



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**CITY OF HAYWARD LIBRARY COMMISSION**  
Library and Community Services Department  
Hayward Public Library  
Administrative Office  
835 C Street, Hayward

September 20, 2010  
6:30 PM

**A G E N D A**

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Minutes of Meetings of May 17, 2010 and June 21, 2010**
5. **Welcome and Introductions.** The Library Commission welcomes recently appointed Library Commissioner Kari McAllister and City Council Member Mark Salinas.
6. **Public Comment**  
This 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.
7. **Report from Director of Library and Community Services**  
Report on library activities and statistics.
8. **Friends of the Hayward Public Library Report**  
Report on the activities of the Friends of the Hayward Public Library.

**CITY OF HAYWARD LIBRARY COMMISSION - Agenda**

Library and Community Services Department

September 20, 2010

6:30 PM

Page two of two

**9. New Business**

- a. Library Commission Priorities / Agenda Plan 2010 Review
- b. New Main Library preliminary design review
- c. Election of Officers for FY 2011

**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.



**Minutes of the Library Commission Meeting**  
**Library and Community Services Department**

Hayward Public Library  
 Administrative Office  
 835 C Street, Hayward

**May 17, 2010**

1. **Call to Order.** Commission Chair Linda Bennett called the meeting to order at 6:35 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
Stephanie Ayala	X	8	1	
Linda Bennett	X	9	0	
Lisa Brunner	X	8	1	
Kelly Greenne	X	9	0	
Judy Harrison	X	7	2	
Monica Schultz	X	8	1	

Library Staff: Sean Reinhart, Director of Library and Community Services  
 Linda Atwater, Administrative Secretary  
 Shawna Sherman, Acting Supervising Librarian I/  
 Youth Services Manager

City Council Liaison: City Council Member Bill Quirk

4. **Approval of Minutes of Meeting of April 19, 2010**

**Board Action:** It was moved and seconded (Greenne/Harrison) to approve the minutes of the meeting of April 19, 2010 as presented. Motion unanimously carried.

5. **Public Comment:** Commission Chair Bennett distributed announcement of the upcoming AC Transit meeting regarding their Intention to Declare a Fiscal Emergency; and Review of Draft 2010 Service Reductions Plan (*with an Implementation Target Date of August 2010*). The meeting is scheduled for May 26, 2010 at 2 PM and 6 PM at the AC Transit General Offices, 2<sup>nd</sup> Floor Board Room, 1600 Franklin Street, Oakland.
  
6. **Friends of the Library Report:** Commissioner Harrison (reporting in her capacity as President of the Friends) provided the Friends of the Library Report. This past year, book sales raised approximately \$35,000. She reported that the Friends "continue to be thrilled to participate in the Farmer's Market" (on the 2<sup>nd</sup> and 4<sup>th</sup> Saturday of each month). Aware that visitors to the Farmer's Market miss the book sales on those Saturdays when the Friends do not participate, Commissioner Harrison advised the Commission that they do not have enough volunteers available to staff the booth each Saturday. If more volunteers could be identified, they could consider an increased presence at this event. At the last Farmer's Market sale, over \$800 was raised (this figure sets the new record!)

Commissioner Harrison provided report on the various activities and events sponsored by the Friends including tea for the Afternoon Tea Party with Tiffany Baker, bestselling author of *The Little Giant of Aberdeen County* on May 29; the After School Homework Help Center pizza party on June 9; refreshments for the Digital Story Telling Project reception on June 12; and the July program featuring Diane Nohr, author of *Your Brain on Stress*.

The Friends are pleased to announce that they have a new editor for the *Friendly Footnotes* newsletter – Charlotte Sladek, former President of the Hayward/Castro Valley AAUW. The Friends Board is looking for members who would be interested in serving as Secretary and as Treasurer.

