

# APPROVED

## MINUTES

### Library Advisory Commission (LAC)

June 27, 2013

Council Conference Room

250 Hamilton Avenue

7:00 p.m.

**Commissioners Present:** Sheena Chin, Leonardo Hochberg, Eileen Landauer,  
Bob Moss, Mary Beth Train

**Staff Present:** Monique le Conge, Evelyn Cheng

CALL TO ORDER – Hochberg called the meeting to order at 7:05 p.m.

ORAL COMMUNICATIONS – le Conge introduced Karol Gallucci, who joined Library Administration as Management Assistant and Budget Coordinator for the department.

AGENDA CHANGES, REQUESTS, DELETIONS – None.

### BUSINESS

1. Approval of draft minutes of Regular Meeting on April 25, 2013.

- Without corrections, Moss moved to approve minutes of Regular Meeting on April 25, 2013. Landauer seconded. Minutes were approved unanimously.

2. Welcome New LAC Commissioner, Sheena Chin

- Hochberg welcomed Sheena Chin to the LAC. Chin introduced herself and expressed her appreciation for the opportunity to serve in the Commission.
- Hochberg congratulated Moss on his re-appointment.

3. FY2014 Library Budget

- Le Conge provided the Library's FY2014 budget documents: the Proposed Operating Budget and Proposed Capital Budget, and gave a brief overview of the changes for this year, including explanation of how current budget documents are structured.
- Budget changes for Library included a name change for Technical Services Division – the new division name is Information Technology &

Collections; one-time adjustments (e.g. decrease in temporary salaries, increase expense for library strategic plan, collection digitization, Mitchell Park and Main Libraries digital signage, etc.) and ongoing adjustments (e.g. decrease overtime salaries, increase books and collections, LINK+ cooperative, unfreeze three regular positions in anticipation of upcoming retirements and staffing needs).

- The only change to the Municipal Fee Schedule was a small reduction in the Library Impact Fee along with similar reductions in other City departments. All other fees remained the same as FY2013.
- Members of the LAC gave feedback and asked questions/clarification about the Library's proposed budget and the impact on library services, if any, status of the library strategic plan and virtual library projects, and more importantly, staffing requirements when Mitchell Park and Main Library building projects are completed.
- The FY2014 budget was adopted by City Council on June 10, 2013. Full budget information is available at <http://www.cityofpaloalto.org/gov./depts/asd/budget.asp>.

#### 4. Library Logo/Branding Process

- Le Conge gave a brief background on the development process for the new Palo Alto Library branding, and presented the logo design chosen by the Library's PR and Promotions committee, made up of staff at all levels of library service. The Library's logo relates to the City of Palo Alto logo yet retains its own identity.
- The committee went through several rounds of logo designs to determine what the Library's identity should look like, and included responses from outside stakeholders.
- Le Conge showed previous versions of the logo at the LAC meeting along with the proposed style guide for staff use.
- Discussion followed, with Commissioners giving comments and their personal preference. The LAC agreed that the Library is going in the right direction and that it is supportive of the decision for the logo.
- Le Conge added that the plan will be to use this on library collateral and in promotions beginning in FY2014.

#### 5. August 5, 2013 LAC Joint Meeting with City Council

- Le Conge confirmed that the LAC Joint Meeting with City Council is scheduled on August 5, the first meeting after Council's summer break.

- Commissioners reviewed their presentation for this meeting and agreed to keep with the structure; Train will update the PowerPoint slide on the Main Library.
- Staff will schedule a time for the Chair and Vice Chair to meet with the Mayor and Vice Mayor to decide on the agenda for the joint meeting.

#### LIBRARY DIRECTOR'S REPORT

Le Conge provided a written report (included in packet) on the library building projects (Main, Mitchell Park, Temp Main) and recent library activities of interest in June. Highlights include

- A recent tour of Mitchell Park Library showed lots of progress made
- Coming soon: Zinio for libraries, a new subscription that will allow patrons to access magazines online, including titles the library does not hold
- Summer Reading Program is off to a great start
- A 30% jump in circulation for Downtown Library
- Staff is doing a good job in spite of all the changes and extra work load

#### OTHER REPORTS

##### Commissioner reports and questions

Landauer and Chin will alternate as LAC representatives to the Mitchell Park (MP) Opening Steering Committee meetings held on the 3<sup>rd</sup> Wednesday of each month.

Moss reported on the highlights of the Friends of the Palo Alto Library (FOPAL ) Board Meeting on June 12.

Train and le Conge did not attend the June meeting of the Palo Alto Library Foundation (PALF) Board.

AGENDA for meeting on August 22, 2013:

The items suggested for the meeting are:

- OrangeBoy Presentation
- Update LAC By-Laws (Moss)
- Debrief: August 5, 2013 LAC Joint Meeting with City Council
- Library Policy Update: Loan Periods

Train moved to adjourn.

THE MEETING WAS ADJOURNED AT 8:20 p.m.