MEETING DATE: Thursday, November 17, 2011

AGENDA ITEM #: 12 B

ITEM: 2011 ANNUAL REPORT AND 2012 WORK PLAN

RECOMMENDED ACTION:

- Commissioners will consider the Draft 2011 Annual Report
- Commissioners will review and determine the language for the Work Plan and Objectives for 2012.
- Commissioners will consider authorizing the Chair and Vice-chair to review the final document and authorize that it be sent to the Board of Supervisors.
Activities

- Commissioners:
  - Provided information and reports to Library Friends, foundations, and community library commissions about library activities.
  - Provided information and reports as liaisons to the appointing agencies.
  - Frequently served as board members and officers of Library Friends, foundations, endowments, and community library commissions and are involved in Friends membership recruitments, fundraising activities for community libraries, book sale volunteers, and assist with library programming including: city read programs, the annual Countywide Summer Reading Festival, and youth activities.

  - Commissioner Tumin (Oakley)
    o Attendance at City Council meetings when appropriate
    o Provide Commission meeting minutes to City Council following each meeting
    o Library card applications available to Oakley school students

  - Commissioner Poulos (El Cerrito)
    o Occasional informational exchange meetings with the El Cerrito Library branch manager.
    o Occasional meetings with community members to address their concerns in particular around the future of the El Cerrito library and the possibility of building a new branch facility.

  - Commissioner Panas (El Cerrito, Alternate)
    o Participate in Library Commission meetings
    o Actively participated in a group that is investigating replacement of the Library facility in El Cerrito.

  - Commissioner Atkinson (Clayton)
    o Served as President of the Clayton Community Library Foundation.
    o Served as co-chair of two used book sales.
    o Spoke to various community groups to encourage participation in library programs.
    o Supported Clayton’s 4th City Reads by distributing flyers.
    o Represented CCLF on a panel discussing various volunteer opportunities in Clayton.
    o Recruited grandchild to participate in the Clayton Community Library entry in the Clayton 4th of July Parade.
    o Presented the CCLF Annual Report to the City Council.
    o Continued efforts to recruit in-library volunteers. (No longer have any friends - they run when they see me coming.)
    o Attended Planning Commission Meetings to present the Library's concerns about the proposed use of library parking to accommodate parking for a proposed church.

  - Commissioner Prater (San Ramon)
    o Regular attendance of meetings of San Ramon and Contra Costa County Library Commissions.

  - Commissioner Hoisington (Lafayette)
    o Served on the Board of Friends of Lafayette Library and Learning Center.
    o Volunteer at Friends of the Lafayette Library and Learning Center book shop
    o Stay aware of and support Lafayette Library and Learning Center Foundation activities.
- Commissioner Peck (Brentwood)
  o Worked with Library Friends to plan City Reads; helped distribute free books to community locations; attended program.
  o Met with Friends group regularly; contributed to Newsletter.
  o Worked with Brentwood Mayor Robert Taylor, Friends group, and both Brentwood and other library staff on e-Reader loan program.
  o Assisted in planning fundraiser: Festival of Trees.

- Commissioner Bracken (Pleasant Hill)
  o Volunteered at the first Kids’ Bike Rodeo at the Pleasant Hill Library
  o Volunteered at 3 of the 4 puppet shows funded by the First 5 of Contra Costa grant
  o Participated in the library projects on Community Service day - 9/24
  o Publicized all library events as widely as possible
  o Spoke at PH City Council and attended when library staff were making presentations
  o Occasionally joined library staff at their booth at the PH Farmers’ Market
  o Participating in a group whose mission is to build a new library in Pleasant Hill
  o Participated in the 4th of July parade with the library

- Commissioner Brown (Chair, Orinda)
  o Chair of Library Commission and ran the meetings.
    ▪ Wrote letters in support of library funding to all members of the State Budget Committee.
    ▪ Wrote letter to the State Attorney General requesting investigation and barring of blue bins in California
    ▪ Attended Mayors’ Conference to introduce Barbara Flynn as our new County Librarian
    ▪ Attended opening of refurbished Martinez Library
    ▪ Wrote letters of thanks to Project Second Chance participants who took the time to go to Sacramento
    ▪ Attended Nancy Skinner’s budget presentation in Lafayette

