

**SHASTA PUBLIC LIBRARIES  
CITIZENS ADVISORY COMMITTEE  
Redding Library Community Room  
1100 Parkview Avenue, Redding, California  
October 7, 2009**

**MINUTES**

**ROLL CALL**

The regular meeting of the Library Advisory Committee (LAC) was called to order by Chair Peggy O'Lea at 4:00 p.m. on Wednesday, October 7, 2009, with the following Committee Members present: Steve Brewer and Elaine Grossman. Absent were Committee Members Connie Cleckler and Patte Jelavich. Also in attendance were Shasta Public Libraries Director Jan Erickson, City of Redding Community Services Director Kim Niemer, and Redding Library Administrative Assistant David Brichacek.

**PUBLIC COMMENT**

No comment.

**CONSENT CALENDAR**

The minutes from the meeting on July 1st, 2009, were presented. Committee Member Grossman pointed out that the end of the second paragraph on page two had an incomplete sentence. Committee Member Cleckler had Chair O'Lea convey her thanks for making the Library Advisory Committee's meeting information available via the City of Redding website. She mentioned that it was very easy to access needed information through the website links.

**Motion:** To approve Consent Calendar (Made by Committee Member Brewer, Seconded by Committee Member Elaine Grossman).

AYES: Committee Members Brewer, Grossman, and O'Lea  
NOES: None  
ABSTAIN: None  
ABSENT: Committee Member Cleckler and Jelavich  
MOTION APPROVED: Chair Peggy O'Lea

**SUMMER READING 2009 WRAP-UP**

Library Director Erickson discussed the Redding Library's Summer Reading Programs. Juvenile and Young Adult (JYA) Summer Reading events had a total attendance of 1,747. The highest attendance at a single children's event was at the *Fratello Marionette's* which totaled 291 attendees. Second highest attendance was during the closing program, *Shasta Woodworkers*, which totaled 285. Library Director Erickson noted that the Teen Advisory Board (T.A.B.) sponsored the Library's Harry Potter Party which had an attendance of 181. The Redding Library Children's Department sponsored the Saturday Matinees which had a total attendance of 56. Additionally, the Redding Library had Summer Reading sign-ups for grades K-6th totaling 952 and grades 7th-12th with sign-ups totaling 97. JYA Summer Reading Programs at the Redding Library totaled 18. The Anderson Library had 79 sign-ups and 6 programs with attendance of 304. The Burney Library had K-6th grade sign-ups totaling 24 participants in their weekly programs.

Library Director Erickson noted that the Libraries offered their first Adult Summer Reading program with Redding having 169 adult participants reading a total of 480 books. The Anderson Library had a total of 16 adults reading 44 books and the Burney Library had a total of 24 adults reading 100 books.

Library Director Erickson presented a photograph and thank you note from the Adult Summer Reading Program's Grand prize winners, Charlie and Evelyn Poole. They had received the Grand Prize, a trip on the *McCloud Railroad Dinner Train* and wished to thank the Libraries for a wonderful evening. Chair O'Lea responded that the Summer Reading Program had a great adult response. Director Erickson agreed and was very pleased with the attendance levels.

Chair O'Lea pointed out, from the Director's Report, that most of the adult sign-ups came through the Children's Department which was nice. Library Director Erickson confirmed that most adult sign-ups had come through the Children's Department with parents signing up as their children signed up.

Library Director Erickson presented the Redding Library's 2009 October Events Calendar and explained that October would be an annual "Foil the Fines Month." The top of this calendar displays all the ways in which a customer can avoid late fines including directions for renewing materials. Library Director Erickson explained that customers sometimes do accrue late fines. The Library wants to receive overdue materials so that materials can be checked out in a timely manner.

### **CONSIDERATION OF FOOD FOR FINES CAMPAIGN**

Library Director Erickson explained that a "Food for Fines" campaign would take place during the first three weeks of November and customers could donate one can of food for forgiveness of one dollar in late fines. The food from Redding would go to the Rotary Club of Redding, Anderson Library to the Anderson Cottonwood Christian Assistance, and the Burney Library to the Tri-Counties Community Network for distribution. Library Director Erickson noted that this program had been conducted at the Lake Oswego Public Library with much success. The program had achieved several things including the return of many overdue materials that may not have otherwise been returned. In addition, both donators and the Library felt a sense of contribution because donations would benefit families in need as opposed to simply settling fines.

