MEETING OF THE LIBRARY COMMISSION
MINUTES

DATE: Thursday, November 15, 2012

1. CALL THE MEETING TO ORDER
Commission Vice-chair, Shirley Peck (Brentwood), called the meeting to order at 7:00 p.m.

2. COMMISSION BOOKSHELF
Commissioners provided suggestions for current reading:

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<tr>
<td>Night train to Turkistan</td>
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<td>Journey of a Thousand Miles</td>
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<td>Mutiny – The True Events that Inspired the Hunt for Red October</td>
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<td>No One Would Listen</td>
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<td>Tales of San Francisco</td>
<td>Samuel Dickson</td>
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<td>Thinking Fast and Slow</td>
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3. ROLL CALL

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Total Commission positions: 29  
Commission positions filled: 23  
Commission positions vacant: 6  
Commission quorum: 15

With 19 Library Commissioners present, a quorum was established.

VOTING:
According to the By-Laws of the Library Commission, in order for a vote to pass, a majority of the city representatives and a majority of the County representatives must approve it. Upon reauthorization of the Library Commission, the five special appointees to the Library Commission draw lots to determine whether their votes count with the cities or the County. Through June 2011 the special appointees will be counted as follows:

Three representative votes count with the County:
- Friends Council
- Contra Costa Council
- Contra Costa Community College District

Two representative votes count with the cities:
- Central Labor Council
- Superintendent of Schools

4. INTRODUCTIONS
Lisa Chow, District IV Representative for Supervisor Mitchoff; Ed Birsan, Concord Friends of the Library; and David Nelson, Pittsburg resident

5. ITEMS FROM THE PUBLIC
David Nelson, Pittsburg resident, shared his home base virtual bulletin board that he hopes will be a vehicle spreading the word of many services, including library services, throughout the communities. (attachment to the minutes)

6. ACCEPTANCE OF MINUTES
Three corrections were made to the minutes from the September 27, 2012 meeting.

Commissioner Smith (District IV), page 2, item 6, line 49: delete the last sentence.

Also, corrected page 3, item 8, line 28: replace the word “Davis” with “Yolo”.

Commissioner Bracken (Pleasant Hill) corrected page 7, item 13, line 13: replace the word “Concord” with “Pleasant Hill”

 Commissioners adopted the minutes with the above corrections as amended.

7. APPROVAL OF AGENDA
The Commission approved the agenda for the November 15, 2012 meeting.

Commissioners reviewed the times set aside for agenda items and agreed that the timing is accurate for
this meeting.

8. **ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS**

Commissioner Tumin (Oakley) said that the Oakley City Council approved to relocate the library facility to a five times larger location. Now the community will begin raising money for the new 15,000 sq. foot space.

Commissioner Smith (District IV) announced that the new CLA President is Derek Wolfgram, Deputy County Librarian for Santa Clara County Library.

Smith highlighted a writing workshop that he attended at the November CLA Annual Conference and said that during the Conference, an announcement was made that CALTAC (California Association of Library Trustees and Commissioners) changed their name to CPLA (California Public Library Advocates). The 2013 CPLA Workshop in library leadership, “Guerrilla Advocacy - It's a Jungle Out There”, will be held on March 2, in Whittier (Southern California) and on March 16 at the San Mateo Public Library (Northern California). The Keynote speaker at the San Mateo workshop will be John Chrastka, founder of EveryLibrary.org, and a national PAC advocating for public libraries. [http://www.caltac.org/workshops/](http://www.caltac.org/workshops/) Smith conducted a board effectiveness training for Yolo County as a representative of CPLA. He added that State Librarian, Stacie Aldridge, is moving out of California and that a new State Librarian has not been appointed.

The Friends of the Library in Fresno celebrated their 100 years of services and created a county book for the event. The book was not a financial success and there are many leftover books.

Commissioner Hoisington (Lafayette) shared the Lafayette Library and Learning Center program and event calendar with the group. (*attachment to the minutes*)

Commissioner Poulos (El Cerrito) mentioned that the City of El Cerrito will begin fundraising for a new library facility.

Commissioner Lum (Moraga) said that the Town of Moraga introduced the new Community Library Manager, Diane McDonnell, during the November 14 Town Council Meeting

Commissioner Burkhalter (Orinda) said that the Friends of Orinda Library book sale is scheduled for December 6 – 8.

Commissioner Peck (Brentwood) said that Brentwood Library Friends’ participation in the *Festival of Trees* fundraiser raised several thousand dollars last year and the Friends City hopes to do the same this year.

Commissioner Faye (Brentwood alternate) mentioned the excellent e-readers presentation at the CLA Conference given by Liz Fuller, Brentwood Senior Community Library Manager.

The November CLA’s Annual Conference’s Keynote speaker, Brewster Kahle, was excellent. He runs an Internet archive and is trying to digitalize physical books and has two million searchable television hours online. He gets a million hits a month.

