

APPROVED

MINUTES

Library Advisory Commission (LAC)

October 24, 2013

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

Staff Present: Monique le Conge Ziesenhenné, Matt Raschke

CALL TO ORDER – Hochberg called the meeting to order at 7:07 p.m.

ORAL COMMUNICATIONS – None

AGENDA CHANGES, REQUESTS, DELETIONS – A discussion on the proposed Verizon cell tower project on Middlefield Road baseball field was added to the agenda (Item #6).

BUSINESS

1. Approval of draft minutes of Regular Meeting on August 29, 2013.
 - With corrections, Landauer moved to approve minutes of Regular Meeting on August 29, 2013. Moss seconded. Minutes were approved.
2. Update of Library Building Projects and Library Plans for Operational Services
 - Matt Raschke from Public Works gave updates to the library building projects: *Mitchell Park Library* is approximately 96% complete but continues to have challenges. Staff is monitoring the contractor and their subcontractors' compliance with the milestone dates and the pace of construction closely to insure that every deficiency is fully corrected and the buildings are of the highest quality. *Main Library* renovation started in June and is progressing well, with demolition work completed.
 - Raschke showed series of photo slides of completed works and the ones that are in progress for both building projects.
 - Discussion followed, with members of the LAC asking for clarification/questions about the project completion delays, errors, and/or outstanding issues of the three-building Mitchell Park complex, i.e. water

leakage, issuance of a temporary Certificate of Occupancy so staff can move in, time needed to open the building to the public and plans for a soft opening.

- Ziesenhenne said even when the date for staff moving into the building is undetermined/not firm, staff has been actively making plans for the project of closing, moving and opening Mitchell Park since September, meeting regularly to identify necessary preparation work and action plans to make all movements as smooth as possible.
- Ziesenhenne added that depending on how quickly the different equipment are tested (e.g. Automated Materials Handling “AMH”) and how quickly staff gets trained on operating/managing the new features of the building, the library will need six weeks to move in, and three weeks of that time would be needed to merge library collections from four different areas, and/or working with the City’s Information Technology (IT) Department to set up computers and load images on the computers.
- Staff is looking at all kinds of opportunities to make sure that the library offers as much services as possible during the move: all branch hours will remain the same until Main Library reopens; customers will have the same access to reference services; a grace period for fines will be instituted for all of the branch libraries between the closure and reopening of Mitchell Park Library. LINK+ will be suspended on November 1 in preparation for the move and will resume after the opening date. Customers can use other neighboring libraries with LINK+ services, including Mountain View and Sunnyvale.
- Ziesenhenne shared staff’s action plan for closing, moving and opening, focusing on three major areas that impact delivery of services: operations, collections and technology, which include the grand opening, new programs, AMH, etc. All staff will play a role in carrying out the plan and determined to do a thorough job.

3. Follow up on Renaming Main Library

- At the September 5, 2013 City Council meeting, City Council voted to not accept the LAC recommendation to rename Main Library to Rinconada Library. Ziesenhenne has been asked to prepare information for the December 10, 2013 Policy & Services (P&S) Committee. Following that meeting, P&S will make a recommendation back to Council, either with a name of a significant figure in Palo Alto history or to leave the name as Main.
- Commissioners asked about the timing of the name for the design in progress that is included in the signage package and impact to costs, if

any, and agreed that the Commission will provide feedback after the P&S has made its recommendation to City Council.

- The LAC will continue discussion of this item at the December 19 meeting.

4. Library Publicity and Marketing Strategies

- Chin said she requested this item for discussion because she would like to know more about the Library's marketing efforts to promote its available services to the community.
- Ziesenhenne said Palo Alto Library currently has no formal plan but the recent change in library logo with a style guide is the beginning of development of the library's presence and a more formal system of outreach. Many of the handouts will be updated and revised.
- Samples of print materials providing basic information and done mostly in-house, were shared with the Commissioners (e.g. Hot off the Shelf newsletter, brochures on digital collections and services, location and hours).
- Press releases issued to highlight programs, events, and other critical time-bound information are approved by the City's Public Information staff prior to distribution, and web content has to conform to City's format design and limitations. Library's social media includes Facebook, Pinterest, and Twitter.
- Ziesenhenne added that at the upcoming Library's Study Session with City Council on November 18 (new date), READ posters featuring the Mayor and City Council members will be presented. These posters will be rotated at branch libraries.
- Hochberg said in 2011, the LAC proposed building a virtual branch, integrating the library catalog with online resources and delivery that is web-based and mobile, resulting in the Capital Improvement Project for a Library Virtual Branch in FY2014/15. The Virtual Branch will provide collections, customer service, programs, and community engagement in a completely online environment, using current web and mobile technology. Hochberg said the Virtual Library would be a huge leap towards promoting library services and reaching out to target audiences.
- Ziesenhenne added that with OrangeBoy currently doing a market segmentation study for Palo Alto, the Library will collect information about customers' use of its services and use the information to help develop its strategic plan and the virtual library. Ziesenhenne will provide update on OrangeBoy's work after the winter holidays when results of the study should be available.

