

APPROVED

MINUTES

Library Advisory Commission (LAC)

December 18, 2014

Council Chambers
250 Hamilton Avenue

Commissioners Present: Sheena Chin, Doug Hagan, June Loy,
Don McDougall, Bob Moss

Council Liaison: Gail Price

Staff Present: Monique le Conge Ziesenhenne, Evelyn Cheng

CALL TO ORDER – Chin called the meeting to order at 7:00 p.m.

ORAL COMMUNICATIONS – None

AGENDA CHANGES, REQUESTS, DELETIONS – None

BUSINESS

1. Approval of draft minutes of Special Meeting on November 6, 2014.
 - Without corrections, Hagan moved to approve minutes of Special Meeting on November 6, 2014. McDougall seconded. Minutes were approved.
2. Follow –Up Work from October 23 Library Board Effectiveness Training.
 - As a follow up to the Board Effectiveness Workshop conducted by Sandi Genser-Maack, California Public Library Advocates (CPLA), on October 23, the LAC reviewed the notes taken from the flip charts, to further discuss areas that they might work on, based on the voting by dots, to help support the library.
 - Discussion followed with members of the LAC providing feedback, comments and questions on the different topics the Commission brainstormed on and what the LAC can do in terms of their role and functions in planning, finance/fundraising, organizational operations, human resources, community relations, and advocacy, with the goal of coming up with a 2015 work plan for the LAC.
 - At Ziesenhenne's suggestion, the LAC agreed to assign subcommittees to address their areas of interest, do research and/or meet with staff and report back to the full commission, within the next six months.

- LAC Priorities for 2015:
 - (1) *Community Relations/Teen Advisory and teens* – Hagan, McDougall. Focus on learning how engaged Library is with this audience, potential growth area and if needs are addressed.
 - (2) *Library Comparisons* – Chin, Loy. Focus on how Palo Alto Library services compare to other libraries.
 - There's currently a LAC subcommittee on the Library Strategic Plan (members: McDougall, Loy) working with staff to review the strategies for the Plan.
 - Ziesenhenne said it would be useful for Commissioners to revisit the research/reports done by Eileen Landauer (former LAC Commissioner, 2011-2014) comparing Palo Alto to other high-performing libraries and on best use of facilities, with focus on teens. Staff will provide the subcommittees with copies of these reports.
 - McDougall asked if the LAC has done anything specific to recognize library staff for their hard work and good customer service; Ziesenhenne said Commissioners are welcome to request to be on the agenda to attend monthly all staff meetings to meet staff. Also, the Friends of the Palo Alto Library (FOPAL) provides funding for staff appreciation every year.
3. Review of LAC Presentation for 2015 Joint Meeting with City Council
- Chin thanked Commissioners for their contributions and Ziesenhenne for formatting the slide presentation into the City's template.
 - A copy of the presentation, with relevant notes, will be sent to the LAC. Ziesenhenne said images for OrangeBoy's dashboard will be dropped in with the most recent data, to demonstrate to City Council that the Library has a powerful tool to understand its customers and how targeted groups are being served.
 - Commissioners reviewed the presentation and provided additional feedback.
 - Moss said it would be useful to have actual circulation numbers by branch; Ziesenhenne said OrangeBoy goes by clusters, not by branch. However, Library can provide a separate report regarding circulation by branch, with year to year comparison.
4. Update from LAC subcommittee on Library's Strategic Plan
- The LAC Subcommittee on Library's Strategic Plan (members: McDougall and Loy) met with Ziesenhenne to provide input to the goals and strategies as outlined in the draft Strategic Plan.

- McDougall gave a brief report on the set of subjects discussed at the meeting, mainly the areas that have been selected as goal areas: opportunities for learning, effective partnerships and community engagement, expand digital collections and mobile services, foster an organizational culture of continuous improvement.
- Ziesenhenne said the Library's Strategic Plan is a living document - the goals and objectives will not change, but action plans are relative to the goals and will be updated as City Council sets up its priorities each year. Library will align its work plan to incorporate City Council's priorities.
- The Strategic Plan will be finalized in January 2015, and a copy of the final product will be provided to the LAC at the February meeting.
- McDougall and Loy said they would appreciate being informed of changes, if any, and the opportunity to learn more about what Library is doing.
- Discussion followed, with Commissioners and Price asking about the impact of having two libraries open – timing and process for Library to ask for more resources/ adequate funding for staff, materials - issue of library open hours, and the process for rolling out the Strategic Plan.
- Chin thanked McDougall and Loy for their work; Ziesenhenne said LAC's suggestions on the structure of the Strategic Plan was helpful.

5. Opening Libraries Updates

- *Mitchell Park Library & Community Center's* December 6 Grand Opening event was a huge success, with at least 5,500 people in attendance and the library's use continues to be strong and steady.
- Members of the LAC gave positive feedback and comments about the Grand Opening day, and commended staff for their enthusiasm and hard work.
- Ziesenhenne said the day would not have been a success without the 70+ volunteers who helped, including the Commissioners. At the January 20, 2015 meeting, City Council will recognize and thank these volunteers for their efforts.
- The "My Mitchell" City web page has answers to Library's most frequently asked questions as well as program updates and information, including the five weeks of themed celebration targeting teens, the young child, older adults, multicultural communities and technology.

- Ziesenhenne added that Teen Week (December 13-19) included extended study hours (until 10 pm) for high school students studying for finals, and activities to de-stress in between studying (therapy dog, snacks, access to Teen Center).
- Chin said the makeX (mobile makerspace) drew in a crowd at the Grand Opening and asked if this can be moved to Mitchell Park permanently; Ziesenhenne said the makeX, currently housed at Cubberley, is run by teen volunteers and needs exclusive use of a classroom. It would not fit at the library but staff is looking at different options to highlight the technology through programs.
- *Rinconada Library's* Grand Opening will be held on February 14, 2015; following similar format as Mitchell Park's but not the same scale. Ziesenhenne will provide updates to the LAC regarding planned activities and press tour.

LIBRARY DIRECTOR'S REPORT

Ziesenhenne gave a written report on recent library activities of interest in November/December, which included the annual statistics as submitted to the California State Library for FY2013/14. Also at places were screenshots of the OrangeBoy dashboard. Commissioners asked questions on data provided.

In addition:

- The University Room at Downtown Library which was used as staff office during construction, is returned as Public Services meeting room.
- All adult collection is now a floating collection – an easy way to use the whole system at its fullest.
- Staff gave a presentation about library programs and services for children's and teens at the City School Liaison Committee meeting held on December 18. The LAC requested for a copy of the presentation.

COUNCIL LIAISON REPORT

Price said she is impressed with the expertise and commitment of the work done by the LAC, as well as by Ziesenhenne and library staff. The City has settled with Flintco, and she is most proud of Mitchell Park and Rinconada Libraries.

The LAC thanked Price for her support and contributions.

COMMENTS AND ANNOUNCEMENTS

Moss attended the FOPAL Board meeting in December; and the Library Foundation's event at Rinconada Library on December 7.

AGENDA for meeting on February 26, 2015:

- 2015 Council Buddies Assignments
- Rinconada Library Grand Opening
- Library Open Hours
- Update from LAC Subcommittees

McDougall moved to adjourn.

THE MEETING WAS ADJOURNED AT 9:08 pm.