

**SHASTA PUBLIC LIBRARIES
CITIZENS ADVISORY COMMITTEE
Redding Library Community Room
1100 Parkview Avenue, Redding, California
December 2, 2009**

MINUTES

ROLL CALL

The regular meeting of the Library Advisory Committee (LAC) was called to order by Chair Peggy O'Lea at 3:30 p.m. on Wednesday, December 2, 2009, with the following Committee Members present: Connie Cleckler, Patte Jelavich, and Elaine Grossman. Absent was Committee Member Steve Brewer. Also in attendance were City of Redding Community Services Director Kim Niemer, Shasta Public Libraries Director Jan Erickson, and Redding Library Administrative Assistant David Brichacek.

PUBLIC COMMENT

No Comment

CONSENT CALENDAR

The minutes from the meeting on November 4, 2009, were presented. The name Kathy Yearly was misspelled and needs to be changed to Kathy Urlie. Additionally, Chair O'Lea asked that the two sentences "*Committee Member Elaine Grossman conveyed 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.*" be removed from Roll Call.

Motion: To approve Consent Calendar with amendments to spelling of Kathy Urlie's name and the removal of above mentioned sentences under consent calendar (Made by Committee Member Cleckler, Seconded by Committee Member Elaine Grossman).

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

CONSIDERATION OF ANNUAL REVIEW OF STRATEGIC PLAN

Library Director Erickson presented the review of the strategic plan. Erickson noted that this review was, in fact, a third quarter review as it covered the first three quarters through September 2009. She thanked Administrative Assistant David Brichacek and Outreach Coordinator Megan Owens for their assistance in formatting and editing the third quarter review. Additionally, she thanked Community Services Executive Secretary Mari Szynal for her assistance as well.

Director Erickson mentioned that she received data from management and staff which was added to the accomplishments section of the report. She noted that data from October through December of 2009 would be added and presented as an annual review to the LAC in February 2010. Chair O'Lea asked if the annual review could be presented to the LAC in January 2010. Library Director Erickson replied that, to do this, the meeting date would need to change as the necessary data would not be available by the first Wednesday of the month. Erickson asked for Committee comments relating to this report. Community Services Director Niemer suggested that Library staff offer input to the 2010 strategic plan. This input could then be presented

at the LAC meeting in January 2010. Chair O'Lea agreed with Community Services Director Niemer that input from Library management and staff in relation to the activities of the Library would be desirable. Chair O'Lea recommended that goals and accomplishments in the written plan be reorganized so that they would coincide with each other to improve ease in reading the report. O'Lea suggested placing each accomplishment directly under the accompanying activity in the report. She also commended Library Director Erickson on the strategic plan report and noted that it was written well. Community Services Director Niemer mentioned that, in the annual report, some sentences could be added to the accomplishments indicating if each goal had been met or exceeded.

Committee Member Grossman asked that the accomplishments on the efforts towards creating a smoke-free campus at the Library be added to the report. Library Director Erickson agreed and said that they would be added. Committee Member Jelavich asked how the smoke-free campus was working. Library Director Erickson stated that it has turned out well and has been relatively easy to enforce. Additionally, it has created a much cleaner and more inviting atmosphere at the Library. Chair O'Lea noted that the campus seemed to have much less litter since the smoking ban had gone into effect. Library Director Erickson agreed and was pleased with how the smoking ban was going.

Chair O'Lea stated that after reviewing the strategic plan she appreciates that the Library's activities and accomplishments are considerable. She noted that the Library is a well used facility. Library Director Erickson agreed that the facility is well utilized by the community. Chair O'Lea added that it is nice to see such variety and quality of programs being offered at the Library.

Motion: To approve third quarter strategic plan review (Made by Committee Member Grossman, Seconded by Committee Member Cleckler).

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

PRESENTATION ON FINES

Library Director Erickson presented her Library Fine Overview. The report covered fine accruals, fine limits, fine notification, and loss of borrowing privileges due to fines. Committee Member Cleckler pointed out that the italicized sentence "*I agree to obey the rules and regulations of the Shasta County Library*" needed to be changed to "*I agree to obey the rules and regulations of the Shasta Public Libraries.*" Library Director Erickson made note of this and agreed that this should be changed.

Chair O'Lea asked if the Library had quantifiable data showing how many customers had late fees in the \$5.00 and over range. She asked if any of the data demonstrated how well the fines collection process works. Director Erickson replied that data is available that shows customers within this range, as well as showing total fines outstanding to the Library. She added that a customer can continue to check out material if they are making payments toward eliminating outstanding fines. Director Erickson noted that this payment system allows the Library and the customer to work together to pay down fines while maintaining privileges to access Library materials.

Chair O'Lea asked for a report on the "Food for Fines" campaign. Director Erickson replied that the campaign was successful. During the campaign, a total of 2,727 cans of food had been donated bringing the actual number very close to the estimated \$3,000.00 loss in revenue included in the staff report. Erickson noted that this was very good for a first-year campaign. Additionally, the *Redding Record Searchlight* wrote a positive editorial and the campaign was great for public relations. Director Erickson

thanked the Rotary Club of Redding for their help in distributing canned goods to good causes. Chair O'Lea asked if any canned food donations had been made not relating to fines forgiveness. Library Director Erickson affirmed that some donations were made not relating to fines forgiveness, but that most were associated with the "Food for Fines" campaign. Erickson added that it was great for people to be able to take care of their fines using an avenue that provided them with the opportunity to participate in a good cause.

