CONTRA COSTA COUNTY LIBRARY COMMISSION
AGENDA ATTACHMENT 8

MEETING DATE: Thursday, September 22, 2011
AGENDA ITEM #: 12 C
ITEM: DISSEMINATION OF COMMUNITY LIBRARY INFORMATION

RECOMMENDED ACTION:

Commissioner Enholm (District 5) will present a resolution for Library Commission consideration. This resolution will ask City Councils and Municipal Advisory Councils to include information about their community library on billboards, public bulletin boards, websites, newsletters, and other methods available to them.
City going high-tech with LED billboard

New sign will give leaders more options to promote events

By Lisa P. White

Martinez leaders plan to upgrade this billboard on the west side of southbound Interstate 680 to an LED display.

bridge toll plaza on Bridgehead Road, which runs along the west side of I-680. Since 1979, Martinez has received free ad space on the northern side of the billboard as a condition of the use permit granted to the original owner. Under the agreement with current owner CBS Outdoor, Inc., Martinez may change the billboard four times per year.

But after ads for seasonal events lingered long after the events had passed, city leaders decided to use the billboard instead to promote Martinez. After two years of the train, however, some people in town were starting to grumble.

What happened next was fortuitous. Just as business leaders started talking about refresh-

MARTINEZ CCT 9-4-11

Martinez
Continued from Page 17

ing the billboard, the city reached out to CBS Outdoor and learned the company also wanted to make a change. The train image came down last year, and a beating-themed ad went up in December with the tag line, “Martinez Getting Ready for You.” By this time, CBS Outdoor had suggested several alternatives, including relocating the billboard from a Union Pacific Railroad easement to private property and replacing it with the LED sign.

With the blessing of Main Street Martinez and the Martinez Chamber of Commerce, the city opted for the digital display billboard, which resembles a giant TV screen. The sign rotates through a series of full-color digital images, which appear on-screen for about six seconds.

Under the agreement the City Council is scheduled to consider Wednesday, Martinez would be one of six to eight advertisers on the northern side of the sign. The city could change its ad up to 24 times per year and run emergency messages such as Amber Alerts. Also, Martinez would get an 11 percent cut of the ad revenue, an estimated $120,000 to $160,000 per year.

While changing the current billboard is a lengthy process — one reason it didn’t happen very often — swapping out an ad on the LED sign would be a snap.

“This is so simple, send them a digital image and tell them what you want it to say and within five days, they will change it out,” said Michael Chandler, senior management analyst for the city.

The Fourth of July fireworks show, the December downtown snow park and the King of the County BBQ competition could appear on the billboard, as well as ads promoting recreational activities, Chandler said.

“It just gives us tremendous flexibility that we don’t have with the current billboard to promote time-sensitive events,” he added.

Leanne Peterson, executive director of Main Street, said a digital billboard is a great opportunity to let people know what her group and others are doing in Martinez.

“If we get it enough times I think we can do both event promotion and general ‘visit downtown Martinez’ promotion,” she said.

Lisa P. White covers Martinez and Pleasant Hill. Contact her at 925-943-8011. Follow her at Twitter.com/lisa_p_white.
MEETING DATE: Thursday, September 22, 2011
AGENDA ITEM #: 12 E
ITEM: NOMINATIONS FOR 2012 LIBRARY COMMISSIONER OFFICERS

RECOMMENDED ACTION:

Commissioners will make recommendations for Commission officers for 2012.
ARTICLE VII: OFFICERS

SECTION 1: OFFICERS

The officers of the Commission shall be the Chairperson, Vice-Chairperson and Secretary.

SECTION 2: CHAIRPERSON

The Chairperson shall: (1) preside at all business meetings; (2) set the agenda and review minutes for all meetings in consultation with the Secretary; (3) have general supervision over all Commission business conducted; and; (4) have such other powers and duties as may be assigned to him/her by the Commission.

SECTION 3: VICE-CHAIRPERSON

The Vice-Chairperson shall, in the absence or inability of the Chairperson to act, exercise all the powers and perform all the duties of the Chairperson. He/she shall also have such other powers and shall perform such other duties as may be assigned to him/her by the Commission.

SECTION 4: SECRETARY

The Secretary shall be the County Librarian. He/she will keep the minutes of the meetings of the Commission. In consultation with the Chairperson, he/she shall prepare all agendas. He/she shall distribute all agendas, be custodian of the Commission's records, keep a register of the contact information of each member, which shall be furnished to the Secretary by each member and, in general, perform all duties incident to the office of Secretary.

SECTION 5: TERM OF OFFICE

The Chairperson and Vice-Chairperson shall serve a term of one year and may succeed themselves for one additional consecutive term. The elective officers shall serve until replacements are elected.