7. **New Business:**
  - a. **Staff Presentation – Summer Reading Program.** Shawna Sherman, Acting Supervising Librarian I/Youth Services Manager provided a presentation on the summer reading programs offered for children and teens (program report attached).
  
  - b. **Budget FY 2011 and FY 2012.** The City is preparing to enter the new two-year budget cycle, and there is an ongoing structural deficit of approximately \$9.8 million. The City Manager has met with all of the bargaining groups about their possible participation in closing the gap. It appears that each group will agree to a furlough similar to what was in place last year (representing a salary adjustment of 5%). Combined with several additional one-time savings, it is hoped that there will be no significant cuts to departmental operating budgets for FY 2011. As previously announced, the City Council Work Session on the budget is scheduled on May 25, 2010 at 7 PM. The Budget Hearing is scheduled for June 15, with Budget Adoption scheduled for June 22, 2010. Commissioners

will discuss their participation in the Public Comment portion of the agenda for those meetings under the following agenda item.

- c. **Library Advocacy Committee Report.** Director Reinhart met with several members of the Library Advocacy Committee (Commissioners Greenne and Bennett) and discussed the various services the library provides; the impact and benefit to the community; and what different topics Commissioners might want share with Council. The Monthly Activity Report for April 2010 included detailed information on some of the topics that were discussed at the Library Advocacy Committee meeting. As requested, Director Reinhart also provided the Summary Report on the Homework Center to Commissioner Greenne, and distributed a copy of a study that was done on the power of access to books.

Commissioners discussed attending upcoming City Council Work Sessions and Meetings for the purpose of providing public comment. Following that discussion, Commissioners decided to attend the May 25, 2010 City Council Work Session on the budget. The content of topics to cover was discussed, with Commissioners focusing on the following: Commission Chair Bennett - overview of basic statistical information; Commissioner Schultz - technology and computer use statistics; Commissioner Ayala - After School Homework Help Center; and Commissioner Greenne - Literacy Plus.

8. **Director of Library and Community Services Report:** Director Reinhart referred Commissioners to the monthly report included in their packets for a detailed accounting of the library's recent activities. As reported last month, the recruitment process for the position of Supervising Librarian I/Youth Services Manager resulted in 76 applicants being filed. An external panel interviewed sixteen candidates; the library's in-house panel interviewed the top five candidates; and Director Reinhart met with the top three candidates. A hire offer was made to the top candidate, Clio Hathaway, with a start date of May 24, 2010. She will be invited to attend the next Commission meeting.

The Office of the City Clerk is hosting a Boards and Commission Open House, scheduled for Monday, May 24, 2010, from 6-9 PM in the Council Chambers. Commissioners Ayala, Bennett, Brunner, Harrison and Schultz plan to attend and staff will RSVP on their behalf. Director Reinhart will be attending as well, and will bring pertinent library materials to provide to prospective applicants.

Director Reinhart has confirmed with Noll & Tam Architects a revised scope for finishing the preliminary design for the New Main Library. Staff has asked for three design alternatives for the site identified by the Library Commission, with the assumption that the City will be acquiring a 50' strip of the adjacent USPS parcel (but not the post office building itself). In addition, the architect has been asked to create one preliminary landscape design concept for the park. It is anticipated that this scope of work will culminate in a joint work session with the Library Commission and City Council after the August recess, in September or October. The first meeting with the architect and planning group is planned for late June. More information will be available to the

Commission in advance of their June meeting and updates will be provided during July and August in the monthly mailings to Commissioners.

9. **Library Commission Report:** Commissioner Greenne received a picture of a floating library in Bangladesh and shared it with the Commission. The importance of access to books sparked a discussion on traditional reading materials and e-books, with Commissioners offering their opinions on both formats. Commissioner Harrison advised the Commission that the Friends send surplus books to a company called Better World Books. Better World Books supports book drives and collects used books and textbooks through a network of over 1,800 college campuses and partnerships with over 2,000 libraries nationwide. So far, the company has converted more than 35 million donated books into \$7.5 million in funding for literacy and education. Participating colleges and libraries are requested to select one of the charities available through Better World Books; the Friends identified Books for Africa as their literacy partner, and several libraries have been established in elementary and high schools in Africa with donated books. Better World Books also sells books, and the donating agencies receive a small check each month. Commissioner Schultz reported on the one year grant received by the PLP (Pacific Library Partnership) for a job search database. Each Library in the consortium will have access to this database.

