



CITY OF HAYWARD LIBRARY COMMISSION

(Note Location Change)

Weekes Branch Library
John and Alice Pappas Legacy Room
27300 Patrick Avenue, Hayward

Monday, April 16, 2007 6:30 PM



A G E N D A

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Minutes of Meeting of March 19, 2007
5. **Public Comment**
The Library Commission welcomes public input. The first part of Library Commission Meetings is devoted to hearing comments from the public regarding general Commission business. Public Comment on specific agenda items may also be offered during the public input period. Because of the Brown Act, the Commission cannot discuss or vote on any item unless it appears on the posted agenda. (Individual comments are set at a 3-minute time limit; comments on behalf of a group are set at a 5-minute time limit.)
6. **Friends of the Hayward Public Library Report**
A report on the activities of the Friends of the Hayward Public Library.
7. **New Business**
 - a. **Community Feedback Regarding Library from Commission Members.** Report on feedback regarding the Library from community members.
 - b. **Executive Summary: EnviroSell/Weekes Branch Library Customer Experience Analysis.** Executive Summary on the EnviroSell report on the Customer Experience Analysis conducted at Weekes Branch Library.
8. **Library Director's Report**
Report on library activities and statistics including the areas of Administrative Services, Adult Services, Youth Services, Library Operations and the Literacy Program.
 - a. **Report on BALIS Library Director's Retreat**
9. **Library Commission Report**
Report on Library activities in which Commissioners have been engaged or in which they will participate.
 - a. **Report on Steve Abrams Presentation**
 - b. **Discuss Annual Library Commission Dinner**



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10. **City Council Liaison Report**
Report on City matters that are of pertinence to the Library Commission.
11. **Agenda Building and Review of Library Commission Planning Calendar**
Request items for inclusion on the Library Commission Agenda for coming months and review the Library Commission Planning Calendar
12. **Meeting Evaluation**
Commission feedback regarding the meeting - noting procedures that were productive, identifying methods that could be adopted to improve effectiveness.
13. **Adjournment**

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting Library Administration at 510/881-7954 or TDD line 510/293-1590.

CITY OF HAYWARD
Minutes of the Library Commission Meeting
March 19, 2007 - 6:30 PM

Administrative Office
 Hayward Public Library
 835 C Street, Hayward

1. **Call to Order.** The meeting of the Hayward Library Commission was called to order by Commission Chair Linda Bennett at 6:33 PM.
2. **Pledge of Allegiance.** Commissioners recited the Pledge of Allegiance.
3. **Attendance**

Commissioner	Attendance this Meeting	Present to Date Regular Meetings	Absent to Date Regular Meetings	Attendance Special Meetings
Linda Bennett	X	7	0	
Lisa Brunner	X	6	1	
Jessica Fields	X	6	1	
Natalie Forrest	X	5	2	
Elsa Glines	X	5	2	
Kelly Greenne	X	5	2	
Judy Harrison	X	5	2	

Library Staff: Lisa Rosenblum, Library Director
 Linda Atwater, Administrative Secretary

Council Liaison: City Council Member Bill Quirk

4. **Approval of Minutes of Meeting of February 26, 2007**
Board Action: It was moved and seconded (Glines/Harrison) to approve the minutes of the meeting of February 26, 2007. Motion carried.
5. **Public Comment.** No public comment offered.
6. **Friends of the Library Report.** The Friends of the Library book sales have raised a total of \$30,000 year-to-date, with a grand total of over \$43,000 raised when including donations. Internet sales continue to go well and Commission Harrison offered a public thank you to Commissioner Brunner for her role in this program. The Friends have allocated funds for performers and prizes for the Library's Summer Reading Game. Commissioner Harrison reported on attending a meeting of the Friends of the Libraries of Alameda County, held at the Livermore Public Library. The group will hold their next meeting at the Hayward Public Library.

7. **New Business:**

- a. **Community Feedback Regarding Library from Commission Members.** Commissioner Fields, who works at the Helen Turner School in Hayward, reported on visits made by two members of the Hayward Public Library Youth Services Division. The staff members read stories to the children (ages 2-5) and were very well received by the students and faculty. Commissioner Fields reported on the positive comments she has received from friends whose teenaged children use the new Teen Area at the Main Library. Commissioner Brunner reported on a recent visit to the San Francisco Friends of the Library store.

