in Saratoga to promote the library; attended Open House; met with the school librarian; and sponsored a poster contest.
 - Kispersky said working with the schools are critical; Mentioned that Gulino has a marketing background; Library should look into using social media and direct mail; Thinks the City might be interested to support a campaign to "put a library card in every child's hand."
 - Lew responded that the Library already is doing a lot of marketing already; would prefer to have the Library Commission focus in an area which the Library isn't covering; Lew will identify those areas at the next meeting
- **Project#4** – Creating a library resource flyer to simplify services offered **(Ongoing)**
- **Project#5** – Contact leaders of local organizations/community groups **(Ongoing)**
 - Creamer mentioned that she has a list of community groups who might be receptive to the Library's needs and will provide it at the next meeting.

New Business

None

Reports

1. Nancy Howe, Santa Clara County Librarian

Howe brought to the Commission's attention the upcoming American Librarian Association's annual conference in June. This year it will be held in San Francisco. Because of the conference location's proximity, she's encouraging her staff, members of the Friends, and Library Commissioners to attend whatever portion of the conference they are able to. The SCC Library's Joint Power Authority board met on January 29. The Board's next meeting, which will cover budgetary matters, will be on April 16 and then June 4.

2. Allison Lew, Saratoga Community Librarian

Lew invited Commissioners to attend the Council meeting on April 15 to celebrate National Bookmobile Day. She reminded Commissioners that Friends make many of the public programs offered possible.

Silicon Valley Reads continues through the end of March. On March 14, the California Public Library Advocates will meet at the Saratoga Library for a day-long workshop. This is the only location in Northern California, Lew noted, and it's honor to host it. A former and the current state librarian will be the featured speakers.

In Lew's regular report, she mentioned that volunteer hours are way up, in comparison to this time last year. She also noted that there were three new hires since the last meeting (two in the children's wing), a special recognition was given to the library's janitor, and that the Library is seeking native English speakers to facilitate the weekly English Conversation Club. Upcoming events include SV Reads on March 2; an international candy tasting event and a panel discussion about the college application process for teens; introduction of baby story time; and a host of other events covered in her report. Using a video to show its capabilities, Lew explained the County's acquisition of several digital science journals and magazines that are now easily accessible to the public.

In order for the library to gauge the quality of its programs and learn how to improve it, Lew is asking her staff to provide evaluations to program participants. The evaluation covers program quality, how one heard about it, and demographic information. Kispersky asked Lew if she could itemize or "spread" the results out, so staff can see how each of the programs are doing. Using the data she has, Lew discovered that most of the patrons were pleased with the presentations offered and would like to see similar programs that they had just attended in the future.

Finally, she commended the Friends for funding the wayfinding sign project, which will provide more information to patrons and make it easier to navigate the library. This will "free up" staff for more complex questions that users may have. The idea was came about from Los Altos' installation. Library will be using same designer.

3. Terrie Creamer, Friends of the Saratoga Libraries

Friends recently received \$378,000 donation from a recently deceased resident. Friends granted \$50,000 to the County Bookmobile operation and will allocate between \$120,000 and \$150,000 to pay for the wayfinding signs. This does not include the \$14,000 paid to the designer for the initial consultation. Creamer handed Howe two checks for these projects. Creamer also mentioned an upcoming event that is part of the monthly author series.

4. Lauren Marty, Library Commission Chair

None

5. Adam Henig, City of Saratoga Liaison

Henig listed upcoming events that are taking place in the Village and around the City. He also reminded the group about the April 1 Joint Council Meeting at City Hall and the Commission Recognition Dinner on April 30 at the Foothill Club.

Agenda Items for the Next Meeting

- Update on the Work Plan, specifically the Heritage Center Categorization project and proposed marketing campaign that will be implemented by the Commission

Adjournment – Kispersky moved to adjourned the meeting at 5:46 p.m. Marty second the motion. Motion passed 4-0.

Respectfully Submitted:

Adam Henig

Recreation Supervisor