

Santa Barbara Public Library System
Library Board

Minutes of the Board Meeting of January 10, 2012 held at Central Library

TRUSTEES PRESENT: Eric Friedman; Christine Roberts; Catherine Radecki-Bush

TRUSTEES ABSENT: Dianne Duva

COUNCIL LIAISON PRESENT: None

STAFF PRESENT: Irene Macias, Library Director

CALL TO ORDER: The meeting was brought to order in the West Faulkner Gallery at 12:00 p.m. on January 10, 2012.

CHANGES TO AGENDA: None

MINUTES OF PREVIOUS MEETING: November 10, 2011 minutes were approved.

PUBLIC COMMENTS: None

ANNOUNCEMENTS: The next regular meeting will be February 28, 2012 at 12:00 p.m. in the West Faulkner Gallery.

Library Plaza Project

Library Director Irene Macias stated that because of the dissolution of Redevelopment agencies in California, the Library Plaza Project has been placed on hold, as RDA funds had been scheduled for the project. All City projects funded with redevelopment money have been placed on indefinite hold. The only projects moving forward are those that have construction contracts.

Board member Catherine Radecki-Bush asked if a press release has gone out regarding this matter stating that it would be beneficial for the public to understand that the funds intended for the Library Plaza Project are disconnected from other Library services, and that the money cannot be reallocated to purchases such as books, for example.

Irene stated that the City will have some remaining money to utilize and that the successor agency will make decisions about how those funds are spent.

Library Director's Report

Irene discussed staff furlough requirements for the past fiscal year. She stated that the Library staff were required to take furlough, however the Council gave the library money to stay open during the majority of the winter holiday period. She reported that the Central Library was not very busy the week before Christmas, but was very busy the following week, and a substantial number of people were in the building, with good activity at the check-out desk.

Irene informed the Board that the Council has expressed interest in placing an item on the Agenda to re-open

the Eastside Library on Mondays. The Library was asked to determine the cost, and the estimate of \$21,000.00 annually to open on Monday afternoons has been provided to the City Administrator.

Catherine Radecki-Bush asked if the public played a large role in the decision to re-open the Eastside Library on Mondays. Irene stated that Councilmember Cathy Murillo expressed that when requesting feedback from the public on the City and areas of concern during her recent campaign, the public frequently responded that they were unhappy about Library Monday closures.

Irene discussed a recent patron request for Minutes of the meeting when the Board approved the Library's Rules of Conduct. Board Chair Eric Friedman requested clarification on the adoption process for the Rules of Conduct. Irene responded that the proposed rules go before the Board for approval, and are officially implemented following the Board's approval. She stated that she would bring the amended Rules of Conduct before the Board at the next meeting.

Irene announced that the Carpinteria Library is now open on Mondays, as a result of a 'Save Our Libraries' campaign by the Friends of the Carpinteria Library that raised quite a bit of money. She indicated that starting January 9, 2012, the Carpinteria Library is open on Mondays, though it will be closed next Monday, January 16, 2012, due to the Martin Luther King Jr. Day holiday. Irene remarked that there is a growing interest in the community for expanding Library hours.

Irene stated that the Governor's office released the proposed State budget for the coming fiscal year and it does not include any funding for public libraries. She mentioned that this year, the Governor's office had originally budgeted zero, but because of the response from the public, did include approximately half of what had been budgeted the previous year. She explained that this was part of the Trigger Bill, and when the state's revenues did not meet the desired level, this funding was cut, so this year public libraries received zero funding. Irene stated that she had not budgeted any of this funding, and had already made the cuts, which were ongoing cuts, thus she is not looking at having to make additional cuts to the City Libraries' budget for next. However, the impact is to the Black Gold Cooperative Library System, which received substantial funding from the State. In Black Gold, the budget was balanced by using ongoing cuts, as well as one-time measures. One-time measures included the use of approximately \$200,000.00 in reserves. So in looking at next year, with the understanding that there will most likely be no funding from the State, Black Gold has to figure out how to bridge that gap, and it may mean increased costs to the jurisdictions.

Eric requested to have an item placed on the Agenda for next month to explain Black Gold, what it is, how it is funded, alternative funding sources, the projected deficit for next year, and how it was funded last year, including the amount of one-time funds. Eric feels the Board needs to examine what needs to be done in order to make it sustainable. Irene stated that the Black Gold long-range planning committee is currently assessing this matter.

