



## CITY OF HAYWARD LIBRARY COMMISSION

Hayward Public Library  
Administrative Office  
835 C Street, Hayward

April 14, 2008  
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 17, 2008**

**5. Public Comment**

The Public Comments section provides an opportunity to address the Library Commission on items listed on the agenda, as well as other items of interest. The Commission welcomes comment and requests that speakers present their remarks within established time limits. (Individual comments are set at a 3-minute time limit; comments on behalf of a group are set at a 5-minute time limit.) As the Commission is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

**6. Friends of the Hayward Public Library Report**

Report on the activities of the Friends of the Hayward Public Library.

**7. New Business**

- a. Library and Neighborhood Services Department Discussion and Questions
- b. Commission Dinner
- c. Response by Commission to Budget Deficit and its effect on the Library

**8. Old Business**

- a. Planning Process for New Main Library
- b. Budget Update

**9. Library Director's Report**

Report on library activities and statistics.

**10. Library Commission Report**

Report on Library activities in which Commissioners have been engaged.

**11. City Council Liaison Report**

Report on City matters that are of pertinence to the Library Commission.

**12. Agenda Building**

Consider items for inclusion on the Library Commission Agenda for coming months.

**13. Adjournment**



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Library Administration at 510/881-7954 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.

CITY OF HAYWARD  
**Minutes of the Library Commission Meeting**  
**March 17, 2008**

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

1. **Call to Order.** The meeting of the Hayward Library Commission was called to order by Commission Chair Linda Bennett at 6:34 PM.
2. **Pledge of Allegiance.** Commissioners recited the Pledge of Allegiance.
3. **Attendance**

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

Library Staff: Lisa Rosenblum, Library Director  
 Linda Atwater, Administrative Secretary  
 Sean Reinhart, Supervising Librarian I

Council Liaison: City Council Member Bill Quirk

Guest: Matt O'Brien, The Daily Review

4. **Approval of Minutes of Meeting of February 25, 2008**  
**Board Action:** It was moved and seconded (Glines/Harrison) to approve the minutes of the meeting of February 25, 2008. Motion unanimously carried.
5. **Public Comment.** No public comment.
6. **Friends of the Library Report.** The Friends of the Library Report was provided by Commissioner Harrison. The Friends helped pay for the recently undertaken Weekes renovations, contributing \$12,000 from the remaining Project Legacy Funds. The book sales continue to bring in funds and the Friends will be selling shopping bags in the future. The Bigger than Usual Book Sale is scheduled for April 25 and 26, 2008.
7. **New Business:**
  - a. **Weekes Branch Library Tour.** The tour of the recently remodeled Weekes Branch Library was conducted at the conclusion of the meeting.

## 8. Old Business:

- a. **Planning Process for New Main Library.** The planning process has moved into the building program phase. A plan has been developed to detail what would go into a new library, based on a number of factors, including the needs assessment (community survey) and the best practices in library design. The location of various library services was discussed. Library managers have been touring other libraries and Kathy Page will be meeting with them in a few weeks. The Library Building Committee meets next month.
- b. **Budget Update.** As the Commission was previously advised, all departments prepared budget submittals reflecting 6% cuts. The budget submittal delivered to the City Manager was accepted and will go forward to the City Council. The budget will be discussed at a public hearing, sometime in May. While all discretionary funding has been frozen citywide, the Library received approval to spend \$10,000 on materials for the collection, with a focus on children's books and school support materials, and adult best sellers. The Director noted that along with other city departments, the library is doing its part.

Commissioner Glines asked if there were a chance the City Council could recommend that the library take less than the 6% reduction. It was recognized that the City Council could make various recommendations.

Council Member Quirk commented on the various elements of public safety (police, fire, and overhead functions), and recognized that close to 80% of the budget supports police and fire functions. The importance of public safety in the community was acknowledged. Council Member Quirk advised the Commission that the City Manager is looking at fees of various types, with a hope to raise \$4 million.

The City will use some reserves for the next two years. Beyond two years, the City doesn't have the reserves. Council Member Quirk did not know all the details of what will be done with the budget, as it had not been determined yet and much will depend upon Council agreeing to the fees being proposed and how the reserves will be allocated. While there is a 10% budget deficit, departments are only being asked to cut 6%.

9. **Library Director's Report.** The Library provided recap of the Weekes Branch Library remodel. The project was based on recommendations resulting from data collected from the Customer Experience Analysis, conducted by EnviroSell, a company that studies retail businesses and makes design recommendations. The Friends supported half of the costs of the remodel and the library budget absorbed the remaining half. The Director is scheduled to present the EnviroSell/San Jose/Weekes Retail Study at the Public Library Association convention in Minneapolis next week. She will also be attending the 3M Leadership Conference.

Library customers continue to provide positive feedback on the remodeling projects at both libraries and the circulation and gate counts continue to increase. Library staff is constantly looking at all spaces and procedures in order to maximize staff and workflow efficiency. A plan is underway to make the Friends area more usable and streamline book sorting. During the Big Book Sale on April 25 and 26, the Friends will move to their new location on the main floor where the librarians and graphics areas are now located. The graphics area and Adult Services librarians will move to a newly reconfigured basement. Staff time will be saved in moving donations to the basement and bringing filled recycling bins up, and the librarians will have easier access to their manager, as well as space set aside for conferencing. The Friends will have the opportunity to interact with people dropping off donations, giving them the chance to explain what types of donations are preferred. They will also have immediate access to the

recycling and trash bins. Credit goes to Operations Manager Judy Sander for developing the blueprints for the plan.

