

SHASTA PUBLIC LIBRARY
CITIZENS ADVISORY COMMITTEE
Regular Meeting
Wednesday, February 6, 2008, 4:00 p.m.
Redding Library Community Room
1100 Parkview Avenue, Redding, CA

AGENDA

1. Roll Call

2. Public Comment

Members of the public are entitled under the Brown Act (Government Code §54950 et seq) to address the Commission on any matter within the Commission's subject matter jurisdiction. The Act prohibits the Commission from taking action or discussing the item unless it is already on the agenda.

3. Committee Reorganization

4. Consent Calendar

The Consent Calendar contains items considered routine and/or which have been individually scrutinized by Committee Members and require no further deliberation. There will be no separate discussion of these items unless an item is removed from the Consent Calendar. If a member of the public wishes to have an item removed for discussion, please fill out a "SPEAKER REQUEST" form and submit it to the City Manager's office before the Consent Calendar is considered.

a. Approval of Minutes From Meeting Held December 5, 2007

b. Approval of Minutes From Meeting Held January 31, 2008

5. Consideration of Revisions to Redding Municipal Code 2.42.120 Library Regulations

6. Library Director's Report

7. LSSI Presentation Regarding the Strategic Planning Process

8. Committee Comments

9. Adjournment

In compliance with the Americans with Disabilities Act, the City of Redding will make available to any member of the public who has a disability, a needed modification or accommodation (including an auxiliary aid or service) in order for that person to participate in the public meeting. A person needing assistance should contact the City Manager's office either by telephone at (530) 225-5095, in person, by mail at 777 Cypress Avenue, 3rd Floor, Redding, California 96001 or by email at lshank@ci.redding.ca.us, at least two (2) working days in advance. Accommodations may include assistive listening devices, accessible seating or documentation in an alternate format.

**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

**SHASTA PUBLIC LIBRARY
LIBRARY ADVISORY COMMITTEE
Redding Library Community Room, 1100 Parkview Avenue, Redding, California
January 31, 2008**

MINUTES

1. Roll Call

The special meeting of the Library Advisory Committee was called to order at 4:30 p.m. on Thursday, January 31, 2008, with the following Committee Members present: , Peggy O'Lea, Connie Cleckler, Patte Jelavich, and Missy McArthur.

2. Presentation by Library Director Candidates

3. Adjournment


The meeting was adjourned at 6:10 p.m.

Peggy O'Lea, Chairperson

CITY OF REDDING
INTERNAL COMMUNICATION

DATE: February 1, 2008
L-050

TO: Library Citizens Advisory Committee

FROM: Kim Niemer, Community Services Director 

SUBJECT: Item 5 — Consideration of Revisions to Redding Municipal Code 2.42.120 Library Regulations

Staff recommends the Library Advisory Committee recommend to the Library Board of Trustees amendments to the Redding Municipal Code to require patrons to wear shoes and shirts in the Library and to prohibit smoking within 100 feet of the entry doors. These recommendations come from experiences at the Library that staff believes would be enhanced if such regulations were in place.

2.42.120 Library Regulations.

- A. *It is unlawful for any person to engage in any of the following activities within or upon the premises of the Redding Municipal Library:*
1. *Engage in annoying behavior such as loud talking, shouting, fighting, horseplay, or intentionally interfering with the legitimate use of the library by others or the duties of the library staff;*
 2. *Use library facilities for the purpose of sleeping, bathing, shaving, or washing clothes or similar activities;*
 3. *Operate radios, televisions, tape or disc players, or similar sound-producing devices which can be heard by others;*
 4. *Eating, drinking, or using chewing tobacco in any public area of the library, except in areas expressly authorized by the library director;*
 5. *Seeking or obtaining signatures on any petition, conducting surveys or investigations, distributing printed materials, or soliciting within any enclosed areas, or outside of enclosed areas on the premises except in accordance with reasonable time, place and manner restrictions imposed by the library director;*
 6. *Bicycling, skateboarding, skating (including rollerblading), or similar activity within the library or on library property;*

