

**SHASTA PUBLIC LIBRARY  
CITIZENS ADVISORY COMMITTEE  
Redding Library Community Room, 1100 Parkview Avenue, Redding, California  
May 7, 2008**

**MINUTES**

**1. Roll Call**

The regular meeting of the Library Advisory Committee was called to order by Chair Peggy O'Lea at 4:00 p.m. on Wednesday, May 7, 2008, with the following Committee Members present: Elaine Grossman, Connie Cleckler, and Patte Jelavich. Also present were Library Director Jan Erickson and City of Redding Community Services Director Kim Niemer.

**2. Public Comment**

None.

Chair Peggy O'Lea introduced the new Library Director, Jan Erickson, and welcomed her to Redding.

**3. Consent Calendar**

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

**4. Strategic Planning Update**

Community Services Director Kim Niemer referred to the preliminary report attached to the agenda and informed the Committee that the next meeting of the Strategic Planning Community Focus Group is tomorrow, May 8<sup>th</sup>.

Committee Member Missy McArthur arrived at 4:05 p.m.

Ms. Niemer indicated that the preliminary report is thoughtful, with no real surprises. Ms. Erickson noted that the four preliminary Library Service Response Priorities garnered from the meeting are: Basic Literacy, Homework Help, Information Literacy, and Lifelong Learning. Peggy O'Lea opined that the needs of the community were identified. Focus Group Member Janet Albright reiterated that the report is still preliminary and could possibly be modified at the next meeting.

Patte Jelavich questioned why there was only one representative from the business community serving on the Focus Group. Kim Niemer indicated that there are two business community representatives, one suggested by Frank Strazzarino of the Chamber of Commerce and another who is a member of the Library Foundation Board. Ms.

Jelavich expressed concerns about the business community's support and active participation with such limited representation. Janet Albright reassured the group that there was a considerable amount of discussion about the business community's involvement.

Ms. Jelavich asked for a definition of SWOT, which is mentioned in the report. SWOT is an acronym for strengths, weaknesses, opportunities, and threats.

Ms. Jelavich asked if anyone remembered anything about an article regarding a high infant mortality rate in the county and whether that is still the case. Focus Group Member Jim Ceragioli noted that a member of the Child Abuse Prevention Council serves on the Focus Group and the topic was not mentioned. Ms. Jelavich indicated that it could be relevant to the Library in that information could be made available regarding prenatal care, etc. Peggy O'Lea added that issues with teen pregnancy might also be associated.

Ms. Jelavich questioned the inclusion of the "lack of cultural diversity" as a county weakness. Mr. Ceragioli explained that the Focus Group discussed the idea that there is really nothing in the county that brings all of the diverse cultural groups together. Ms. Albright indicated that cultural lifestyle differences were also discussed.

## **5. Crosswalk Update**

Community Services Director Niemer reported that funding has been approved to add a sidewalk on Grape Street. However, funds were not approved for the Parkview crosswalk. Peggy O'Lea asked what the cost would be for a crosswalk. Ms. Niemer indicated that a crosswalk similar to the one near the Good News Rescue Mission would be in the neighborhood of \$60,000 - \$70,000. Missy McArthur asked if lines could not simply be painted on the road to serve as a crosswalk. Ms. Niemer explained that the engineer is not comfortable with just painting the street because that can give a "perceived sense of safety" as opposed to an "actual sense of safety." Ms. Niemer noted that she will continue to look for funding.

Connie Cleckler asked when the sidewalk construction on Grape Street would begin. Ms. Niemer indicated that it would probably be late summer or early fall.

Missy McArthur asked whether any concerns for pedestrians/crosswalks are run through the City Attorney's office. She likens the lack of a crosswalk to an unfenced swimming pool in that both are an attractive nuisance. Ms. Niemer noted that it is legal to cross the street in front of the Library and she opined that public agencies have more built-in immunities regarding such issues and it is largely the engineer's recommendation as opposed to the attorney's recommendation whether to install a crosswalk or not.