Commissioner Greenne will be unable to attend the June 21, 2010 meeting as she will be out of the country.

10. **City Council Liaison Report:** On a personal note, Council Member Quirk asked if the library had increased the number of downloaded audio books, noting that every time he searches, the books he wants are already on loan. Director Reinhart advised Council Member Quirk that he has consulted with the Library's Electronic Services Manager in this regard, requesting that more downloadable audio books are added. Commissioner Schultz noted that this situation is one that is occurring in all of the libraries.

Council Member Quirk encouraged Commissioners to recruit applicants for the Library Commission. With regard to the budget discussion, Council Member Quirk noted that even if all of the concessions come through, there will still be a \$3 million deficit which will be backfilled from the City's reserves. As well, there would be a \$3 million deficit for FY 2011 and FY 2012. Returning to the earlier discussion on Library Advocacy, Council Member Quirk commented that while it was important to have people speak during the Public Comment portion of the City Council agenda, it was also important for there to be advocates in the audience when their topic of interest is discussed by the Council.

Council Member Quirk will be unable to attend the June 2010 meeting due to a scheduling conflict and will miss the annual dinner. Commissioner Schultz inquired as to whether or not any projects were on hold due to Greg Jones' departure. Council Member Quirk responded that he did not believe this to be the case. He cited reasons the City Council did not launch a nationwide search to fill the position vacancy, acknowledging that in the previous recruitment Fran David was the number two candidate for the position.

**11. Agenda Building:** Various items were suggested for inclusion on future agendas:

- Budget update FY 2011 & FY 2012
- Annual Library Commission Dinner (no host). Commission will adjourn to Chef's Experience/China Bistro.

**12. Adjournment:** The Commission Chair adjourned the meeting in memory of Hank Maschal, former owner of The Book Shop, and long time supporter of the library and Friends of the Library through book donations. Meeting adjourned at 7:55 PM.

Attachment

## Hayward Public Library's 2010 Summer Reading program

June 11 – August 21, 2010

Children: Make A Splash! Read!

Teens: Make Waves! Read!

### Why Summer Reading

- The Hayward Public Library's annual Summer Reading program brings children and families into our libraries and encourages them to read. Children who participate in the summer reading program enhance their reading skills and avert the "summer slide."

### Summer Reading in the Past

Children's Summer Reading Program			
	2009	2008	2007
Started	3845	3795	1985
1 <sup>st</sup> Prize	982	824	966
2 <sup>nd</sup> Prize	968	565	750
3 <sup>rd</sup> Prize	737	402	225

### How it works?

Make a Splash! Read! – Children's Program (from birth to grade 6)

- Between June 11 and August 21, 2010, children come to the library and pick up a reading log. As children read during the summer they mark off a 20 minute oval in their log. At 5 hours, 10 hours and 15 hours, readers come into either library and pick up prizes. Prizes include a variety of water related toys, passes to Children's Fairyland in Oakland, the Lawrence Hall of Science, and much more. Participants also receive a book for completing the program.

Make Waves! Read! – Teen Program (grades 6 – 12)

- Between June 11 and August 21, 2010 teens come into the library and pick up a reading log. They read five books and log them on a business card sized reading log. After completing the log, readers submit it for a \$5 gift card. They are also entered into a grand prize drawing for an Ipod Nano.
- Teen volunteers called "Student Friends" are a vital component of the summer reading program. Student Friends staff a table at both libraries and sign children up for the program. Last year, 100 volunteers contributed more than 1600 hours to the program.