  o As Friends of the Orinda Library board member:
    ▪ Continued to meet with City of Orinda lease committee members to discuss concerns as they come up regarding our unique relationship (FOL owns the library).
    ▪ Opened up the Friends’ sorting room to the public on October 1 for a book giveaway as a thank you to the community and the start of our 10th anniversary celebration
    ▪ Set up and co-hosted a special books table for the 10th anniversary celebration, including Sarah Douglas’s daily photographs of the construction of the library as well as Widgie Hastings DVDs of the fundraising events, groundbreaking and building of the library
    ▪ Encouraged all members of the FOL board to write letters to each of the members of the State Budget Committee – several times during the budget process
    ▪ Attended some Orinda City Council meetings and Amy Worth’s presentation of the Board of Supervisors' commendation on the 10th anniversary was vintage Amy – gracious and warm -0 as well as to the point. (Amy has been a terrific supporter 0 not only of Orinda’s libraries – old and new – but of the County measures that almost passed, and the parcel tax measures in Orinda that did.)
    ▪ As FOL volunteer – researched donated books that are then sold in the FOL bookshop, on Amazon, or elsewhere. Highlight this year was selling an original Charles Sumner manuscript to the Huntington Library
Set up and sat at a Friends of the Library table during the Community Center Christmas Bazaar on November 5.

- As a member of the community
  - Acquired and sent cards that featured Ray Bradbury – longtime library supporter – describing his debt to libraries (he couldn’t afford college, so found much of his education at the LPA public Library), as well as reading from Fahrenheit 451 to a number of State legislators on the Budget Committee

- Commissioner Craig (District 2, Alternate)
  - Member of the City of Martinez Measure H budgetary Oversight Committee.

- Commissioner Reed (Friends Council)
  - Visited seven libraries and ten Friends’ book sales.
  - Attended the opening of the new Martinez Library.
  - Attended the official opening of the Prewitt Library and Community Center in Antioch.
  - Assisted several Friends’ groups with problems in organization, such as by-laws and Blue Bins at Safeways, either by phone, e-mail or in person.

- Commissioner Meisch (Walnut Creek)
  - Writing letters to and telephoning State legislators and Governor Brown advocating for continued library funding.
  - Serving as Walnut Creek’s Library Commissioner and reporting local Library news at the Contra Costa county Library Commission Meetings.

- Commissioner De'Shawn Woolridge (Pittsburg)
  - Attendance at Community Library
  - Interview members of public to find satisfaction of Library.

- Commissioner Smith (District IV)
  - Served at CALTAC Northern Regional Representative
  - Organized the CALTAC workshop in Milpitas – Strong California Libraries: Make it Work in Your Community.
  - Conducted Board Effectiveness Training for Santa Clara, Sunnyvale, and Mountain View libraries.
  - Arranged for elected leaders to write article for CALTACTICS about why they support libraries; wrote the Cool Website articles, and arranged for the articles about new libraries.
  - Attended and reported to the Commission on the Pacific Library Partnership workshop: Future of Libraries 7.0 – Navigating in an Era of Scarcity.
  - Attended and reported on the CLA Conference to the Commission
  - Along with other BayNet members, toured Google and reported to the Commission.
  - Participated in AccessABILITY fair by demonstrating the CCTV
  - Chair By-laws Committee.

1. Accomplishments

- Commissioners:
  - Some Commissioners attended the County’s Annual Training for County Advisory Bodies.
  - Received a reauthorization of the Commission for another five years.
  - By-Laws Committee of the Commission (Enholm, District V; Fuller, Martinez; Smith, District IV and Tumin, Oakley) met and reviewed the Library Commission By-Laws and suggested edits that were approved by the Commission and Commissioner Smith will present the revised By-laws to
the Board of Supervisors at an upcoming meeting.
- Received a presentation on the Library budget for fiscal year 2011-2012

- Commissioner Meisch (Walnut Creek)
  - Library funding was preserved

- Commissioner Hoisington (Lafayette)
  - Introduced Barbara Flynn, County Librarian, to Lafayette City Council and Friends of the Lafayette Library and Learning Center
  - Helped coordinate donation of excess books from Friends of the Lafayette Library and Learning Center Book Shop to Antioch and Pleasant Hill
  - Supported first year of programming at the new Friends of the Lafayette Library and Learning Center.

- Commissioner Tumin (Oakley)
  - Raise awareness of library programs and activities
  - Generate interest in a free standing library
  - Continue to serve on Commission By-laws Committee

- Commissioner Panas (El Cerrito, Alternate)
  - Continued discussions with the City of El Cerrito regarding painting the library. This may qualify as a City-Community joint project. It appears that the Arts and Culture Commission will not be involved.
  - I worked at the Friends of the El Cerrito Library book sale.
  - I worked with the City regarding replacing the roof on the library as well as other maintenance issues.