Community Services Director Niemer stated that customers' circulation privileges would be suspended if outstanding fines reached the \$5.00 limit. She mentioned that to be consistent all Library resources, including the use of the Library's public computers, should be restricted when users reach this \$5.00 limit.

Committee Member Jelavich asked if Unique Management Services was a new contract for Library Systems and Services, Inc. (LSSI). Director Erickson replied that Unique Management Services has been utilized for over a year and was added to the presentation on fines to provide greater depth into the fines collection process utilized by the Library.

Committee Member Grossman asked if the \$108,000 outstanding fines figure included materials that are outstanding. Director Erickson replied that this figure reflects outstanding fines only and does not include the cost of materials. Committee Member Grossman asked if the credit card fines payment system was being worked on. Library Director Erickson replied that it is being worked on and that many customers inquire about such a credit card system. She added that many people are interested in such a system and that once implemented, it should make fine payment simpler for many customers. Committee Member Grossman was pleased with the success of the "Food for Fines" campaign. She added that a San Francisco based Library ran a program offering amnesty to customers that had exceptional excuses for late materials and a Library in Minnesota had offered coupons for fines during National Library Week. Community Services Director Niemer mentioned that offering amnesty programs has led to customers waiting for such events to recompense fines, and that the LAC should keep this in mind so as not to create incentives for customers to prolong clearing their accounts of outstanding fines. Library Director Erickson conveyed her appreciation to the LAC for providing support in the "Food for Fines" campaign.

DIRECTORS' REPORTS AND STATISTICS

Library Director Erickson mentioned that she will be attending the *Opportunity Online Broadband Summit* supported by the Bill and Melinda Gates Foundation (Foundation) to be held in Sacramento on December 14th and 15th, 2009. California is one of the states selected by the Foundation to review adequate internet broadband requirements for public. Library Director Erickson responded that all Library Directors in the State of California have been invited. Community Services Director Niemer added that at some point the broadband connection linked into SCOE and the City of Redding will need to be updated. Chair O'Lea wondered if, when the Library was established, looking into the future, the broadband connection should have been linked into the City of Redding rather than SCOE. Community Services Director Niemer responded that internet connections may have been part of joint-use agreements that had been established to demonstrate partnerships for county grant uses prior to the Library's opening.

Chair O'Lea asked if the Redding Library's television had been sent to the Anderson Library. Director Erickson responded in the affirmative. Chair O'Lea asked if a replacement self-checkout for Anderson needed to be purchased. Library Director Erickson responded that this should be considered. Chair O'Lea noted that the McConnell Foundation had purchased the old self-checkout quite a few years ago.

Director Erickson presented a "thank you" letter from the *SMART Business Resource Center*. They thanked the Redding Library for participating in the *Summer Youth Experience Program* and for providing mentoring and job experience to youth. Erickson presented another "thank you" letter from the

Shasta County Department of Social Services thanking the Redding Library for the use of its Community Room and for making public spaces available to the community. Committee Member Grossman mentioned GIS day and noted that both the Community Room and Computer Center had been utilized for GIS events, which turned out well.

Director Erickson presented a Redding Library family holiday program featuring Mrs. Claus which Head of Youth Services, Diane Gustafson, has scheduled.

Library Director Erickson provided an update on *OverDrive*. The public download stations are being installed at the Library. Currently, 895 selections are available. 463 of these selections were checked out by customers during the first two months of operation. Committee Member Jelavich asked if subscriptions to *OverDrive* differentiated between member libraries. Library Director Erickson replied that each member library can establish their *OverDrive* homepage in different ways that meet particular needs. Committee Member Jelavich noted that San Francisco Public Libraries offered 886 fiction titles alone. Library Director Erickson replied that their selection is larger than the Redding Library's due to budgeting. Erickson explained that the *OverDrive* contract provides a set amount of monies for digital media and then additional media are purchased through the Library's collection funds. *OverDrive* supplies digital media to approximately 8,000 libraries and the Redding Library is currently in its infancy in establishing a digital media collection. Director Erickson noted that the Redding Library has only established a core collection and will be adding to the collection over time. Additionally, the Library will be providing classes to the public instructing them in the use of *OverDrive*. At the California Library Association conference Director Erickson met with the *Overdrive* vendor and received input.

Chair O'Lea asked how many library card holders the Library currently has and if it was nearing the saturation point in relation to Shasta County and/or City of Redding population. Library Director Erickson replied that she will look into those numbers.

COMMITTEE COMMENTS

Chair O'Lea asked if the LAC would like to change the meeting time due to Daylight Saving Time to help members that have to travel. LAC members agreed to change the meeting time to 3:30 pm. To keep the meeting time consistent, the LAC agreed they would like to keep the 3:30 pm time beyond Daylight Saving Time.

Committee Member Cleckler offered an update on the Lyon's Pharmacy building, owned by the Shasta College Foundation, located on Main Street in Burney. The acquisition of this building would provide a new facility in place of expanding the existing Library. Friends of the Intermountain Libraries (FOIL) will be meeting soon to discuss this issue. Committee Member Grossman noted that she has researched the layout of the property and has noticed some parcel easements that will require further investigation. Committee Member Cleckler noted that work is continuing with regard to the pursuit of this building for the Burney Library.

Community Services Director Niemer mentioned that the Anderson Library will be getting sun-blockers for windows to prevent sun damage to materials, paint to renew worn areas, and art displays.

ADJOURNMENT

There being no further business, at the hour of 4:24 p.m, Chair O'Lea declared the meeting adjourned.