SECTION 6: ELECTION OF OFFICERS

The elective officers of this Commission are the Chairperson and Vice-Chairperson. Both officers shall be annually elected at the November regular meeting. Majority votes of both city and county members present constituting a quorum are required to elect.
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<thead>
<tr>
<th>Name</th>
<th>Representing</th>
<th>Address</th>
<th>City, State, Zip</th>
<th>Business</th>
<th>Fax</th>
<th>Email</th>
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<tr>
<td>Ross Stock</td>
<td>Richmond, City of</td>
<td>8325 Polksett Avenue</td>
<td>Richmond, CA 94805</td>
<td>510/365-6838</td>
<td><a href="mailto:rossstock@eircom.net">rossstock@eircom.net</a></td>
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<tr>
<td>Penny Fisher</td>
<td>San Ramon, City of</td>
<td>10261 Lakewood Drive</td>
<td>San Ramon, CA 94585</td>
<td></td>
<td></td>
<td><a href="mailto:pennyfisher450@comcast.net">pennyfisher450@comcast.net</a></td>
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<td>Lynne A. Melich</td>
<td>Walnut Creek, City of</td>
<td>425 Westridge Circle</td>
<td>Walnut Creek, CA 94597</td>
<td>925/964-4004, 925/921-4178</td>
<td>bernmeltzer.com</td>
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<tr>
<td>Don Woodrow</td>
<td>District 1 (John Glad)</td>
<td>41 Idaho Street</td>
<td>Richmond, CA 94801</td>
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<tr>
<td>Brad Lake</td>
<td>District 2 (G. Uckarma)</td>
<td>3021 Grey Eagle Dr.</td>
<td>Walnut Creek CA 94595</td>
<td>925/364-2295</td>
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<tr>
<td>Paul Craig</td>
<td></td>
<td>522 Lafayette Street</td>
<td>Martinez, CA 94553</td>
<td>925/370-9720</td>
<td><a href="mailto:pcamila03@gmail.com">pcamila03@gmail.com</a></td>
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<tr>
<td>Sheree Bissell</td>
<td>District 3 (K. Murphy)</td>
<td>3538 Ashbourne Circle</td>
<td>San Ramon, CA 94585</td>
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<tr>
<td>Margaret Ann Morris</td>
<td></td>
<td>5555 Live Oak Court</td>
<td>Danville, CA, 94506</td>
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<td></td>
<td><a href="mailto:margaretannmorris@gmail.com">margaretannmorris@gmail.com</a></td>
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<tr>
<td>Alan W. Smith</td>
<td>District 4 (K. Mitchell)</td>
<td>4623 Baker Boulevard</td>
<td>Concord, CA 94522</td>
<td>925/925-8728, 925/25-8527</td>
<td><a href="mailto:alan@hillsborough.net">alan@hillsborough.net</a></td>
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<tr>
<td>Lynn R. Chisholm</td>
<td></td>
<td>P.O. Box 600</td>
<td>Clayton, CA, 94517</td>
<td>925/979-5179, 925/879-3793</td>
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<td>GreggFedele</td>
<td>District 8 (F. Ginney)</td>
<td>571 Regallo Lane</td>
<td>Bay Point, CA 94565</td>
<td>650/479-5215</td>
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<tr>
<td>Suchindov Singh</td>
<td></td>
<td>4740 Meadowlark Street</td>
<td>Antioch, CA 94509</td>
<td>925/304-9523</td>
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<tr>
<td>Dr. Joseph A. Chokol</td>
<td>Dept of Schools</td>
<td>77 Santa Barbara Road</td>
<td>Pleasant Hill, CA 94523</td>
<td>925/482-2452</td>
<td><a href="mailto:mark@fosterhills.net">mark@fosterhills.net</a></td>
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<tr>
<td>Peggy Mendham</td>
<td></td>
<td>77 Santa Barbara Road</td>
<td>Pleasant Hill, CA 94523</td>
<td>925/482-3465, 925/482-3464</td>
<td><a href="mailto:pmendham@co.ca.us">pmendham@co.ca.us</a></td>
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Updated: August 2011
CONTRA COSTA COUNTY LIBRARY COMMISSION
AGENDA ATTACHMENT 9

MEETING DATE: Thursday, September 22, 2011

AGENDA ITEM #: 12-D

ITEM: 2011 ANNUAL REPORT AND 2012 WORK PLAN PLANNING WORKSHEET

RECOMMENDED ACTION:

Commissioners will complete the planning worksheet on their own and return it before October 23, 2011.
CONTRA COSTA COUNTY LIBRARY COMMISSION
2011 ANNUAL REPORT PLANNING WORKSHEET

PLEASE OFFER SUGGESTIONS IN THE CATEGORIES LISTED and return before October 23, 2011 in preparation for the Library Commission 2011 Annual Report and 2012 Work Plan to be submitted to the Board of Supervisors to satisfy the advisory body annual report requirements.

Suggestions offered by

NAME: ___________________________, Library Commissioner

1. Activities (either as a group or as an individual Library Commissioner):

2. Accomplishments (either as a group or as an individual Library Commissioner):

3. Training/Certification
2012 ANNUAL WORK PLAN PLANNING WORKSHEET

Suggestions offered by

NAME: --------------- Library Commissioner


Goal 1:

Objective 1:

Objective 2:

Objective 3:

Goal 2:

Objective 1:

Objective 2:

Objective 3:

Attendance/Representation

The 29-member diverse Library Commission meets the Board of Supervisors' goal to maintain an ethnic, economic, and geographic balance. A wide range of ages is also represented. (Commissioner attendance and meeting dates will be attached to final report)

2011 Contra Costa County Library Commission
Library Commission meets 4th Thursday of alternating months
Library Commission meets at Library Administration, 75 Santa Barbara Rd., Pleasant Hill
Carol Brown, Chair  Joyce Atkinson, Vice Chair  Staff: Barbara Flynn, County Librarian

Submit worksheet, before October 23, 2011, by fax (925) 646-6461, e-mail ekelly@ccelib.org, or mail to: Barbara Flynn, County Librarian
Contra Costa County Library
1750 Oak Park Blvd.
Pleasant Hill, CA 94523