

Santa Barbara Public Library System
Library Board

Minutes of the Board Meeting of June 26, 2012 held at the Central Library

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

TRUSTEES ABSENT: Dianne Duva

COUNCIL LIAISON PRESENT: None

STAFF PRESENT: Irene Macias, Library Director and Scott Love, Library Services Manager

CALL TO ORDER: The meeting was brought to order in the West Faulkner Gallery at 12:00 p.m. on June 26, 2012.

CHANGES TO AGENDA: None

MINUTES OF PREVIOUS MEETING: May 22, 2012 minutes were approved.

PUBLIC COMMENTS: None

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

Old Business

Library Plaza Project

No new remarks. Reference Library Director's Report (New Business) for additional details relevant to space.

Children's Library Project

Library Director Irene Macias announced the recent hiring of Department Development Manager Alexis Miller. Irene briefly reviewed Alexis' professional background regarding fundraising qualifications. The Library will continue to work with consultant Julie LaVay, who conducted the feasibility study for the Children's Library Project, to guide the campaign at a higher level. Currently, Julie is assisting Alexis with creation of database via the newly implemented E-Tapestry software. The new database is being structured to include names and leads garnered by the feasibility study. Julie will also aide in our efforts with potentially large donors. It is anticipated that the Library will maintain Alexis' position, beyond completion of the Children's Library Project, as other fundraising needs arise.

Irene noted receipt of necessary State paperwork regarding registration of the Santa Barbara Library Foundation. Attorney Michelle Fisher has volunteered her services to assist with the filing process. The next step involves completion of Federal paperwork.

Irene stated that City Council voted on June 6, 2012 to restore Monday open hours at the Library. The actual cost of \$154,000, was less than the originally projected amount of \$175,000. City Council's request to find a means of reducing costs, resulted in the decision to change closing times from 8:00pm to 7:00pm, Monday – Thursday.

Irene also mentioned a recent media piece highlighting the potential for public concern relevant to the change in closing hours. Specifically, it regarded use of the Faulkner Gallery space outside of the Library's regular business schedule. Irene pointed out that the meeting spaces are currently available after-hours, and will continue to be scheduled as such. She added that patrons sign an application that includes language specifying the need to obtain a key for events beginning after the Library closes.

Irene announced staff is planning an event to celebrate the return of Monday hours at the Central Library, on Monday, July 2, 2012. Library Services Manager Scott Love explained the event is expected to include balloon art/face painting for children, a couple of speakers and a ribbon-cutting ceremony. Irene confirmed The Mayor, City Council members and Library Board members would be invited, in addition to the media and general public. Scott noted plans for a press-release today, followed by a media-alert at week's end. Irene concluded by affirming Library Board members will receive notification via Reference Librarian Chris Gallery. Board Chair Eric Friedman inquired regarding status of change in business hours at the Eastside Branch Library. Scott reviewed both the previous and new schedules – summarizing the overall weekly increase of 3 hours.

Irene commented The Mayor has expressed a real need to secure funding for the Children's Library Project, and acknowledged the challenges the Library will likely encounter attempting to secure private donations, without financial support from The City. Irene added The Mayor is hopeful that monies will be incorporated as part of the Capital Program – perhaps in the fiscal year (2013-2014) – which could coincide with allocations for the construction phase.

Irene suggested Library Board members consider sending "Thank You" letters to City Council in appreciation of their generous support when deciding to re-open the Library on Mondays.

New Business

Cancellation of July 2012 Library Board Meeting

Motioned: Catherine Radecki-Bush

2nd: Christine Roberts

All in Favor

Library Director's Report

Irene announced the recent purchase of computer software for the Summer Reading Program (SRP), and asked Scott to briefly discuss. Scott noted his previous experience working with the program, (produced by Evanced), and confirmed its growing popularity. He explained the Library is implementing 2 programs: Calendar and Summer Reader – both with automating features designed to assist staff and patrons. The Summer Reader Program enables users to register/track reading via home computer, and provides live automated statistics. Scott emphasized the significance of accurate numbers relative to reporting (i.e., participant names, school affiliation, prizes earned/received).

