

APPROVED

MINUTES

Library Advisory Commission (LAC)

September 27, 2012

Downtown Library Community Room

270 Forest Avenue

7:00 p.m.

Commissioners Present: Leonardo Hochberg, Eileen Landauer, Bob Moss,
Theivanai Palaniappan, Mary Beth Train

Commissioners Absent: Tolulope Akinola, Noel Bakhtian

Staff Present: Monique le Conge, Evelyn Cheng, Greg Betts

Council Liaison: Greg Schmid

CALL TO ORDER – Palaniappan called the meeting to order at 7:22 p.m.

ORAL COMMUNICATIONS – A member of the public spoke about his idea to have library used as incubator space, tapping into the City's vibrant network.

AGENDA CHANGES, REQUESTS, DELETIONS – Item marked as “7e” in the LAC packet should go with “7d”.

BUSINESS

1. Approval of draft minutes of Regular Meeting on August 23, 2012.
 - Without corrections, Hochberg moved to approve minutes of Regular Meeting on August 23, 2012. Train seconded. Minutes were approved unanimously.
2. Continuing Discussion: Possible name change for Main
 - Following the August 2012 LAC meeting, le Conge invited Steve Staiger, local historian, and Greg Betts, Director, Community Services Department (CSD), to the meeting to provide additional information that would be useful in the LAC discussion regarding choice of names for the library.
 - Staiger provided a historical perspective of some of the possible names for Main Library, their meaning, origin and/or historic nature of the name, e.g. Rinconada, Newell, Embarcadero and Community Center.
 - Betts gave a brief discussion on the intent of CSD's Rinconada signage plan and way-finding program, with the increasing awareness of

Rinconada Park as a kid-centric campus. Betts said after consideration of several names, the direction is heading to branding the area as “Rinconada Cultural Park” but the process requires numerous steps, including the review/approval by the different Boards and Commission (e.g. Architectural Review Board and the Historic Review Board).

- Discussion followed, with members of the LAC providing comments and asking questions about project timeframe, placement of signage, and how best to integrate the Main Library and Art Center to the area, as well as possible names the Commission should consider for renaming the facility.
- Landauer presented a file she received from an individual while asking the community about their opinion on a new name for the Main Library. Included in the file were names of Palo Alto neighborhoods and fire stations at parks, and a proposed solution to have the remodeled facility be integral to Rinconada Park.
- Commissioners agreed that the name “Rinconada” has historical value, is consistent with the area and would tie in well.
- MOTION: Moss moved, Train seconded
“The LAC recommends to City Council, when Main Library’s renovation is complete, to rename the facility ‘Rinconada Library’.”
- Discussion followed, with Commissioners expressing their preference to keep the Motion to renaming the facility only and to leave the effective date unspecified to give it more flexibility.
- AMENDMENT: Landauer moved, Train seconded
Removing from the Motion “when Main Library’s renovation is complete”

Amendment Passed: 4-1 (Moss opposing)

MOTION, as Amended, passed, 5-0.

- le Conge said the City has a policy for naming city-owned land and facilities, which establishes criteria to guide Commissions in recommending names to the Council for approval. “The commission shall conduct a public hearing, confirm that the recommended name meets the criteria of appropriate significance, select recommendation(s) provided by the Historical Association, and shall forward its recommendation to the City Council.” (Policy and Procedures 1-15/MGR)

