

**SHASTA PUBLIC LIBRARY
LIBRARY ADVISORY COMMITTEE
Redding Library Community Room, 1100 Parkview Avenue, Redding, California
December 5, 2007**

MINUTES

1. Roll Call

The regular meeting of the Library Advisory Committee was called to order by Chair Peggy O’Lea at 4:05 p.m. on Wednesday, December 5, 2007, with the following Committee Members present: Elaine Grossman, Connie Cleckler, Patte Jelavich, and Missy McArthur. Also present were Library Director Joy Sentman-Paz and City of Redding Community Services Director Kim Niemer.

2. Public Comment

Shasta Lake Councilwoman Gracious Palmer discussed the Shasta Lake Library. The City of Shasta Lake has formed a committee to look into a new library in town. She is in discussion with City Manager Carol Martin now, and communications from that effort will be forthcoming.

3. Consent Calendar

Approval of the consent calendar was moved, seconded, and passed unanimously.

Note: Library Director Sentman-Paz requested that the web page demonstration she planned for her Director’s Report be moved ahead to allow the staff presenting the demonstration to return to work more promptly.

7. Director’s Report — New Web Page

The proposed new site was introduced by Jordan Davis and Darcie Cooper. They demonstrated the web site development to date. The upgraded site will be easier to navigate with new streamlined features. High traffic usage areas will be readily available. The front page will have a search for categories without having to open a browser. More information about the special collections will also be available.

The new site will have a Resource Page with more information and will be easier to use, offering Help & FYI pages very soon. The upgraded web page is scheduled to be live by December 15, 2007. Committee Member Jelavich noted the WIFI logs indicate “Shasta County Library” not “Redding Library.” Ms. Cooper responded that she would make the correction.

4. Program Overview of Children’s and Reference Areas

Joy Sentman-Paz presented a bulleted list of the purpose, goals, and challenges of the two departments.

Peggy O’Lea asked Library Director Sentman-Paz to give her assessment of the library since becoming Director. Ms. Sentman-Paz reported that she has consulted with staff about where we are and where do we go from here. The overview is the same in all departments—all have the same goal.

- Everyone should enjoy their library experience
- Books should suit every age range
- Everyone should have appropriate search sites they can understand

The primary concern is to be able to answer all guest questions. They are working to maximize the technology resources right now and hope to go even further to help children make intelligent searches. The databases available to library patrons provide them far more accurate information than the average web browser. The goal is for patrons to be able to locate the information they seek and then use it.

Chair O’Lea expressed concerns relative to the notes in the reports by the Librarians about the lack of staffing and training for staff. Library Director Sentman-Paz acknowledged challenges related to both staffing levels and training. She explained that she was working on a re-structuring that would assign associates to departments so that they could gain expertise in their assigned areas. She also presented a plan to replace the vacant Assistant Library Director position with two librarian positions.

There was a discussion about the number of employees working at any given time. Director Sentman-Paz stated that Monday through Thursday, there are ten employees with two in each section. On the weekend, she would like to have six people on staff here. Ms. Sentman-Paz indicated that she does receive complaints occasionally that associates are not at their desks.

Chair O’Lea asked the Library Director if she could make use of any training programs in place at LSSI’s Riverside locations. Ms. Sentman-Pas responded that she is not aware of any programs.

The group asked if the library is offering any programs to accommodate working parents. Library Director Sentman-Paz indicated that staff is looking to add more evening and weekend programming.

5. Consideration of Special Project Proposals

Community Services Director Niemer reported that the budget for the Redding Library is in good shape. Due to savings accrued in the last fiscal year, there is an opportunity to take a small portion and use it for a one-time special expense. Ms. Niemer presented a list of ideas that had been submitted and encouraged the group produce more ideas. The ideas mentioned included the following:

- A public art project where the opportunities are wide and varied. A “Call to Artists” could be distributed to seek out proposals.

- An electronic sign. A sign on Cypress Avenue would provide both programming information and destination signage on the busy corridor.
- A CD vending machine. A juke box type machine that would require patrons to supply library cards prior to releasing CDs or DVDs, which would cut down on the theft of materials from the library.

Chair O'Lea suggested that the discussion be tabled until the Committee learns how much money is remaining in the construction budget. She advocated that this approach would make best use of the resources available. The whole of the Committee concurred. Committee member Grossman reported that the construction budget information would not be certain until January 2009. Ms. Niemer reported that she would request the information from the County Administrator's office immediately.

6. Consideration of Request from the Shasta Library Foundation to Name Room for the Shasta Library Foundation

Community Services Director Niemer reported that she had received a request from the Shasta Library Foundation (Foundation) to name the conference room adjacent to the book store for the Foundation. The Foundation also sought to post donor recognition plaques on the walls of the conference room.

Discussion ensued relative to the specific signage and conflicts with the past practice of not allowing for naming rights. Ms. Niemer requested only conceptual approval and noted that the aesthetics of the signage would be worked out with staff. She noted that the request was more akin to the Shasta County Friends of the Library having their name on the bookstore than a corporate sponsorship, as the sole purpose of the Foundation is the support of the library system.

Missy McArthur made motion to approve the Foundation's request. Elaine Grossman seconded the motion. The vote was unanimous.

7. Director's Report

Community Services Director Kim Niemer passed out budget balance sheets. The Committee discussed the detailed accounting of the library fees and charges incurred. The Committee also discussed the circulation statistics. Elaine Grossman thought the public should be informed of the great increase in library usage.

Joy Sentman-Paz stated that she handled the press releases for the library. Gracious Palmer added that in addition to press releases, the Library should try to get television interviews to further promote the good statistics.

8. Committee Comments

Peggy O'Lea stated that she would like to discuss the teen services. Joy Sentman-Paz stated that we have a Youth Leadership Council. Chair O'Lea would like to have a report on teen programs at the next meeting.

Elaine Grossman asked about the wireless access at the Burney Library. It was noted that the Burney Branch is looking into access areas. Peggy O'Lea stated that the grant approved most funds and she noted that there is a \$1,500 commitment from the Shasta Library Foundation and the Friends of the Library. More information is needed on the lines and the ongoing costs. Elaine Grossman wanted to know if the computers belong to the City or to the County, and Kim Niemer stated that the computers in the branches belong to the County.

9. Adjournment

The meeting was adjourned at 5:46 p.m.

Peggy O'Lea, Chairperson