8. **Old Business**

- a. ***Discussion of Funding Alternatives.*** Commissioners continued their discussion of possible alternatives to fund a new main library, with new suggestions added to the previous list (attached).

9. **Library Director's Report.** The Library Director noted that the March 2007 edition of *Governing* magazine contained an ad by OCLC (a traditional library cataloging provider) that focused on the economic benefit of the library to the community.

Hayward Public Library circulation is up 26% and the gate count is up 8% when comparing February 2007 to February 2006. When comparing February 2007 to February 2002, circulation is up 75%.

The Library Director will provide the Alameda County San Lorenzo Library Board with a tour of the Main Library on Monday, March 26 and a PowerPoint presentation on the recent remodeling project.

The lighting project at the Main Library is complete, with staff and customers commenting on the greatly increased illumination of the area.

A Teen Advisory Group has been established at the Weekes Branch Library, and has increased their meetings from once to twice per month.

Library Systems Manager Bennett Jacobstein has announced his plan to retire effective May 1, 2007.

The national theme for Library Summer Reading Games is "Get a Clue at Your Library."

The Library Director provided a demonstration of the new Library web site. Library and IT staff have been working on the redesign for a number of months. The finished product allows for an easier path to Library services and programs.

On March 20, 2007, the Library Director will attend a meeting of the Library Directors from the BALIS (Bay Area Libraries and Information System), SVLS (Silicon Valley Library System) and PLS (Peninsula Library System) consortiums. A report on the session will be provided to the Commission at their next meeting.

10. **Library Commission Report.**

- a. **Report on CALTAC Workshop Attendance.** Commissioner Harrison attended the CALTAC workshop held at the Alameda City Library and participated in two sessions. She commented on information contained in a flyer on Board Effectiveness Training offered by CALTAC. The flyer will be included in the next Commission packet and the Commission will consider participation in the activity.
- b. **Report on Steve Abrams Presentation.** Commissioners Glines, Harrison, and Council Member Quirk are scheduled to attend the Steve Abrams Presentation, and will provide a report on the event at the next Commission meeting.

Invitations to the *Library Issues Breakfast*, scheduled for Saturday, May 12 at the Stanford Park Hotel, were distributed to the Commission. Registration is due by May 4 and Commissioners interested in attending may contact Hayward Library Administration.

11. **City Council Liaison Report.** Council Member Quirk offered comment on the process that is involved when considering an expansion of library services. He stressed the importance of community input to the process, and asked for the Library Commission's patience as the City Council would be considering all of the elements that are involved in such a process. He reflected on the bond measure that failed to pass ten years ago, and reiterated the importance of community input and support.

The Library Director advised the Library Commission that she submitted the Request for Qualifications (RFQ) with regard to a new main library to the City Manager, and has rewritten the document as a Request for Proposals (RFP). The draft has been reviewed by the City Manager and Public Works staff and the Library Director is working on a final revision of the document. Upon completion, the document will be taken before the City Council.

Council Member Quirk expressed his interest in the item coming before the City Council in the near future.

12. **Agenda Building and Review of Library Commission Planning Calendar.** The following items were suggested for inclusion on upcoming agendas:

April - **Meeting will be held at Weekes Branch Library**
Executive Summary:
Envirosell/Weekes Library Customer Experience Analysis
Discussion of Funding Alternatives (continued)
Library Commission Report on Steve Abrams presentation
Library Director's Report on BALIS Retreat of Library Directors

12. **Meeting Evaluation.** Commissioners offered positive comments on the redesign of the Library webpage.

13. **Adjournment.** Library Commission Chair Bennett adjourned the meeting at 8:05 PM.

Discussion of Funding Alternatives

Funding New Library Bond

Passport Office

Resource - Volunteer Base

Fund Drive

Fund Raisers

HPL Foundation (for FFE-Furnishings, Fixtures and Equipment)

Grants

City Fees (Development Fees)

Negotiations with Developers

Online Giving - develop webpage

Planned Giving (wills, etc.)

Donor Recognition Wall (policy on)

Ask For Money

Create books to sell (Zucchini, works or art)

Payroll deductions

Telethon