Irene demonstrated immediacy of program statistics, by providing same-hour results:

- Central Library: 602 registrants (including 77 teens); 2114 books read (including 80 for teens)
- Eastside Branch, 195 registrants (including 23 teens); 382 books read (including 10 for teens)

Scott attributed high participation to increased advertising, early press release, successful lead-in events (i.e., Bubblemania) and online accessibility. In response to Eric's inquiry regarding SRP process, Irene explained children read the books at home and have the opportunity to record results online or "in-person" at the Library. She added that teen volunteers record their data and will sit with younger children to listen to their book reports. Scott remarked that older children are encouraged to read to their younger siblings, allowing each of them to receive SRP credit.

Expanding on Scott's remarks, Irene mentioned the Library has partnered with the Santa Barbara Museum of Art to apply for a grant by the National Endowment for the Arts (NEA). The \$50,000 collaborative grant would support a sibling/mentor literacy reading program.

Irene confirmed receipt of an \$11,000 grant (for Literacy programming) from The State Library, an entity that administers federal funds within the state. She also announced Santa Barbara County approval of the budget for next fiscal year, with status quo funding. Irene indicated the 1-year contract is scheduled for approval by City Council in August 2012. Responding to Eric's inquiry regarding impact of census results, Scott confirmed a population reduction in Zone 1; however, the slight increase in per capita allowed for status quo funding at the City Libraries.

Irene announced that Black Gold also received a \$10,000 Strategic Planning grant from The State Library. She explained it acknowledges the challenges cooperatives now face, due to loss of state funding for systems (i.e., 2 cooperatives are dissolving due to lack of state funding), and enables Black Gold to evaluate how to best sustain itself in the future. Irene stated a 2-day Strategic Planning Session is scheduled for July 11-12, 2012. The first day will include stakeholders, and the second day will include 6 system directors. Irene added that a consultant was hired and has developed a plan; the data gathered will assist in the review of services provided by Black Gold, while considering how the system is structured. Irene will report back at the Library Board meeting in August, regarding development of the strategic plan.

Irene shared that she spoke with Director Larry Feinberg, of the Santa Barbara Museum of Art (SBMA), who is also beginning a Capital Campaign to raise monies for several enhancements. One of their goals is to expand gallery space, which may be facilitated by incorporating the SBMA library at the Central Library. Irene will be meeting with the SBMA librarian this week to discuss logistics (i.e., space, materials) and expectations. Board members raised a number of questions: Will it be necessary to reduce the size of collection to accommodate new space? Will the SBMA librarian work at the Central Library? Will additional supervision be necessary to monitor expensive acquisitions? Would the move be revenue producing for the Central Library? Irene indicated many of the answers will be dependent upon pending discussions. As this is in the preliminary stage, Irene will update as appropriate.

Irene addressed the subject of establishing a Ping Pong activity structure on the Central Library Plaza lawn. She informed Board members of a meeting scheduled for the following week – it will include the Parks and Recreation Director, Parks Manager, Public Works Facilities Manager, Building Inspector and Library Services Manager. They will discuss potential issues relevant to placing the proposed structure. Irene said she will then schedule a meeting with proponent Hugh Margerum to discuss developing an agreement. Irene added that accessibility is a consideration, specifically as it may relate to the Americans with Disabilities Act. Eric questioned whether the agreement would constitute a Contract or a Memo of Understanding. Irene confirmed it would be established as a Contract. Additional comments shared by Board members included consideration of public opinion relevant to financial expenditures. Eric suggested that, although the project's sponsor would pay the cost of set-up (and, as needed, removal following a trial period) reserves may be necessary to avert long term issues. He suggested Irene consider investigating potential costs associated with establishing a bond, or other mechanism to protect against future loss.

Irene announced the appointment of Library Services Manager Margaret Esther, who will begin working on July 16, 2012 and will be responsible for the Branch libraries. Library Services Manager Scott Love has already transitioned to assume responsibility for the Central Library. Irene briefly reviewed Margaret's

professional background, highlighting her experience with Black Gold (as Assistant Director at the San Luis Obispo Library) and several years with the Escondido Library.

Scott remarked that Brooks Institute, via the Federal Work Study Program, has supplied Central Library with 16-service hours per week (at no charge to the Library). He explained the volunteer will work in the Youth Services department, completing various tasks. On a related note, Irene shared that another qualified volunteer is working with our Adult Literacy department.

Announcements

The meeting was adjourned at 12:40 pm .

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

Minutes respectfully submitted by Lori Garvin.