### Summer Programs

- In addition to the reading program, the library will host body percussion performer Bronkar Lee, Daniel DaVinci: The Juggling Genius, musicians Flutesweet & Tickletoon, Crab Cove and animals that go splash, a chess tournament and Rebecca Nile the bubble lady.
- Teens can participate in crafts, a performance by live alternative rock band The Cires, book groups, and a medieval sword demonstration by Davenriche European Martial Atres. Teens can also apply to the Teenscope Film Program, a 10-week film production seminar.



CITY OF  
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**Minutes of the Library Commission Meeting**  
 Library and Community Services Department

Hayward Public Library  
 Administrative Office  
 835 C Street, Hayward

**June 21, 2010**

1. **Call to Order:** Commission Chair Linda Bennett called the meeting to order at 6:12 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
Stephanie Ayala	X	9	1	
Linda Bennett	X	10	0	
Lisa Brunner	X (6:25)	9	1	
Kelly Greenne	0	9	1	
Judy Harrison	X	8	2	
Monica Schultz	0	8	2	

Library Staff: Sean Reinhart, Director of Library and Community Services  
 Linda Atwater, Administrative Secretary

Guest: Simon Wong, Tri-City Voice

4. **Approval of Minutes of Meeting of May 17, 2010**

**Board Action:** As the Library Commission had not achieved a quorum, approval of the Minutes of the Meeting of May 17, 2010 will be deferred until the Commission reconvenes in September.

5. **Public Comment:** Simon Wong, with the Tri-City Voice, was welcomed to the meeting. No public comment was offered.
6. **Friends of the Library Report:** Commissioner Harrison, reporting in her capacity as President of the Friends, provided the Friends of the Library Report. Due to the volume of donations, the Friends will hold three book sales at the Farmer's Market during the month of July, and perhaps three in August, on the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Saturdays. Volunteers have been identified to staff the book sales in July, and the Friends are working on finding extra volunteers for this task in August. This will be in lieu of a summertime Bigger than Usual Book Sale.

7. **Old Business:**

- a. **Budget Update FY 2011 and FY 2012.** Director Reinhart provided a brief update on the FY 2011 and FY 2012 Budget. On June 22, 2010, the proposed budget will go to City Council for a final public hearing and approval. There was a City Council Work Session on May 25, 2010 and a Public Hearing on June 15, 2010 and there are no big changes from what previously has been discussed with the Library Commission. The Director acknowledged and thanked Commissioners who were present at the Work Session – Commissioners Bennett, Harrison, Ayala, Schultz and Greenne.

For FY 2011, the City is looking at a structural deficit of approximately \$9.8 million. The budget that is going before Council tomorrow for final approval proposes closing that deficit and balancing the budget with \$2.8 million reductions in City-wide operating expenses; \$4.5 million contribution by City employees (5% furloughs); and \$2.5 million from reserves. For FY 2012, there is a similar scenario; an \$8.9 million structural deficit. At this time, it is proposed that the deficit be closed with \$1.3 million reductions in operations City-wide; \$4.7 million from employee contributions (5% furlough); and \$2.9 million proposed from reserves.

8. **Director of Library and Community Services Report:** Director Reinhart referred Commissioners to the monthly report included in their packets for a detailed accounting of the library's recent activities. He distributed copies of the Food for Fines Amnesty and Food Drive flyer. The activity will begin on Saturday, July 10 and conclude on Saturday, July 24, 2010. During this time period, Library customers may bring in and donate canned or boxed food items in exchange for clearing their library overdue fines. Each food item will count towards \$1 in overdue fines, up to a maximum of \$25 cleared per card. All donated food will be given to the Alameda County Community Food Bank.

