



City of Santa Barbara
Public Library

LIBRARY BOARD

Minutes of the Special Board Meeting of April 21, 2014 held at Council Chambers, City Hall

BOARD MEMBERS PRESENT: Eric Friedman; Jonathan Glasoe; Milt Hess; Susette Naylor; Christine Roberts

BOARD MEMBERS ABSENT: None

COUNCIL LIAISON PRESENT: None

STAFF PRESENT: Irene Macias, Library Director; Margaret Esther, Library Services Manager; Scott Love, Library Services Manager; Gwen Wagy, Youth Services Librarian; Jace Turner Supervising Reference Librarian; Marivel Zambrano-Esparza, Eastside Library Supervisor; Maria Gordon, Executive Assistant

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CALL TO ORDER: The meeting was brought to order in Council Chambers at 6:01 p.m. on April 21, 2014.

CHANGES TO AGENDA: None

MINUTES OF PREVIOUS MEETING: Minutes of March 25, 2014 were approved.

PUBLIC COMMENTS:

Mr. Ethan Shenkman read out comments suggesting 1) the fountain outside the Library should be redesigned in line with the Fountain at City College to prevent liability issues; 2) frequent painting of the memorial; 3) the trend for 60% of visitors visiting for the first time to be reversed 4) access to the rooftop balcony to be restored – this would help smokers; 5) baggage limitations should be adjusted – present ones discriminate against tall people; standards should be equitable.

ANNOUNCEMENTS: The next meeting will be on May 27, 2014 at 12:00 p.m. in the Faulkner Gallery West at the Central Library, 40 East Anapamu Street.

New Business

1. Remarks from the Chair

Eric Friedman noted that the meeting was a special occasion as the first time a Library Board meeting had been televised. Quoting Andrew Carnegie - "A library outranks any other one thing a community can do to benefit its

people. It is a never failing spring in the desert” – he let those attending or viewing know that the Board would review a range of public information, including the budget.

2. Director’s State of the Library Report

Library Director Irene Macias introduced the Central Library staff members who oversee services and programs and the Eastside Library Supervisor as representatives of the two Libraries of the City of Santa Barbara, The Director explained how staff would present slides on the organization, activities and programs of the two City Libraries, the other Libraries in the System falling within the County. The presentation would include the recommended operating and capital budget information for Financial Year 2014-2015, due to be recommended to City Council and posted on the City’s website and available at the Library.

Jace Turner, Supervising Reference Librarian provided a view of internal and external services, noting the rebranding of **digital services** as ‘Library-to-go’ virtual collection of downloadable material available 24/7 from anywhere in the world using a Library card. As well as an additional 10,000 books, the downloadable collection now includes 140 plus magazines and the equivalent of 350,000 CDs through Zinio and Freegal respectively, the first services provided that enable patrons to keep materials. Scanning and cataloguing of the **Edson Smith historic photos collection** of early Santa Barbara is over half way complete. The Library has continued to provide **technology assistance**, meeting diverse needs through services including one-on-one computer coaching by volunteers seven days per week and drop-in assistance for devices three days per week – with volunteers. This fiscal year, these services have reached 732 patrons for a total for 687 hours for coaching and 323 patrons for a total of 99 hours for drop-in assistance. Additional technology services include classes from basic computer use to Facebook etc., Makerspace and 3D printing, and school visits. A **hearing loop** will be installed in the Central Library in May. A **new full time librarian** is extending the Library’s social marketing, working on the publicity team, organizing publicity for Youth Services, serving on the Makerspace team, selecting books for the teen collection, organizing adult programming. **Media mentions** have jumped to about 45 per month and **new programs** have included a highly successful Downton Abbey event. Jace Turner also introduced the **new Library logo** and **new website and calendar** to be launched with **new Library cards** in May or June.

Gwen Wagy reported on the wide, teen to toddler range of **Youth Services (YS)**’ popular programs, including **Fabulous Fridays**, **yoga for children**, and **Wiggly Storytime** engaging whole families and often involving special guests. A key YS focus is **outreach**, children often bringing in adults to events. The Library promotes reading also, for example, by taking story times into pre-schools and partners with Parks & Recreation’s food distribution program and now offers **Lunches at the Library** in partnership with the food bank for **Picnic in the Park**. One result has been a rise in parents coming in for adult literacy classes. Excitement and energy for reading and library use also come from programs such as the **Reading Ambassadors**, an after- school reading program, visits to **school libraries** and **school tours**. Traditional YS programs continue, including many **Classic Camp** events and **Summer Reading** as the biggest program, this year’s entitled Fizz Boom Read! Arising directly from parent/caregiver requests to staff, YS is piloting a **Homework Help** program. Good results are coming, too, from **ARF** sessions, where YS brings in a local group with trained therapy dogs to offer non-judgmental listening sessions to help insecure readers. Twenty to thirty **teens volunteer** on **community service** during the Summer, recently including the group reaching out in town called Teen Coalition. **Craft programs** are being tested out in conjunction with Makerspace.

Marivel Zambrano-Esparza reported on the **Eastside Library**, unique in the system in its location in a neighborhood and in being surrounded by several schools. Eastside Library has a strong sense of community, offering many **bilingual storytimes** and **family programs** with entertainers and crafts that particularly help parents engage with their children and/or individual projects. Eastside partners with the **Mobile Waterford Program** (MWP), a mobile “schoolhouse” sponsored by Santa Barbara County Education and funded by United Way. The MWP vehicle stops at Eastside, offering computer classes and pre-school curriculum activities that run in conjunction with Library storytimes and crafts and a professor-initiated) **Spanish book club** for many of the parents, facilitating much appreciated adult peer-to- peer communication. **Summer events** include participation in Parks & Recreation programs such as Fun-in-the-Sun; **Reading Buddies** sees students paired with younger children for mentoring and leads to mutual increases in reading skills and love of library. Eastside also provides

volunteer youth opportunities, participates in a **paid apprentice program.**, offers an **after school art program** in collaboration with the Santa Barbara Art Museum and **help with homework** (always full). The Library patios feature native and drought tolerant **gardens** designed by a patron who is a local landscape architect and created with volunteer help. Patio walls feature framed tiled **murals** created by patrons, pre-schoolers to grandparents, in collaboration with the Museum. To enhance **computer classes**, the Library is looking for a bi-lingual volunteer. local patrons. The **Eastside external mural** coordinated by a local artist and youth instructor working with local, at-risk youth won a **Santa Barbara Beautiful award**. An example of Eastside **outreach**, e.g. at parents' night at schools, communicating in Spanish as needed – bi-lingual staff. Welcoming atmosphere overcoming fear of govt building.

Working with Cbaerhal and Das Williams –coordinating provision of info to neighbors and patrons on medical services etc.

3. Budget Review and Recommendations

a. Receive an overview of the FY 2014-15 proposed budget

b. The Library Board provide comments and recommendations on the proposed 2014-15 budget and that the Library Director forward those recommendations to the City Council

Board/Staff Communications

None

Future Agenda Items

6. Opening Remarks

Next Regular Meeting:

City Council Chambers, City Hall, May 27th, 2014 (Faulkner Gallery West, Central Library, 12 noon)

The meeting was adjourned at

Minutes respectfully submitted by Maria Gordon.