- Staff will confirm with the City Clerk's Office on next steps to move the LAC's recommendation forward.
3. Presentation on Axis 360 – Amy Glaza, Baker & Taylor
 - le Conge announced that Agenda item no. 3 will be re-scheduled since presenter, Amy Glaza of Baker & Taylor, was unable to come to the meeting.
 4. Additional Information: Draft Library Statistics for FY2012
 - Following Councilmember Schmid's suggestion at the August meeting, staff prepared updated statistics for FY2009, FY2011 and FY2012. FY2009 is the last year that all five Palo Alto branch libraries were open.
 - Commissioners appreciate seeing the numbers and noted that customer visits and checkout of materials held up very well even when libraries closed. However, reference and database searches as well as public PC sessions have gone down.
 - le Conge said that going forward, statistical information on basic upper level elements (e.g. circulation, visitor counts, program attendance) will be provided to the LAC on a quarterly basis. Statistical highlights are posted on the Library's website and will be included in the City's new Open Data platform soon.
 5. Continuing Discussion: Economic Impact of eBooks
 - To broaden the discussion of eBooks and economic impacts, staff provided a comparison of eBook costs versus book costs, and developed comments regarding actions and future thinking about eBooks, as well as articles of interest.
 - Discussion followed, with members of the LAC providing comments, asking clarification and questions about costs/pricing, advantages of providing eBooks, and limits to checkouts. Commissioners noted the high cost of purchasing eBooks as compared to book costs.
 - le Conge said that there are changes on a day-to-day basis and staff will continue to keep the LAC informed and updated on eBooks and its impact on libraries.
 6. 2012 LAC's Joint Meeting with City Council
 - The LAC agreed to schedule their joint meeting with City Council at the start of 2013 when new Council members are on board and libraries are set to close and/or open.

- Staff will check with the City Clerk's Office on available dates in the January/February timeframe and advise the Commissioners.
- Priority setting for the joint meeting with City Council will be discussed at the next LAC meeting.
- Hochberg said several years ago, the LAC Chair and Vice Chair had an informal dialogue with Council Members Elect on library issues - this was part of the Commission's outreach activities which he felt was effective and helpful.

7. 2012 LAC Priorities

- The subcommittees presented their final update/report to close out their work, following the 6-month term for special committees and to be consistent with the policy and procedures established by City Council.

Community Relations/Advocacy (members: Train, Bakhtian)

- The LAC Advocacy template was revised, incorporating the comments and recommendations from the Commissioners, and Train will provide the final draft at the October meeting.

Finance (Landauer, Palaniappan)

- The focus was narrowed to evaluating options for pilots at Mitchell Park to highlight and assist with planning for staffing and funding issues at the time all branches are open. The subcommittee recommends when Mitchell Park and Temporary Main open, staff should continue to evaluate and pilot services that may have minimal funding impacts by either utilizing volunteers or by tapping into private funding sources.

Virtual Library (members: Akinola, Hochberg)

- Hochberg and Akinola will continue to interact with staff and work on finalizing the identification of issues before moving forward with establishing a special committee.

ByLaws (member: Moss)

- After final review of the ByLaws
MOTION: Moss moved, Hochberg seconded
"the LAC adopt the ByLaws as presented."
Motion passed, 5-0.

- 2013 LAC Priorities. Commissioners agreed to table this item for the October meeting.

le Conge provided a written report (included in packet) on recent library activities of interest in September, as well as follow-up on items previously discussed/requested by the LAC, which include

- Request for Information (RFI) process before selecting an Integrated Library System (ILS) will start in January 2013.
- Google Cloud Print is available at the Mitchell Park Library, for up to 15 pages per Google account per day. Google provides all the necessary supplies.
- LiquidSpace reservations have been extended to 7 days in advance.
- Wifi data use cannot be tracked currently, but may be possible when city-wide upgrades to a standardized system is completed.

OTHER REPORTS

Commissioner reports and questions:

- Moss expressed his concern about the construction progress report for Mitchell Park Library and the media broadcasting system at Downtown Library which is still not fully functional.
- Moss attended the September 12 Friends of the Palo Alto Library (FOPAL) Board meeting; Train announced that the Library Foundation Board did not meet this month, a retreat is planned early next year.

Council Liaison Report:

Schmid addressed Moss' concern about the status of the Mitchell Park construction project and mentioned some of the highlights in Staff Report #3125 (Mitchell Park Construction Contract Bi-Monthly Report).

COMMENTS AND ANNOUNCEMENTS

- le Conge said the City Clerk's Office is asking the LAC's help in recruiting applicants interested in serving in one unexpired term ending January 31, 2014 (Bakhtian's).
- Library has a new subscription service called Credo Reference which is a great resource for students working on special projects. Topic pages pull together links to Palo Alto library books, full text magazine articles and news and images to complement projects.

AGENDA for meeting on October 25, 2012:

The items suggested for the meeting are:

- 2012-13 LAC Priorities

- Presentation on Axis 360
- Joint Meeting with City Council

Hochberg moved to adjourn.

THE MEETING WAS ADJOURNED AT 10:37 p.m.