The Food for Fines program coincides with the official rolling out of the Fines Free Library Loan Program. When customers come up to participate in the amnesty, staff will provide them with a postcard at the end of the transaction to introduce them to the Fines Free Library Loan Program. The Director provided an overview of the reasons for the establishment of the Fines Free Library Loan Program. Library cardholders who accrue more than \$20 in fines on their accounts are blocked from further borrowing

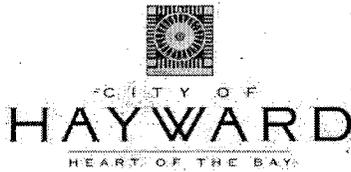
until their balance is paid down. A significant number of customers on record have blocked cards because of fines. Through the Fines-Free program, library cardholders can borrow a limited number of items for an unlimited amount of time, with no due dates and no overdue fines. A small monthly subscription fee applies.

During the summer, meetings of the New Main Library preliminary design focus group will be scheduled. Director Reinhart has been in contact with members of the Commission regarding their participation in these meetings. Through these focus groups, and other meetings with staff, the architect will develop three possible design alternatives for the New Main Library. In addition, the architect will create one preliminary landscape design concept for the park. This work will culminate in a joint work session with the Library Commission and City Council in October for discussion and further direction from City Council on what to do next.

9. **Library Commission Report:** Commission Chair Bennett reported on her visit to Napa and tour of the Napa Library. Commissioner Harrison will be attending a meeting of various Friends groups from throughout Alameda County at the Pleasanton Public Library on June 22, 2010. The group meets twice per year.
10. **City Council Liaison Report:** It was noted that Council Member Quirk was unable to attend the meeting due to a scheduling conflict.
11. **Agenda Building:** Historically, the Library Commission is on hiatus during the months of July and August. Various items were suggested for inclusion on future agendas, commencing with the September meeting:
  - Election of Officers
  - Introduction of new Library Commissioner
  - Report on stimulus money possibly for construction of new Fire Department building
  - Update and recap New Main Library building program – preliminary design process – in preparation for the joint work session with City Council scheduled for October 19, 2010 at 7 PM (in lieu of the regularly scheduled Library Commission meeting on October 18, 2010)
12. **Adjournment:** The Commission Chair adjourned the meeting at 6:35 PM. The Library Commission proceeded to Chef's Experience/China Bistro for their annual no host Commission dinner.

City of Hayward  
 Library and Community Services Department  
 Hayward Library Commission Goals and Priorities  
 Calendar Year 2010

Hayward Library Commission Priorities	Hayward City Council Priorities Addressed
<p>New Main Library</p> <ul style="list-style-type: none"> <li>- Building Design</li> <li>- Land Use</li> <li>- Community Involvement</li> <li>- Funding</li> <li>- Building Program (Café, RFID, etc.)</li> </ul>	<p>Fiscal Stability</p> <ul style="list-style-type: none"> <li>- Public Facilities Bond</li> <li>- Alternative Service Delivery Models (RFID, etc.)</li> </ul> <p>Land Use and Sustainability</p> <ul style="list-style-type: none"> <li>- Facilities Planning</li> </ul>
<p>Support for Schools</p> <ul style="list-style-type: none"> <li>- Expand partnerships and support for schools</li> <li>- TOP Schools, Neighborhoods and Libraries project</li> <li>- Youth development programs &amp; outreach</li> <li>- Safe and constructive after-school activities for youth</li> <li>- Hayward Youth Commission (Youth Master Plan)</li> </ul>	<p>Crime &amp; Public Safety</p> <ul style="list-style-type: none"> <li>- School Safety Partnerships</li> <li>- Youth Master Plan</li> </ul> <p>Fiscal Stability</p> <ul style="list-style-type: none"> <li>- Academic Excellence</li> <li>- Alternative Service Delivery Models (TOP Schools, etc.)</li> </ul>
<p>Library Advocacy &amp; Awareness</p> <ul style="list-style-type: none"> <li>- Promoting the library (educating them, our services, etc.)</li> <li>- Focused outreach (seniors, teens, families, etc.)</li> <li>- Personal outreach to community groups</li> <li>- Community Group List</li> <li>- Neighborhood Partnership Program</li> <li>- Volunteer programming enhancements</li> </ul>	<p>Cleanliness</p> <ul style="list-style-type: none"> <li>- Neighborhood Partnership Program</li> <li>- Volunteer Programming Enhancements</li> </ul>
<p>Funding &amp; Resource Development</p> <ul style="list-style-type: none"> <li>- Grants</li> <li>- Fundraising</li> <li>- Alternative Service Delivery</li> </ul>	<p>Fiscal Stability</p> <ul style="list-style-type: none"> <li>- Public Facilities Bond</li> <li>- Alternative Service Delivery Models (RFID, etc.)</li> </ul>



