

**SHASTA PUBLIC LIBRARY
CITIZENS ADVISORY COMMITTEE**

Redding Library Community Room, 1100 Parkview Avenue, Redding, California

September 3, 2008

MINUTES

1. Roll Call

The regular meeting of the Library Advisory Committee was called to order by Chair Peggy O'Lea at 4:02 p.m. on Wednesday September 9, 2008, with the following Committee Members introducing themselves: Elaine Grossman, Patte Jelavich, and Peggy O'Lea. Connie Cleckler was not able to attend today's meeting and Missy McArthur would be arriving shortly. Also in attendance were Library Director Jan Erickson and assistant Margaret Haas and City of Redding Community Services Director Kim Niemer.

2. Public Comment

A customer of the Redding Library named Mary commented that she loved the library and the website, but was unhappy with the noise level. Specifically, she questioned the use of cell phones as she found their use in the library to be particularly disruptive.

Comment was acknowledged by Chair Person O'Lea.

3. Consent Calendar

- a. Chair Peggy O'Lea stated that a correction was needed in the June 4, 2008, Library Advisory Committee meeting minutes. There is a discrepancy in the amounts of money given to the Burney Library via the Libri Foundation Grant. There was a \$500 donation from the Burney Lions. What is uncertain is the donation from the Libri Foundation. The amount will be verified with Deb Dean, the manager of the Burney Library before the final corrections are made to the minutes.

b. There were also a few items that needed correction in the Library Advisory Committee's August 6, 2008 minutes. One of the corrections under "Public Comment" clarified that Meg Fox is the Literacy Coordinator Volunteer at the Burney Library. Also under the "Director's Report" on page 3 the grant money used for providing internet access at both the Burney and Anderson Public Libraries came from The McConnell Fund of the Shasta Regional Community Foundation, the Shasta Library Foundation and all three Friends of the Library groups.

Motion: Chair Peggy O'Lea made the motion to approve the Consent Calendar with said corrections to both sets of minutes.

Second: Committee member Patte Jelavich

Ayes: Committee members McArthur and Grossman

Noes: None

Abstain: None

Absent: Committee member Connie Cleckler

4. Data Base and Homework Help Demonstration

Diane Gustafson, the Youth Services Librarian, gave a demonstration of the HelpNow service. It is a one on one live tutoring program available daily from 1 o'clock p.m. to 10 o'clock p.m. through the Shasta Public Libraries websites. It can be accessed on one's home or school computer as well as at the Shasta Public Libraries. The program was running quite slowly and there is much to learn about how to use the program properly to get its maximum benefit. Ms. O'Lea said that today's children are very tech savvy and will likely pick it up quickly. Ms. Niemer asked if the school teachers were teaching students how to use this program. Ms. Gustafson replied that library staff has sent flyers to the schools offering demonstrations of the new learning tools and data bases. Ms. O'Lea suggested giving a demonstration at the upcoming College Fair. Ms. Jelavich asked if the new Outreach Coordinator will be involved in promoting the Shasta Public Libraries homework help tools and Ms. Niemer asked if there were audio tutorials for the programs. Director Erickson answered in the affirmative to both questions.

Ms. Gustafson advised the committee that they were making some revisions

to HelpNow to allow for better search capabilities. Ms. Jelavich suggested getting the information out to the schools in a news letter or on the school's website. Director Erickson stated that she had met with Mr. Tom Armelino, the Superintendent of the Shasta County Office of Education. He gave some promotional suggestions, such as sending the information to the school principals and superintendents.

Chair Person O'Lea suggested the Library target "Back to School" nights. Other suggestions were given such as posting the informational flyers in the faculty break room, getting the parents involved by putting the information in the School's Monday newsletter and perhaps writing an article for Parent Magazine. Chair Person O'Lea asked the Committee to send their marketing suggestions to Director Erickson.

Ms. Erickson wanted to acknowledge the wonderful job Librarian Cheryl Cruse did on providing the narration on the HelpNow, SchoolRooms and Novelist tutorials.