9. **CORRESPONDENCE**

Commissioners reviewed the correspondence in the agenda packet.

10. **COUNTY LIBRARIAN REPORT**

Barbara Flynn, County Librarian, reported that Library staff gave a presentation on the Discover & Go Program at the CLA Conference and shared a t-shirt displaying the Discover & Go logo that was given out by the vendor who worked with the Library on this program.
The Library has not received the report from LAFCO (Local Agency Formation Commission) www.contracostalafco.org. The consultant was not able to present the report as planned, but she is expected to present it on to LAFCO during a public meeting on December 12 and then the report will be presented for adoption on January 9. LAFCO is commissioned by the State of California to study the way that services are provided to the population. LAFCO is looking at library services in Contra Costa County (including the Richmond Library which is not a member of Contra Costa County Library) and determining if libraries use their resources to do a good job for the communities served. The LAFCO report is a public document. A link to the report will be emailed to Library Commissioners when it is available. LAFCO encourages feedback from the community, and the public meetings are conducted at the County Board of Supervisor Chambers for those that wish to attend.

Barbara shared that she is a film buff and after watching the Red Shoes at the Lafayette Library and discussing the film with Vickie Sciacca, Lafayette Senior Community Library Manager, and other Library staff, Vickie encourage Barbara to do a film program. A committee was assembled (Bill Kolb, Beth Girshman, Vickie Sciacca, and Barbara Flynn), and the Contra Costa County Film Noir Series was developed. The afternoon programs will be at the Moraga Library. Films to be shown are: Force of Evil, January 23; On Dangerous Ground, February 6 and DOA on February 20.

On December 11 the Board of Supervisors will consider a resolution proclaiming 2013 “the Year of the Library” as the Library celebrates its 100th Birthday on July 21 with events throughout the year. There will be kickoff events beginning in January.

On November 14, Contra Costa County received the nation’s highest honor conferred on libraries and museums, the 2012 National Medal for Museum and Library Service. This is important not only to the Library, but also to each of our library communities and is something of which we all can be justifiably proud. The Library received the award for various technological innovations as well as it’s outstanding service to its communities. Using technology, the Library is able to reach out to the community and provide library service 24/7.

Barbara will send a letter to all County city and town councils information them about the IMLS National Medal. She plans to go to city council meetings to talk about the Library and the IMLS award, letting them know that this award belongs to all communities.

Susan Hildreth, IMLS Director; State Librarian, Stacie Aldridge; County Board of Supervisor Chair, Mary Piepho, and a Library staff Cathy Sanford, Gail McPartland, Paula Mackinnon, and Barbara Flynn, attended the IMLS Award ceremony in Washington DC, in addition to a Project Second Chance literacy student.

This award goes to all of the people who have made Contra Costa County Library what it is. During the Library’s 100th Birthday Celebration on July 21, the Library will invite former employees, (including County Librarians) to be recognized. The Library is honored to be a 2012 IMLS Medal winner and this is a great honor for the County.

Barbara closed her report with a quote from Joseph Howe, an 1824 painter: “My books are very few, but then the world is before me – a library open to all – from which poverty of purse cannot exclude me – in which the meanest and most paltry volume is sure to furnish something to amuse, if not to instruct and improve.”

11. NEW BUSINESS

HONORABLE CANDACE ANDERSEN, BOARD OF SUPERVISORS, DISTRICT II
Supervisor Candace Andersen, District II, spoke to the Library Commission. District II serves the
Supervisor Andersen is a big fan of libraries and shared some of her experiences, mentioning that she received her first library card as a child in Kauai.

She is a mother of six children and they regularly access the wealth of primary sources through the Library’s website and through the great collection of books that is available at the community libraries. She reads e-books on her iphone and ipad and sometimes reads a book. She added that it is nice to go online and access library e-books and also to be able to go into the community library and find books waiting for her on the hold shelf.

She is proud of Contra Costa County Library’s recent IMLS award and is especially proud that Library is on the cutting edge of library technology. She thanked the Library Commission for donating their time to the Library to make it a better place.

PREDICTING SUCCESS GRANT
Commissioners received a presentation on the outcomes of the LSTA grant to apply market analysis principles to library programming. (attachment to the minutes)

Seng Lovan, Danville Senior Community Library Manager: Danville, and Maureen Kilmurray, Senior Community Library Manager: Public Services, shared information about using market analysis in strategic planning and other library services.

The County has very distinct communities and one size does not fit all. There are changing behaviors in the communities that the County serves.

Consultant Mike Miller, of Brown and Miller, who has won numerous awards, worked closely with the Library task team through gathering information on five pilot projects that represented different segments of the population: teens, tweens, young mothers, and seniors.

Through the several steps of the market analysis process, the Team interacted with the targeted audience for a direct understanding of what mattered to them most and to meet the needs of the library communities. The Team was taught to trust the data and be flexible. The data gathered was used to determine the answers as to how, what, when, where, and why.