- Commissioner Prater (San Ramon)
  - Joined group of commissioners meeting in Joan Buchanan's office (Assembly woman for San Ramon) to request support of continuous State funding of libraries systems throughout

- Commissioner Peck (Brentwood)
  - Based on the work of Mayor Robert Taylor, the Library Friends group, and library staff: the e-Reader loan program will soon be in place, using volunteers from the Meals on Wheels Friendly Visitors program and serving homebound individuals. The library staff requested funding from the state library grant program, and the library was awarded $3500 to support the project.
  - Working with Friends group, the Festival of Trees program set for December 1-4, 2011 will provide funding for library needs.
  - A successful City Reads program is expected for October 30, 2011, as author Abraham Verghese will speak about his best-seller Cutting for Stone.

- Commissioner Craig (District 2 alternate)
  - Involved in fundraising, book collection, and implementation of Measure H (the bond issue that funded the rehabilitation of the Martinez Library).

- Commissioner Poulos (El Cerrito)
  - Bi-monthly written report to the El Cerrito City Council of County Library activities including notes on each Library Commission meeting. Copies distributed to members of the City Council, El Cerrito City Assistant Manager, El Cerrito Community Library Manager, and President of the Friends of the El Cerrito Library.
- Commissioners Reed (Friends Council)
  o Started up the Friends' Council again. Led a successful meeting in August with about
    20 people in attendance.
  o Started planning for next Friends' Council Meeting to be held on February 16, 2012.
  o Prepared three "Letters to the President" and sent them to the Presidents of the various
    Friends of the Libraries in this county.
  o Plan to send out four to six such Letters to the President each year.

2. Facilities

3. Attendance/Representation

The 29-member Library Commission is diverse and meets the Board of Supervisors' goal to maintain an
ethnic, economic, and geographic balance. A wide range of ages is represented on the Library
Commission.

All six meetings in 2011 achieved a quorum and many alternate Commissioners attend meetings in
addition to the appointed Commissioner. (Attachment - individual Commissioner attendance report)

4. Training/Certification

- Commissioners
  - Viewed and reviewed recordings on the Brown Act and Conflict of Interest as required by the
    Board of Supervisors.
  - Renewed individual membership in CALTAC (California Association of Library Trustees and
    Commissioners.)
  - Attended CALTAC workshops.
  - Attended the February 28, 2011 Annual Training for county advisory board members, held in
    Martinez; focus was on compliance with the Brown Act

Proposed Work Plan / Objectives for 2012:

- Commissioner Peck (Brentwood)
  Goal: Continue to develop skills as a library commissioner
    Objective 1: Attend CALTAC Workshop, February 25, 2012, to be held in Walnut Creek
  Goal: Work with Brentwood Friends and library staff on local projects in support of library services
    Objective: Work with Brentwood library staff on planning the layout for the expected library expansion
    Objective: Support the 2012 City Reads
    Objective: Support Library Friends fundraising activities
    Objective: Contribute to the e-Reader loan project as it evolves

- Commissioner Craig (District 2, Alternate)
  Goal: Contra Costa County Library should participate actively in activities to hold the price of media down
  and to make electronic media available at modest prices. [Within the science community there are major
  efforts to cut the ever-rising costs of published journals]. Authors should receive payment
  for their work. However, publication costs using electronic media are negligible.
Goal: Contra Costa County Libraries should participate in local, regional, state, national and international aspects of the major issue.

  Objective: We should be an active leader in this battle -- not a passive follower.

Goal: Figure out how to become a leader, and

  Objective: act in such a way that by the end of 2012 we are in fact a leader.

Goal: See Libraries as continuing to serve all Contra Costa County residents

  - Commissioner Meisch (Walnut Creek)
    Objective: Use of libraries as college-admission-counseling centers (set aside several weekend afternoons, and ask for volunteers (I would do so. We could make a special effort to teach minority students)

Goal: Support increased funding for the Library

  - Commissioner Atkinson (Clayton)
    Objective: Promote services available at the library to aid in job search.
    Objective: Educate the community at to the increased usage of library services as a result of the current recession.
    Objective: Educate the community about the continued cuts in library funding, measures to continue excellent service and the need for financial support from the community for Friends fundraising.

  - Commissioner Meisch (Walnut Creek)
    Objective: Come up with innovative fundraising ideas that could be used by all Contra Costa County Libraries
    Objective: Continue to advocate with elected officials for financial support of libraries

  - Commissioner De'Shawn Woolridge (Pittsburg)
    Goal: Active Commission Involvement
    Objective: Regularly participate at meeting
    Objective: Regularly report back on Commission information.
    Objective: Solicit opinions / suggestions from people for literary concepts

Goal: Continued promotion, education, and expansion of Library services within all of the communities.