Library Director Erickson presented projections in lost revenue. The Redding Library's projected fines and fees for 2009-2010 totaled approximately \$85,000 which equaled to just over \$7,000 per month. The Library Branches' projected 2009-2010 fines and fees totaled \$9,300 making a combined total of \$94,300. Library Director Erickson's research showed that other libraries that participated in similar programs had a loss in revenue of approximately 3%, which would total a revenue loss of \$2,820 for the Shasta Public Libraries. Lake Oswego Library had revenue losses of approximately \$800 per week which is very close to the projected monthly revenue loss for the Shasta Public Libraries. A range was established for projections using active library users with fines ranging from \$0.01 to \$10.00. Currently, there are 17,721 customers with fines within the \$.01-\$10.00 range.

Chair O'Lea commented that calculating the fines could be achieved more easily by taking the total dollar amount of what is owed the Library in fines rather than finding averages within a range. Library Director Erickson stated that she is currently working on extrapolating the value of the Library's total outstanding fines. Community Services Director Niemer agreed that the Library should know its accounts receivables and what the total of outstanding fines is on any given day. Library Director Erickson agreed.

Committee Member Grossman asked what the Library's liability would be if every person with outstanding fines showed up with canned goods in exchange for fines forgiveness. Community Services Director Niemer explained that the historical averages from the Library's own fines collection coincided closely with the loss in revenue of 3% that other libraries had experienced when implementing "Food for Fines" programs. Community Services Director Niemer mentioned that many customers will not have canned goods when they visit the Library and will probably pay the fee. This would allow for fines to be collected during the three week program and the estimation of \$2,800-\$3,000 in revenue loss is a good estimation.

Chair O'Lea asked when customers would be able to pay their fines online. Community Services Director Niemer replied that the online fines and fees collection is something that Library Systems and Services (LSSI) is working on.

Library Director Erickson noted that the "Food for Fines" campaign is an idea for consideration and that it has proven to be successful with other libraries. The campaign offered a way for people to return to using the Library without feeling guilty about fines, and a way for them to pay their fines while also contributing to the community.

Committee Member Grossman felt that the "Food for Fines" campaign was a great idea, but each time budget is discussed it highlights the fact that the Branches are in need of monies. Committee Member Grossman voiced concern that a revenue loss of nearly \$3,000 is high when that money can be collected and used to benefit Library Branch needs.

Community Services Director Niemer further replied that the Library has been the beneficiary of a great deal of community generosity and this is a great opportunity for the Library to be a conduit for spreading community good-will. Partnerships are being established strategically by choosing organizations that have supported the Library in the past. This capitalizes on an opportunity to give back, in a limited way, to those Library supporters and to get the food distributed quickly through existing food donation programs. Community Services Director Niemer noted that Library Director Erickson's experience with this campaign has been positive, and she felt that many people not willing to pay their fines with cash would be willing to take care of them by donating food items.

Community Services Director Niemer stated that she had reviewed prior years' budgets set for the Library, including expectations of fines revenues, which had been set at \$20,000 for the first year of operations. The Library had collected just over \$90,000 in fines meaning that there is a buffer in the budget to offset the expected \$2,800-\$3,000 revenue loss that could be incurred during the "Food for Fines" campaign. Library Director Erickson added that the expected 3% revenue loss does not include the gain of returned materials from customers that otherwise may not have been returned due to avoidance of fines.

Chair O'Lea responded that the Library was built to be a community center and not just a depository of books. Chair O'Lea explained that a program like "Food for Fines" would elevate community awareness of the issue of paying fines, and that the Library relies on customers returning their material in a timely manner. She added that this campaign would offer opportunities to educate the public on the importance of returning materials and keeping them in circulation so that other customers can utilize them. Chair O'Lea felt that a program like this would bring along bonuses. People would not only donate canned goods but erase their fines as well. Committee Member Brewer agreed with Chair O'Lea that a "Public Education" campaign showing that the Library relies on customers returning their materials should accompany the "Food for Fines" campaign.

Committee Member Brewer questioned what would happen if the "Food for Fines" campaign had such a turn out that the Library received amounts of canned goods that could not be distributed efficiently thus creating an overstock problem. Community Services Director Niemer replied that this would be very unlikely; the Good News Rescue Mission would take any food beyond what the listed parties could accommodate.

Committee Member Grossman pointed out that the Staff Report, which noted the "Food for Fines" 3% revenue loss, did not include the offset benefits of retrieved materials and returned Library patrons. She stated that inclusion of these offsetting benefits in the Staff Report would be a good idea so that the public can see the benefits of such a campaign in relation to the losses. Community Services Director Niemer agreed that the report should include these intrinsic values.

**Motion:** To approve "Food for Fines" Campaign with amendments to Staff Report including offsetting

benefits vs. 3% revenue loss (Made by Committee Member Steve Brewer, Seconded by Committee Member Elaine Grossman).