The “how” was accomplished through partnerships and promotions. Individuals, businesses, non-profits, and other groups were key informants for the target audience as these organizations reach out to the same groups of the population and also benefited from the analysis. Partnerships were formed with these groups; these 65 partnerships will last beyond this initial research.

Getting the program or message out to the targeted community was the next step.

There are four promotional tools:
1) Fact sheet: a clear fact sheet is important. It should state why it is important and why the targeted audience should care.
2) Calendar release: should contain pertinent information and be brief to improve effectiveness; generally require four week lead time.
3) Press release: it is critical to list one or two contacts; dateline and headline should be a call to action and address the targeted audience’s “why”. This is distributed one week ahead of time.
4) Media alert and follow up with a phone call to the news service. The outline for this is clear as to
Feedback and results of the programs were all successful. New partnerships established and over 400 people attended the five pilot programs that were created with this market analysis process.

The market research was a challenge and an opportunity to learn valuable information about our communities. Making the initial contact was challenging, however once the contact was made and the right questions were asked, valuable partnerships developed. Success is when the Library understands and meets the needs and wishes of the targeted audience and provides an opportunity to plan programming around those needs.

The Team gave a similar presentation during the CLA annual conference in November. A tool kit was developed by the Library’s Task Team (Maureen Kilmurray, Seng Lovan, Alison McKee, Ann Miller, Andre Ambrus, Ginny Golden, and Jana DeBrauwere) with guidance provided by Mike Miller of Brown Miller Communications. Copies of the toolkit were available at the conference and can be accessed at the Library’s website at online http://guides.ccclib.org/market_analysis. Barbara Flynn plans to share the Task Team’s tool kit with BALIS Administration Council.

LIBRARY COMMISSION MEETING DATES
Commissioners determined that the Library Commission meeting in May should be on May 23. Commissioners considered moving up the September meeting but did not change it. The 2013 Library Commission Meetings will be held on January 24, March 28, May 23, July 25, September 26, and November 21.

12. OLD BUSINESS

STATE LIBRARY FUNDING ISSUES
The CLA Legislative Committee has not presented a plan for funding 2013, as they last met prior to the passing of Proposition 30. The State Library has reported that there is funding for 2013 obligations with the passing of Proposition 30.

ELECTION OF 2013 LIBRARY COMMISSION OFFICERS
There were no additional nominations for 2013 Commission officers.

Commissioners elected Commissioner Peck (Brentwood) to Chair the Commission for 2013.

Commissioners elected Commissioner Fuller (Martinez) to Vice-chair the Commission for 2013.

2012 ANNUAL REPORT AND 2013 WORK PLAN
Commissioners reviewed the draft. There were no changes to the 2013 work plan. Commissioners Fuller (Martinez), Waterson (Concord), and Peck (Brentwood) will have their annual report worksheets added to the list of items. The 2012 Chair and Vice-chair will receive a final review request from secretary, which will then be sent to the Board of Supervisors to satisfy advisory body requirements.

13. AGENDA SETTING FOR NEXT MEETING and FUTURE TOPICS
Commissioners suggested items for future meetings:

Commissioner Smith (District IV) suggested that the Commission receive board effectiveness training as a part of a meeting. CPLA (California Public Library Advocates) past President, Deborah Doyle and himself, the Northern Regional Representative, may be interested in conducting the training at a meeting (http://www.caltac.org/resources/training.php)

Commissioners requested to receive a presentation at the January 24 meeting from County Counsel on
what advisory bodies can and cannot do as far as library advocacy as a Commissioner, or do they have to act as a private citizen. They would like this instruction as soon as possible as there is new State legislation that could benefit from extensive lobbying.

Other agenda items for future meeting include:
- Employment or career enhancement library assistance for job seekers
- Report from the State Library
- Look at ways the Library can meet the needs outlined in the State’s Demographic report
- Patriot Act Update
- Purpose and duties as a Commission and compare it to the Strategic Plan
- Strategic Plan update and clarification of current draft
- Information on special library collections, reference directories, newspapers, and periodical sets (i.e.: Walnut Creek’s Russian collection; Historical collection {climate controlled} and San Ramon’s jazz collection)
- Historical societies and the community library connections
- LAFCO report
- A County Counsel presentation to clarify the Commission’s role and what exactly they can do to help the Library as a Commission or what cannot be done as a Commissioner and must be done as a private citizen
- Ways to increase book donations and sales for Friends of the Library
- Demographic Report from the State Library. Look at ways the Library can meet the needs outlined in the State’s report

14. ADJOURNMENT TO THE NEXT LIBRARY COMMISSION MEETING
The meeting concluded at 8:10 p.m. Commissioners adjourned to the January 24, 2013 Library Commission Meeting.

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Submitted by Corinne Kelly
Executive Secretary, Contra Costa County Library