Board Member Christine Roberts inquired what amount Black Gold used to receive from the State. Irene responded that when you include the transaction-based reimbursement that each of the jurisdictions receive for loaning money to each other, Black Gold was receiving approximately \$400,000.00 a year. She stated that there is legislation called the California Library Services Act, and that was the vehicle for providing monies to public libraries - not solely directly to the libraries, but to the systems. She stated that there were fifteen systems in the state, and this was set up through the legislature. Black Gold is one of the systems. Irene indicated that in the last few years many of the systems have merged, including four systems in the Los Angeles area which merged in order to be more financially viable. Black Gold merging with this system is not logical, due to the geographical distance between the system, which would prevent Black Gold from sharing resources with them. She reminded the board that Ventura County Library System left Black Gold last year. Irene stated that the members of Black Gold are San Luis Obispo County, Paso Robles, Santa Maria, Lompoc, Santa Barbara, and Santa Paula, which is a Library District unto its own, a one stand alone Library in Ventura County. She affirmed that Cambria is also a member of Black Gold.

Irene announced that hundreds of e-books have been added to the collection as of December 24, 2011. She

stated that Black Gold budgets \$70,000.00 annually for e-books, and that she will request that the amount be increased in the coming year. Eric inquired about e-book usage. Irene stated that the Library has been providing classes and individual instruction regarding e-book use, and that individuals can bring their devices to the Library and receive instruction from a staff member.

Irene announced that on Thursday, February 2, 2012, and Friday, February 3, 2012, there will be an OverDrive BookMobile at the Camino Real Marketplace. She stated that the vendor OverDrive will be bringing a sixteen wheel bookmobile with stations and various readers so that people can try them out and learn how to download e-books. She stated that the Library has had a tremendous increase in the number of Library cards issued and that one reason for this is that people are obtaining cards based on the ability to check out downloadable e-books. She stated that the Library is very excited about this. Christine Roberts remarked that e-books are very valuable, as they attract a segment of the population that can otherwise be difficult to get engaged with the Library. Irene stated that a press release will be going out regarding the OverDrive BookMobile event.

The Library Board discussed the use of e-books and checkout limitations, and impacts of technological advances on processes and procedures.

Irene stated that in regards to fundraising, that the Library is currently doing the paperwork to start a foundation. She stated that one of the concerns identified in the report performed by the consultant in regards to fundraising was that people were anxious about donating money to a government agency, and that the Board will be a non-profit organization which will be a separate entity, and a vehicle for fundraising. Irene stated that we are developing a job description for a Development Director, and that we are going to use some of the distribution from the Peggy Maximus bequest to hire the individual.

Irene announced that the Library is a Community Partner with the Santa Barbara International Film Festival. The Board discussed collaborative efforts and ideas.

Irene also informed the board that Beverly Schwartzberg, Library Services Coordinator is working with a documentary film maker who has volunteered to help with library publicity. She has been filming local authors and prominent citizens. These will be made into public service announcements.

Personnel Appointments/Staff Vacancies

Christine Roberts stated that she would like to see a regular column in the Independent about the Library. Irene mentioned that this is something that they have communicated with the Independent about. Christine stated that she would be more than happy to write a few columns, and expressed an interest in highlighting employees of the Library. Irene stated that she likes the idea of profiling volunteers or patrons who use the Library, and what it means to them.

Irene announced that we have hired Jayne Lee as a Senior Library Technician. She is replacing Oscar Flores, and will be doing youth outreach and teen services. She will also do promotion for summer reading, and be involved in activities such as promotion at festivals and preschool visits.

Irene stated that we currently have no vacancies and are fully staffed.

Irene inquired what the Board Members would like to have Irene report about in February, and what they would like to learn about. She acknowledged the request to hear background on Black Gold. Eric Friedman requested information on the budget. Catherine Radecki-Bush asked about Santa Barbara Reads. Irene stated that the press release was sent out for the UCSB Reads/Santa Barbara reads program. Many copies of the book Moby Duck, are in the collection. She also stated that we are applying for a grant for Santa Barbara Reads, and the book they have selected and are writing up their grant request for is The Things They Carried, by Tim O'Brien.

Library Activities for December

Irene shared the most recent Overdrive statistics. In December 2011, we had 1,000 new Overdrive patrons. In Black Gold, there were 1,030 new Overdrive users.

Irene also announced that two new book drops have been installed on Anacapa, which include two slots, one for books and one for audiovisual.

Announcements

Eric stated that he is moving Item number two on the Agenda, the Selection of Library Board Chair and Vice Chair, to the next Agenda, and the Chair and Vice Chair will remain as is until February.

Library Board Meeting Schedule

The Board discussed the meeting schedule. Catherine and Christine both have conflicts with the previous 2nd Tuesday of the month schedule. The Board decided to meet the fourth Tuesday of every month, from 12:00 p.m. to 1:00 p.m.

The meeting was adjourned.

The next meeting was scheduled for Tuesday, February 28th, 2012, at 12:00 p.m.

Minutes respectfully submitted by Rima Villarreal.