5. Update on Literacy Program

Chair Person O'Lea asked Director Erickson for an update on the Library's literacy programs.

Director Erickson reported that the Library is continuing to seek funding for literacy. The YMCA recently submitted a literacy grant to the Barbara Bush Foundation in partnership with the Library. Funding for the YMCA's "Raising a Reader" program runs through December 2009.

Time has also been secured at the Redding Rotary Club's October 2, 2008, meeting for a Library literacy program presentation.

6. Director's Report

Chair Person O'Lea asked if committee members had any questions or comments regarding Director Erickson's monthly report from August 2008. Ms. Jelavich said that some of the members of the Friends of the Library were

unsatisfied with some of the “Hot off the Press” selections because they included too many nonfiction selections.

Director Erickson said that she had not heard such complaints. She also stated the "Hot Off the Press" selections have been very popular with the public.

Ms. Grossman said she was happy to see the book collection growing.

Director Erickson spoke of management activities such as the completion of Draft 4 of the Strategic Plan that will be the Library's road map for the next three years. Ms. Erickson is also in the process of re-writing the Library's Meeting Room Policies.

Director Erickson advised the Committee that there are 56 reservations for the Community Meeting Rooms for the month of September. This figure does not include reservations for the Reading Rooms or Computer Center. Just the amount of reservations for the Community Rooms alone show how important these rooms are to the public and the importance of writing a room policy that best serves the public and the Library.

Director Erickson said she had hired an Outreach Coordinator, Megan Owens. Ms. Owens has worked for the Library for one and one half years and has excellent writing abilities and graphic design skills.

7. Committee Comments

Ms. Mc Arthur asked when the Strategic Plan would be available for this committee to review. Ms. Erickson replied that the next meeting of the Strategic Planning Committee would be held on September 18, 2008, at the Library and the final report would be available sometime after October.

Ms. Jelavich brought up the topic of having an additional method of communicating with the Library staff. It was suggested that perhaps the

Library could post the staff's e-mail addresses on the website.

Committee member, Ms. McArthur, inquired about a comment made during the Public Comment period about cell phone use in the Library. Chair O'Lea responded that a customer had complained about other customers using loud voices when speaking on their cell phones and being inconsiderate to other Library customers.

Ms. Jelavich asked if the Library had a cell phone policy.

Director Erickson said the Library did not have a strict cell phone policy because cell phones are important communication tools for parents and children. However, it is expected that customers be courteous about their cell phone use and not disturb the other people using the Library.

Ms. McArthur said she preferred a policy that allows cell phones.

It was agreed amongst Committee members that cell phone reception in the Library was not very good and often people do have to take their conversations outside.

Chair Ms. O'Lea suggested putting up signs about courteous cell phone use, but felt that was an administrative decision.

Ms. Jelavich asked Director Erickson if LSSI is providing enough staffing for the Library.

Ms. Erickson replied that there will be enough staff when current open positions are filled. Some staff members have left the Library to go back to school. The Library is actively trying to fill those positions and they should be filled shortly. Ms. Erickson also said that one of her priorities is to implement schedules that more effectively utilize staff hours available.

In July, there were over 7,000 questions at the Reference Desk alone.

Ms. Jelavich said it is quite impressive what the Library manages to get done and that the Library has a very impressive volunteer corp.

Director Erickson expressed concern about whether or not the materials budget would fulfill the needs of the Library customers in the future as the Opening Day \$1 million collections fund had been fully expended and annual collections allocations are approximately \$140,000. At which point a volunteer in attendance of this meeting, from the Friends of the Library, suggested that Director Erickson bring those needs to the attention of the Friends of the Library.

8. Adjournment

Chair Person Peggy O'Lea advised the committee that the next meeting would be held on Wednesday, October 1, at 4:00 p.m. here at the Library in Community Room A.

Meeting was adjourned at 4:58 p.m.