AYES: Committee Members Brewer, Grossman, and O'Lea  
NOES: None  
ABSTAIN: None  
ABSENT: Committee Members Cleckler and Jelavich  
MOTION APPROVED: Chair Peggy O'Lea

### **PRESENTATION ON EFFORTS TO LIMIT THE SPREAD OF INFLUENZA AT THE LIBRARIES**

Community Services Director Niemer noted that the flu season is here and that the community will be dealing with not only seasonal influenza, but also H1N1 influenza viruses. Cases of both have been recorded in Shasta County this season. Niemer stated that the City of Redding has been taking preventive measures to help reduce the spread of virus. Shasta County Public Health has provided educational posters with information concerning flu season and H1N1 virus with additional kid friendly versions. The Redding Library has established four sanitization stations: 1) near Self-Checkout; 2) near the Children's Department; 3) at the upstairs Reference Desk; and 4) in the Lobby near the vending machines. These sanitization stations have posters with information regarding H1N1 virus and sanitizing gel. Additionally, alcohol wipes are being provided at public computer stations for sanitizing keyboards and mouse controls. Community Services Director Niemer noted that providing these sanitary products to the public will have costs associated with them. She mentioned that continuing use of the alcohol wipes through March 2010 would cost approximately \$3,000.00. She noted that, because of the expenses associated with providing these sanitizers, their use will be monitored. She further noted that the cost of employee absences and the spread of the virus could be significantly worse.

Library Director Erickson presented some researched facts relating to H1N1. Library Director Erickson noted that each LSSI staff member received a memo explaining H1N1 symptoms and steps that should be taken for protection from and prevention of the spread of the virus.

### **DISCUSSION OF BURNEY MEETING AGENDA ITEMS**

Chair O'Lea noted that next month's LAC meeting will be held at 3:00 pm Wednesday, November 4, 2009 at the Burney Library. President of The Friends of the Intermountain Libraries, Michelle McCammon, will give a presentation. Members of the public are expected to discuss some Burney issues. One discussion topic will be regarding the Burney Library expansion and facilities options.

### **DIRECTOR'S REPORTS AND STATISTICS**

Chair O'Lea stated that the Committee had requested Library Director Erickson to relate the Director's Report to the strategic goals and objectives of the Library. She mentioned that Library Director Erickson's report included the last three months and was very comprehensive.

Library Director Erickson presented her Director's Report and Statistics. The report included three (3) months of summer activities. Director Erickson asked the Committee if they liked the inclusion of summer activities into the strategic plan's goals and objectives. The Committee responded that they liked the way this report was written. Chair O'Lea asked if the objectives section could contain a descriptor so that items could be more easily referenced including areas that the Library is spending time and resources on that are not linked directly to a specific objective.

Library Director Erickson reported that the digital media materials are now available for downloading from the Shasta Public Libraries web-site through the new Overdrive subscription. Library Director Erickson stated that

an article in *Week Magazine* mentioned that usage of digital media is doubling each month. The Redding Library is offering E-books, audio books, DVDs, and music for download.

Chair O'Lea mentioned that Library support groups had discussed the possibility of hosting events related to the anniversary of the Library's opening. One such idea was to promote digital media by trying to acquire mp3 players or Sony Readers by way of donation to be raffled off. Chair O'Lea thought this would be a good way to elevate community awareness of the digital media collection.

Library Director Erickson stated that *HelpNow* rolled out their adult learning center in September, making online tutoring available not just to grade school students, but also to adults. *HelpNow* will provide writing assistance for business letters, term papers, and job resumes. They will also have a test center which will provide assistance with GED testing, U.S. Citizenship testing, S.A.T. testing, and A.C.T. testing. *HelpNow* is currently providing online tutoring with a 24-hour question center where individuals can pose academic questions and receive help. Library Director Erickson presented *HelpNow* 24-hour Question Center, "which is ideal for patrons who have questions outside of service hours. This requires a detailed, structured explanation of a difficult academic concept. Simply submit your question and even attach supporting documents and we will respond within 24 hours."

Library Director Erickson noted that the Library's Literacy Center has been helping many individuals who have worked construction trades for most of their lives. Since construction work has slowed dramatically, due to a down economy, many individuals are seeking GEDs and additional skills training. Many will benefit from *HelpNow*'s writing assistance, which offers help drafting cover letters, resumes, and other writing assignments. Director Erickson noted that the Library's Literacy Department is working on integrating *HelpNow* into its programs.