City of Hayward  
 Library and Community Services Department  
 Hayward Library Commission  
**Agenda Plan for 2010**  
 Revised 2/22/10

Meeting Date	Agenda Items	Expected Outcome
Jan. 25, 2010	<ul style="list-style-type: none"> <li>• Mid-Year Budget</li> <li>• Annual Meeting Schedule and Agenda Plan for CY 2010</li> <li>• Introduction of CY 2010 Commission Goals and Priorities Planning Process</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Discussion</li> <li>• Discussion</li> </ul>
Feb. 22, 2010	<ul style="list-style-type: none"> <li>• Presentation: Acquisitions &amp; Processing of Library Materials</li> <li>• Annual Meeting Schedule and Agenda Plan for CY 2010</li> <li>• Mid-Year Budget</li> <li>• Discussion of CY 2010 Commission Goals and Priorities</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Approval</li> <li>• Education</li> <li>• Discussion</li> </ul>
Mar. 15, 2010	<ul style="list-style-type: none"> <li>• Presentation: The Big Read</li> <li>• New Main Library</li> <li>• Adoption of CY 2010 Commission Goals and Priorities</li> <li>• CALTAC Workshop Presentation</li> <li>• Budget Update</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Discussion</li> <li>• Approval</li> <li>• Education</li> <li>• Education</li> </ul>
Apr. 19, 2010	<ul style="list-style-type: none"> <li>• Presentation: Services to Seniors (extend invitation to representative of various senior groups)</li> <li>• Presentation: Noll and Tam</li> <li>• New Main Library</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Education</li> <li>• Discussion</li> <li>• Discussion</li> </ul>
May 17, 2010	<ul style="list-style-type: none"> <li>• Presentation: Summer Reading Program</li> <li>• Budget FY 2011-12</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Discussion</li> </ul>
Jun. 21, 2010	<ul style="list-style-type: none"> <li>• Presentation: School/Education Services</li> <li>• Satellite Library Project</li> <li>• Budget FY 2011-12</li> <li>• Annual (No Host) Commission Dinner</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Discussion</li> <li>• Discussion</li> </ul>
Jul./Aug. 2010	<ul style="list-style-type: none"> <li>• (On Hiatus)</li> </ul>	
Sep. 20, 2010	<ul style="list-style-type: none"> <li>• Presentation: Library &amp; Community Services Overview</li> <li>• Election of Officers</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Approval</li> </ul>
Oct. 18, 2010	<ul style="list-style-type: none"> <li>• Presentation: Services to Young Adults</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> </ul>
Nov. 15, 2010	<ul style="list-style-type: none"> <li>• Budget Update FY 2011-12</li> <li>• Discussion of CY 2011 Commission Goals and Priorities</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Discussion</li> </ul>
Dec. 20, 2010	<ul style="list-style-type: none"> <li>• Establishment of Annual meeting schedule and Agenda Plan for CY 2010</li> <li>• Adoption of CY 2010 Commission Goals and Priorities</li> </ul>	<ul style="list-style-type: none"> <li>• Approval</li> <li>• Approval</li> </ul>