7. *Removing, relocating, or repositioning library equipment or facilities such as tables, bookshelves, book stands, or other permanently placed equipment or facilities without permission of library staff;*
 8. *Remaining in the library after closing;*
 9. ***Entering the library building not attired with shoes or a shirt, or removing shoes or shirt while inside the library;***
 10. ***No smoking within 100 feet of the main entrance.***
- B. *It is unlawful for any person to fail to obey a directive from library personnel to cease and desist from violation of any regulation, statute, or ordinance applicable to the use of the library.*
(Ord. 2374 § 5 (part), 2006)

Library Director's Report Shasta Public Libraries, February, 2008

SchoolRooms Proposal

At the request of the California State Library, Mark Smith on behalf of Shasta Public Libraries submitted a proposal to offer SchoolRoom to the Shasta Public Libraries. The primary goal of the project is to provide students with high quality resources, aligned to district and state curriculum learning outcomes.

SchoolRooms is a homework help website developed by SirsiDynix to assist students in completing their homework with real time online tutors. Additionally, this online portal allows students to search libraries, interactive educational media, and the Web to find resources hand-selected by educators to meet students' curricular needs. We are asking for \$60,738.

New Vendor for Collections

We have negotiated with Unique Management to collect our fines and fees. Our previous vendor Sierra Collections had a difficult time interfacing with Sirsi/Dynix unlike Unique Collections. Unique does collections for many Sirsi/Dynix sites all over the country and the interface is working well. The goal is for revenue neutrality since there is a \$10 collection fee added to accounts.

If patrons fines, fees or lost material exceed \$25 their account will be sent to Unique. This is standard industry practice. The first 90 days of our contract with Unique allows us to opt out if necessary.

Winter Storm

We had two leaks from rain during the January 3-5 winter storms. The City was called in and responded immediately to a leak in a study room on the second floor and to a wet wall.

Customer Service

One of our goals for 2008 is to improve customer service skills beginning with telephone skills. Staff will be trained and required to know how to transfer and un-transfer calls, answer all telephone (not letting it ring until it transfers to another telephone) use proper telephone etiquette, transfer call to appropriate person, take messages and route them to appropriate person.

Joint Friends/Foundation Meeting

Jim Ceragioli, President of the Friends of the Shasta Libraries, and Peggy O'Lea President of the Shasta Library Foundation arranged a joint meeting to discuss mutual issues.

Kim Niemer gave a detailed overview of the contractual agreement between the City of Redding/County Contract with the Redding Library, the City of Redding/LSSI contract, City/County Library System governance chart, a budget with four columns FY 2007-08 Amended, 2007-08 Actual YTD, FY 2007-08 Projection, FY 2008-09 Budget. Kim pointed out that the budget will be tight in the future because the State of California's share will be shrinking. She also pointed out that janitorial services for Burney and Anderson were not included in the budget.

Peggy O'Lea and Judy Salter spoke of Foundation plans. They are concentrating on growing an endowment to enable the library to have a steady source of funds for books and materials. Explaining the difference between the friends and the foundation, Judy said that the foundation was the savings account and the friends were the checking account for the library. For example, the friends purchase items like a copy machine or a database for the library leaving the foundation to secure long range funding for books and material via the endowment.

Linda Mielke, Interim Director, discussed future challenges for libraries, for example, providing more programs and materials for children and families that will grow use of the library. Also partnerships will enable the library to stretch library funds. Entering into a Long Range Plan for the library will be an opportunity to communicate with library support groups and library patrons directly; build membership in the friends.

New Hire for IT Department

We will miss Kari Piazza very much for her outstanding computer skills and calm demeanor. The good news is that we have replaced Kari with Greg Vogt. Greg is the former owner of C-Zone in Redding. He brings with him skills and management experience.

Book and Material Purchasing

There are funding remaining the money for our "Opening Day Collection." We are working on a plan to spend these funds as soon as possible with our contractual vendor Baker & Taylor.

Literacy at the Redding Library

Our literacy program, sponsored by Shasta College, the State Library of California and Shasta Public Libraries is moving forward. Literacy and library staff are moving forward to put in place a cooperative project with local schools to provide literacy assistance and homework help for students after school in the library. Library staff has been added to assist the Literacy Coordinator in providing these services with school district support.

Respectfully submitted,

Linda Mielke, Interim Director