Chair O'Lea asked if *HelpNow* would be promoted at Shasta College. Library Director Erickson responded that promotion of *HelpNow* should be done at the College. Committee Member Grossman concurred. Community Services Director Niemer stated that *HelpNow* is a tough concept to promote and that it needs to get its usage login numbers up. She noted that the cost per use is quite high and getting individuals to participate is very important. Library Director Erickson noted that *HelpNow*'s usage had been mostly for mathematics, but that September usage showed 50% for high school writing assistance. She stated that there were EBSCO access problems at the schools and Shasta College that could have impacted usage statistics. Reference Librarian Elizabeth Kelley has been working with the appropriate school staff and EBSCO to successfully resolve IP address complications.

Library Director Erickson mentioned that the American Library Association (ALA) had stated that new trends show Reference Desks are no longer needed. She had instructed staff to conduct surveys tracking reference questions by breaking question types into categories. The categories discerned question types between true reference and reader advisory, informational, and directional questions. The survey showed that true reference and reader advisory questions totaled 5,621 for the month of September. Reference Librarian Elizabeth Kelley had stated that these true reference questions were not simple questions, most being very challenging. Library Director Erickson stated that the survey shows that the Reference Desk is highly utilized at the Redding Library. In addition to true reference and reader advisory questions there were 2,025 directional questions and 10,508 information and circulation questions for the month of September.

Library Director Erickson mentioned that *SirsiDynix* Founder and Vice-President, Jim Wilson, came to the Library and met with Automation Manager Greg Vogt, providing many ideas and advice to enhance technical applications and upgrades of the *SirsiDynix* system.

Library Director Erickson presented Library community events including *KIXE Day of Literacy*, scheduled for October 31, 2009, which provides children's events centered on reading. Last year 400 children participated in this event. Additionally, the Library will have an outreach booth at the *Simpson University Family Fun Day*.

Community Services Director Niemer mentioned that the *Simpson University Family Fun Day* would be a great opportunity to promote *HelpNow*. Library Director Erickson responded that *HelpNow* will be promoted in addition to student related programs and family activities which Outreach Coordinator Megan Owens has been working on.

Library Director Erickson presented thank you notes that were sent to the Redding Library in appreciation of the Conference Rooms that could be utilized by the community. Library Director Erickson commended Administrative Assistant David Brichacek for working diligently on scheduling and maintaining the Library's Community Rooms.

Chair O'Lea noted that the Redding Library had an information booth at Marketfest this summer with help provided by the Friends of the Shasta County Library (FOSCL) and the Library Foundation. Additionally, the Redding Library is developing a sustainability brochure that demonstrates the ways in which the Library is an ecologically and economically sustainable enterprise and how the FOSCL handles book recycling.

Library Director Erickson commended Outreach Coordinator Megan Owens for preparing a great article, Help and More, which was published in *North State Parent*. The article discusses the Library's homework support programs and databases.

Chair O'Lea commented that the August issue of *Enjoy Magazine* had an article, Things under \$25, which mentioned the Library's activities. Additionally, Chair O'Lea commended Committee Member Brewer for his profile which was added to this issue.

Community Services Director Niemer noted that the City of Redding's capital projects will get a bid for an identification sign which should be complete by the end of the year. In the next couple of months, she will seek direction from the City Council on how to proceed when the Library's LSSI contract ends near the middle of next year.

Chair O'Lea asked for additional ideas on how to further market *HelpNow*. Niemer responded that explaining the usefulness of this tool is very hard to portray through basic discussion, but once an individual has seen a demonstration it becomes clear how powerful and personalized this resource can be. Chair O'Lea asked if Simpson University has wireless internet capability and if so setting up a *HelpNow* demonstration at the *Simpson University Family Fun Day* could be an excellent marketing opportunity. Community Services Director Niemer thought it would be good if the Library's booth could have multiple laptops setup so that *Family Fun Day* participants could pose challenging questions to *HelpNow*. Niemer stated that a demonstration would be useful for showing people how this tool works and would help to overcome the notion that good tutoring resources cannot be free. She felt that once someone had witnessed a demonstration those doubts would quickly disappear. Chair O'Lea added that presenting *HelpNow* at parent club meetings could be another marketing avenue. Committee Member Brewer offered the idea of placing *HelpNow* information into school newsletters. Director Niemer mentioned that schools could have a direct Library web link to *HelpNow* giving credibility to the resource. Niemer added that the requirement of a Library card PIN number could become an obstacle for those who have forgotten, but providing a guest PIN could alleviate this problem for first time users.

## **COMMITTEE COMMENTS**

Committee Member Grossman asked how the no-smoking campus prohibition was going. Library Director Erickson responded that the new regulations are being enforced and are going very well, making the Library a cleaner environment.

## **ADJOURNMENT**

There being no further business, at the hour of 5:19 p.m. Chair O'Lea declared the meeting adjourned.