## **6. Impact Fee Update**

Kim Niemer reported that the County is currently entertaining the impact fee issue. Elaine Grossman indicated that an ordinance was actually enacted today and will be

effective July 1, 2008. Ms. Niemer commended the County on taking this action because it is an excellent source of funds for books and equipment.

Patte Jelavich asked Ms. Niemer how the Library's allocation is determined and whether she feels the numbers are reasonable. It was indicated that the allocation is explained in the charts included with the agenda packet and Ms. Niemer and Ms. O'Lea both responded that the new funds are intended to maintain the current service levels and accommodate for future growth.

Peggy O'Lea noted that Jim Ceragioli, on behalf of the Friends of the Library, and Judy Salter, on behalf of the Shasta Library Foundation, spoke at the Board of Supervisors meeting in support of the Library fee. Ms. O'Lea suggested that the Committee be prepared to be proactive in supporting the Library fee when the City Council considers the issue. Kim Niemer said there is no set date for the item to go before Council at this time, and she believes there will be a City/County workshop beforehand.

## **7. Consideration of Art Project Funding**

Kim Niemer reviewed her written report noting that there is special, one-time funding available for projects. Ms. Niemer also noted that the Art in Public Places Committee (APPC) recently expressed an interest in collaborating on a sculptural piece for the entry of the Redding Library. The APPC estimates the cost of an appropriate piece of sculpture to be about \$40,000 - \$50,000, and they have approximately \$20,000 to contribute.

Peggy O'Lea informed the Committee that the Shasta Library Foundation recently received a grant in the amount of \$150,000 for public art. Patte Jelavich asked if the Foundation money could be used without using the Library's special project funds. Ms. O'Lea indicated she could check. Ms. Jelavich asked Committee Members if they are satisfied that there is nothing else on which to spend the special project funds. Kim Niemer commented that the "wish list" was basically addressed and satisfied. Jan Erickson noted that she is currently evaluating the Library's needs and would like to eventually include things such as downloadable books and an increase in "Hot Off the Press" titles. Missy McArthur agreed that those items are good and should be addressed; however, she feels an iconic piece of public art is important for the Library. Ms. Niemer added that the funds were offered in December and should be used sooner rather than later.

A motion to use \$20,000 of special project funds was moved, seconded, and unanimously approved.

Patte Jelavich was nominated and unanimously approved to work with the APPC on the public art project.

## **8. Director's Comments**

Director Erickson referred to her written report and commented that she appreciates the strategic planning process that is taking place, and she is impressed with the services being offered at the Library, especially the children's programs. Ms. Erickson noted that

the Reference Desk is busy and the staff is very helpful. She also commented on how important the internet seems to be for patrons. She noted that many people either do not have internet access at home or their connection speed is poor (slow). Ms. Erickson commented that the Volunteer Luncheon was a success and she acknowledged what a great group of volunteers are associated with the Library.

Director Erickson provided the April 2008 Statistics, and there was a discussion regarding the report format and distribution. It was decided that the report could be included with the Advisory Committee agenda one month in arrears and that it would be helpful to have a graph detailing the circulation from month to month.

Director Erickson informed the Committee of a training opportunity offered by CALTAC. There was some discussion about the details of the training and Peggy O'Lea indicated that the Committee would take it into consideration.

Patte Jelavich complimented Ms. Erickson on her Director's Report saying that it was well organized and informative.

## **9. Committee Comments**

Connie Cleckler asked about the "Title List" that was distributed to the Committee. Kim Niemer commented that staff is working on how to better format the list for easier distribution.

Patte Jelavich commented that the website is okay but there are several outdated items that still appear on the page. She also noted that there are references on the website for patrons to call in to register for classes. Ms. Jelavich would like patrons to also be able to register online for the classes or e-mail staff directly. She also pointed out that when patrons come into the Library to reserve a room, staff should let the patrons know that rooms can also be reserved online.

## **10. Adjournment**

The meeting was adjourned at 5:09 p.m.

Peggy O'Lea, Chairperson