  Objective: Join/Renew CALTAC memberships for all Commissioners.
  Objective: Continue supporting/assisting Friends of the Library groups.

  - Commissioner Atkinson (Clayton)
    Goal: Increase publicity for all library activities by using print and electronic media.
    Goal: Speak at council meeting and community organizations to promote programs and services. Goal: Encourage volunteer participation at the library.
    Goal: Actively promote increased accessibility for all patrons of the library.

  - Commissioner Smith (District IV)
    Goal: Continue to serve as a CALTAC northern regional representative.
    Goal: Continue to arrange for CALTACTICS articles as above.
    Goal: Continue to conduct Board Effectiveness Trainings.
    Goal: Organize 2012 CALTAC workshop in Walnut Creek – “Strong California Libraries: A Necessity or “nice to have”
    Goal: Will make presentation to Board of Supervisors about recommended changes to the Library Commission By-laws at a meeting in December 2011
    Goal: Attend various library workshops/seminars etc. and report to the Commission.
Goal: Make presentation to the Friends Council on February 16 on how to become more involved and strongly advocate for improved library services.

- Commissioner Prater (San Ramon)
  Goal: Studying recent laws enacted pertaining to libraries
  Objective: Helping Contra Costa County Library system work with a limited budget

Goal: Continuing to check periodically on the needs of special interest libraries such as those located at the juvenile detention facility in Martinez.

- Commissioner Tumin (Oakley)
  Goal: Fully staff library
  Objective: Raise awareness to City Council
  Objective: Coordinate efforts with Friends of the Library (FOOLs) and paid staff

Goal: Ground work for free standing library
  Objective: funding
  Objective: community awareness
  Objective: city support

Goal: Enhance local community knowledge of Contra Costa County Library

- Commissioner Hisington (Lafayette)
  Goal: Help communicate Contra Costa County Library and Commission activities to local communities.
  Goal: Help local staff feel “at home” in the community they serve.

Goal: Foster communication and cooperation among all Contra Costa County libraries

- Commissioner Hisington (Lafayette)
  Objective: Share knowledge, strengths, and ideas

- Commissioner Poulos (El Cerrito), Library Commissioner
  Proposed Work Plan/ Objectives for 2012
  All of these objectives are continued from the previous year. In all cases there has been a little but not significant progress.

Goal: Education of the El Cerrito City Council and city staff
  Objective: Organize one or more City Council members with the two library commissioners and a few others into a core library planning group.
  Objective: Work on rethinking plans for a new branch with or without a senior center.

Goal: Achieve greater cooperation of Friends Council with Library and City government
  Objective: Encourage the Friends Council to be a more visible and active support group for a new branch library.

Goal: Enhanced visibility of branch librarian
  Objective: Try to integrate the branch librarian into both of the above goal activities.

- Commissioner Lum (Moraga)
  Goal: Increase public awareness, support and utilization of the Moraga Library
  Objective: Refine and strengthen the public messaging to increase support for and utilization of the community library.
  Objective: Increase social media presence of the Moraga Library and utilization of those media, esp,
CONTRA COSTA COUNTY LIBRARY COMMISSION
AGENDA ATTACHMENT 10

MEETING DATE: Thursday, November 17, 2011

AGENDA ITEM #: 12 E

ITEM: DISSEMINATION OF COMMUNITY LIBRARY INFORMATION

RECOMMENDED ACTION:

This item was tabled from the September 22, 2011 meeting, due to meeting time constraints. Commissioner Enholm (District 5) will propose consideration of a resolution for Library Commission to adopt at a later meeting. This resolution would ask City Councils and Municipal Advisory Councils to include information about their community library(ies) 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 R. White

For more than two years, motorists headed southbound on Interstate 680 whizzed past a weathered billboard showing a train and the slogan, "Next stop Martineze?" When city and business leaders met last year to discuss changing the poster, the billboard's owner had a better idea — replace it with a 48-foot-tall, double-sided LED digital display sign. The billboard stands just south of the Benicia-Martinez 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 leaders plan to upgrade this billboard on the west side of southbound Interstate 680 to an LED display.

continuing 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 boating-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 $80,000 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 their 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 R. White covers Martinez and Pleasant Hill. Contact her at 925-949-3011. Follow her at Twitter.com/lisa_p_white.