

# APPROVED

## MINUTES

### Library Advisory Commission (LAC)

August 29, 2013

City Council Conference Room

250 Hamilton Avenue

7:00 p.m.

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

**Commissioners Absent:** Mary Beth Train

**City Council Liaison:** Gail Price

**Staff Present:** Monique le Conge Ziesenhenné

CALL TO ORDER – Hochberg called the meeting to order at 7:10 p.m.

ORAL COMMUNICATIONS – None

AGENDA CHANGES, REQUESTS, DELETIONS –

### BUSINESS

1. Approval of draft minutes of Regular Meeting on June 27, 2013.

- Without corrections, Moss moved to approve minutes of Regular Meeting on June 27, 2013. Landauer seconded. Minutes were approved.

2. OrangeBoy Presentation

- Ziesenhenné introduced Nickie Harber-Frankart, a principal of OrangeBoy, Inc., who leads client engagements on the West Coast and provides strategy development for the OrangeBoy team. In preparation for developing its strategic plan the Library has deployed two ways of collecting information about customers' use of its services: OrangeBoy conducts market segmentation research; and Counting Opinions is used for directly receiving customer feedback on a continuous basis.
- Harber-Frankart gave an overview of the project, including company background, project goals and estimated timeline. Two key project deliverables are cluster development and dashboard development. Knowledge gathered through these developments can help determine how to best allocate resources for programs, services, facilities, and collections so that all activities will be aligned with the Library's service strategic goals.

- A strategy workshop will be provided to Library staff in February 2014. The dashboard will be in place to start providing customer usage patterns.
- Harber-Frankart presented a few projects OrangeBoy has successfully worked on: Wadsworth Public Library/Ohio, the Public Library of Cincinnati and Hamilton County, Columbus Metropolitan Library.
- Discussion followed with members of the LAC asking questions about OrangeBoy's approach, how surveys are structured, the cluster development process, and how outcomes will be measured and monitored. Landauer noted that since libraries are in transition while OrangeBoy is testing and the dashboard is being built, findings and recommendations should be reviewed/updated once libraries are back up to capacity.
- Ziesenhenné said the Library is excited to be working with OrangeBoy and some of the developments already emerging from their work. Updates will be provided to the LAC during the entire process. Chin said she hopes OrangeBoy will provide not only the numbers but in-depth results as well.
- Commissioners thanked Harber-Frankart for the presentation.

3. Debrief: August 12, 2013 LAC Joint Meeting with City Council

- At the August 12, 2013 joint meeting with City Council, the LAC reviewed their activities for 2012, focusing on how Palo Alto libraries do being compared to similar libraries nationally, statistical reports to focus on actionable metrics, the virtual library branch, Mitchell Park Library's opening activities and new services available, their recommendation to rename Main Library, and the advocacy presentation developed to simplify the Commission's community outreach efforts.
- Members of the LAC agreed there were good discussions and appreciate the opportunity to share information about the Library, the Commission's work, and the focus on library issues. Discussion followed regarding City Council's comments about the LAC's recommendation to rename "Main" as the "Rinconada" Library and City Council's suggestion to consider renaming the library after a distinguished person in Palo Alto history.
- Ziesenhenné gave a brief update on this item - the staff report (ID#3970) on the Adoption of a Resolution of the City Council Renaming the Main Library as the Rinconada Library is an Action item at the September 9, 2013 City Council meeting. There is also a timeline issue related to Public Works' signage package for the subcontractor of the building project as well as Community Services Department's cultural signage package which would include wayfinding signage to the library site. Staff will make a

presentation for discussion at the September 9 meeting. But, should City Council make a different recommendation, staff will go back to the naming process and follow appropriate steps.

- Commissioners will plan to speak to their City Council buddies about this item and to attend the September 9 City Council Meeting to support the motion. Moss and Landauer agreed that it would have been helpful if the LAC minutes of the August 23 and September 27, 2012 discussions were expanded to include the reports and/or choices for consideration, and why “Rinconada” was chosen by the LAC. Hochberg suggested seeking input from the Library Foundation, referencing its Naming Recognition Plan and how that was structured.
- Price said the joint meeting went well and encouraged the LAC to continue discussions on the potential renaming of Main Library.
- Moss said he will respond to Councilmember Holman’s request to compare visits/usage of Palo Alto libraries per square foot with other branches in Menlo Park and Mountain View.
- Chin suggested that the Commission should be proactive in updating the community about the status of the Mitchell Park building project.

#### 4. Update LAC By-Laws

- Moss revised and updated the LAC By-Laws last year. However, in March 2013, City Council adopted an ordinance reducing the size of the LAC from seven to five and amended the frequency of regular meetings to bi-monthly, which impacted the LAC By-Laws.
- On August 12, 2013, City Council passed some changes to streamline the Boards and Commissions Recruitment Program. One change included the alignment of the term end dates of all Boards and Commissions to match either a fall or spring term. As of January 12, 2014, the LAC recruitments and term end dates are moved forward to April 30.
- Moss changed the particular sections impacted to reflect City Council’s actions for the LAC’s review, namely (1) election of Chair and Vice-Chair to be held after *May 1*, (2) *three* members of the five member Commission shall constitute a quorum; (3) regular meetings shall be held *bimonthly* on the fourth Thursday of each month; (4) meetings shall be held at *City Hall Conference Room*
- MOTION: Moss moved, seconded by Chin  
“The LAC adopts the changes to the By-Laws as submitted.”  
Motion passed, 4-0 (Train absent).

- Ziesenhenné thanked Moss for his diligent work.

#### LIBRARY DIRECTOR’S REPORT

- Ziesenhenné gave a written report on recent library activities of interest in July/August, including follow-up items: discussion on loan period originally suggested for this meeting is tabled until a new integrated library system (ILS) is selected; the Library Foundation donation presentation will be made to City Council on September 16.
- The teen mobile makerspace called “makeX” will debut on Sunday, September 1 from 2:00 to 5:00 p.m. at the Art Center. It was a great project to work on with the Art Center.
- Commissioners asked Ziesenhenné to expand on the director’s report detail regarding the “makeX” project, earthquake training she attended, the Eureka! Leadership Program and Library’s new logo. The LAC complemented the growth rate in this year’s summer reading program signups.

#### OTHER REPORTS

##### Commissioner reports and questions:

- Moss reported that the Friends of the Palo Alto Library (FOPAL) Board did not meet in August.
- Chin attended the Mitchell Park Steering Committee meeting in July and gave a brief update on opening celebration planning events.
- Hochberg requested a confirmation of the LAC term end date for next year.

##### Council Liaison Report

- Price said she commends the Commission for their good work. Policy and Services Committee will work with City Council on the choices regarding the naming of Main Library.
- The City will host a Boards and Commissions Recognition Event on November 7.

#### COMMENTS AND ANNOUNCEMENTS

- The 2013 California Library Association (CLA) Annual Conference will be held in Long Beach, CA, November 3-5.
- City Council buddies assignment:(LAC practice of establishing and “adopting” City Council buddies in order to foster a closer relationship and improve communications with City Council on library issues)

Berman	-	Landauer
Burt	-	Train
Holman	-	Moss
Klein	-	Train
Kniss	-	Hochberg

Scharff - Hochberg  
Schmidt - Moss  
Shepherd - Chin

AGENDA for meeting on October 24, 2013:  
The items suggested for the meeting are:

- Update on Mitchell Park and Main Library Building Projects
- LAC Priorities for 2014
- Publicity and Marketing of Library Services
- Status Report on Orange Boy

Landauer moved to adjourn.

THE MEETING WAS ADJOURNED AT 8:45 pm.