5. 2014 LAC Priorities

- Hochberg gave a brief background on the LAC's practice of setting priorities for the next year and breaking into subcommittees of 1-3 people to work on a special topic/project, usually related to what the Commission heard from City Council in the course of the year, to advise the library on.
- Commissioners agreed that the focus next year would be around the Mitchell Park Library (MP) and made suggestions on the following areas for subcommittees to work on:
 - (1) First half of the year - to help support staff to launch the opening of MP and actively do marketing/outreach campaign; continue with phase 2 of the LAC outreach template about the Palo Alto Library and its services – to create a list to identify outreach opportunities, schedule presenters, and do the presentation; come up with “whys” to respond to questions about the building, i.e. why wall is blue.
 - (2) Second half of the year: When MP opens, look at new and expanded uses; work with community to find out what they would like to see; incorporate new technology, i.e. new catalog, virtual library.
- MOTION: Laundauer moved, seconded by Chin.
“That the LAC's sole priority for the next six months is to support the successful launch of the Mitchell Park branch.”
Motion passed, 4-0 (Train absent)
- Ziesenhenné reminded the LAC that the general rule of thumb for subcommittees is that these should not last longer than 6 months; Hochberg pointed out that with 3 Commissioners whose terms are up in April 2014, it would be best to review the LAC priorities for the second half of the year.
- Ziesenhenné said she will work with staff to come up with a list of areas that the Commissioners can get involve in to help support staff and the launch of MP. Chin and Landauer's participation in the MP Opening Steering Committee is a good example of the LAC supporting the Library.

6. Proposed Verizon Cell Tower Project on Middlefield Baseball Field

- The Commission received correspondence from a concerned citizen who wanted to know if the Library's voice is heard regarding the proposed plan to construct two new cellphone towers in the Middlefield Ballpark right across from the bay windows of MP.
- Commissioners agreed that the proposed cell towers will block the view of the fields and park and that the LAC should advocate to the best interest of the library but will wait for more information before continuing this discussion.

- Ziesenhenné said staff is aware of the proposed plan and that the cell tower would require an Architectural Review Board (ARB) decision, at either staff level or in front of the ARB, and this would be the opportunity for community comments, including Library and Community Services Department staff.

LIBRARY DIRECTOR'S REPORT

- Ziesenhenné gave a written report on recent library activities of interest in October, including a follow-up on the OrangeBoy market segmentation study.
- New self-check machines have been received and installed in College Terrace, Downtown and Children's Libraries. Except for Temp Main, all branches have the new 3M models.
- makeX (teen mobile makerspace) is now at City Hall through mid-November.
- Commissioners Train and Chin attended the September 14 Pacific Library Partnership (PLP) Legislative Breakfast (written report by Train was included in packet).
- Creating Connections, a LSTA grant program for teen technology tutors and seniors at Avenidas and JCC, ended but teens will continue to teach seniors on using mobile devices and computers.
- Statistical information for FY2013 (July 2012 to June 2013) show e-branch visits was up 8.4%, branch visits down 2%, program attendance up 30.7%, ebook checkouts up 40.7%.
- Library will have a Study Session with City Council on November 18 (new date). This will be a good opportunity to do a presentation to Council about Library programs and activities.

Commissioner reports and questions

October meetings attended by Commissioners:

Chin - Mitchell Park Steering Committee.

Moss - Friends of the Palo Alto Library Board

COMMENTS AND ANNOUNCEMENTS

Chin asked about the Library's collection development policy; Ziesenhenné said staff can report about the process at a future LAC meeting. Also, library managers will be making short presentations on areas of interest to the Commission in 2014.

AGENDA for meeting on December 19, 2013:

The items suggested for the meeting are:

- Update on Opening of Mitchell Park Library
- December 10, 2013 Policy and Services Committee Meeting on Renaming Main Library

- Continuing Discussion: Library Publicity and Marketing Strategies
- 2014 LAC Priorities

Moss moved to adjourn.

THE MEETING WAS ADJOURNED AT 9:58 pm.