The Library Director has been working with the City Manager over the past few months on a plan to add a neighborhood services element to library services, creating the Library and Neighborhood Services Department. Lisa Rosenblum will be the new Director of Library and Neighborhood Services. The neighborhood services element includes the Social Services Program and Community Preservation Program, which will continue to be managed by David Korth, the Neighborhood and Social Services Manager. The Director provided description of the services that are provided by the various elements of the new division. The idea is to create a more holistic approach to neighborhood services, which is currently a division under the Community and Economic Development Department. Based on Council and City Manager priorities, the neighborhoods will have more attention placed on them. The library is already neighborhood oriented, and the reorganization will combine the strengths of both divisions.

A Neighborhood Partnership Manager position will be created and that person will help the various neighborhoods become organized. As well, a neighborhood leadership program will be developed to train people on how to organize their neighborhoods. The Director will observe similar programs and noted that Cupertino has a Block Leadership Academy. Responding to a question raised by Commissioner Brunner, the Director described how the Neighborhood Alert Program and focus of the Neighborhood Services Division differed.

Commission Chair Bennett commented on the neighborhood associations that have unfortunately gone by the wayside in many neighborhoods. The Director reiterated that part of the role of the Neighborhood Partnership Program is to assist in the organization of neighborhood associations. When there is a problem or concern in a particular area of the City, the manager will go into the neighborhood, help the residents get organized, and develop a neighborhood association. This manager will serve as a "community organizer" who possesses a great knowledge of city services to help the people in the neighborhoods in Hayward.

The Commission congratulated the Library Director on her new role. As some of the Commissioners had been unable to open the document sent to them that reported on the reorganization, the item can be brought back for discussion at the next meeting. Council Member Quirk commented that it showed tremendous confidence of the City Manager in Lisa Rosenblum, to give her responsibility for this area of focus, noting that this is the City Manager's key initiative, and Council's key initiative.

Discussion returned to the Commission comparing the Neighborhood Alert Program to the new Neighborhood Services Division. The Director advised the Commission that the new program is not to replace Neighborhood Alert, it is to augment it, and this is a work in progress that does not officially start until the beginning of the new fiscal year. In preparing for her new responsibilities, she has been meeting with the current neighborhood services staff of CED and CDBG Social Services staff in one-on-one meetings.

The Director commented that the City Manager has seen what has been done at the library and she thinks he has appreciated the neighborhood and customer service focus. With regard to the new levels of responsibility, she commented that she thought it was very complimentary. She noted that it was a direction in her career that she didn't expect, especially with regard to Neighborhood Preservation, but that she was learning quite a bit. She observed that there are certain key principles that are used to manage all organizations.

Commission Chair Bennett said that it made sense to have someone at the library with this type of information for the public. The Director has met with the Paratransit Coordinator, and learned that the Paratransit Program could be used to bring seniors to the library for programming

activities. Adult Services Manager Sean Reinhart has met with the Paratransit Coordinator as well, and he will be talking to a group of seniors on the Digital Storytelling Station.

The Director will continue to be the liaison to the Library Commission. In addition to the Library Commission, the Library and Neighborhood Services Department will include the Citizens Advisory Commission and Human Services Commission.

The Commission was advised that the Director would not be available to attend the Library Commission meeting on April 21, 2008 and the Library Commission will consider holding their April 2008 meeting on an alternate date.

10. **Library Commission Report.** Commissioners Bennett, Brunner, Forrest, Glines, Greene and the Library Director attended the CALTAC workshop on Library Leadership, on March 1, 2008, held at the San Mateo Public Library. Commissioner Forrest found the session to be very exciting, with many good ideas presented. Commission Chair Bennett stated it was one of the most exciting CALTAC workshops she has attended. Commissioner Brunner commented on the dynamic speaker, Ken Haycock from San Jose State. She learned that state law does not require libraries in public schools, but does require libraries in prisons. The presentation included comments on the importance of partnerships between libraries and the community. Commissioners enjoyed touring the San Mateo Public Library and commented on features of particular interest.

Commission Chair Bennett, Commissioner Brunner, and Council Member Quirk provided report from their attendance of a meeting last Monday with local churches and City staff to discuss the issue of outreach to the homeless.

Commissioner Harrison had opportunity to visit some of the middle schools, meeting with various library techs, and heard from everyone with whom she spoke how impressed they are with Young Adult Librarian Shawna Sherman. Ms. Sherman has gone to the schools and conducted book talks, with a positive response from the students. In addition, she is working with the staff, doing in-services on use of the various online databases.

While viewing the community television channel this morning, Commissioner Greenne saw announcement of various library activities, and offered compliments on the content and graphic design.

11. **City Council Liaison Report.** Council Member Quirk, who offered comments and provided information earlier in the meeting, indicated that he had nothing further to report.
12. **Agenda Building.** Commissioners suggested changing the date of the April 2008 Library Commission to provide for the attendance of the Library Director.

Board Action: It was moved/seconded (Glines/Fields) to change the date of the April 2008 Library Commission meeting to April 28, 2008. The motion carried (5/2).

It was noted that not all Commissioners would be able to attend a meeting on April 28, 2008.

Board Action: It was moved/seconded (Fields/Glines) to rescind the action taken to change the date of the April 2008 Library Commission meeting to April 28, 2008. Motion carried unanimously.

Board Action: It was moved/seconded (Fields/Harrison) to change the date of the April 2008 Library Commission meeting to April 14, 2008. Motion carried unanimously.

The following items were suggested for inclusion on future agendas:

- Resolution to City Council regarding budget cuts. Commissioners Forrest, Harrison and Fields offered to draft a document for review by the Library Commission at their April 14, 2008 meeting.
- Budget – the evolving process
- Planning Process for New Main Library

**13. Adjournment.** The meeting was adjourned at 7:38 PM for tour of the recently remodeled Weekes Branch Library.