

Director of County Library Services Report For September 2012

GOAL 1: CONNECT WITH READING

What Gail is reading: *The Paris Wife* by Paula McClain; *Kitchen Confidential* by Anthony Bourdain; *Winter King (the Dawn of Tudor England)* by Thomas Penn.

For years MCFL has done a “back to school” library card campaign but this year we put some extra effort into publicity and community outreach. The goal of the campaign was 547 cards (5% more than the September 2011 total of 521) and the final total was 662 new cards issued! Special thanks to the entire staff for all the class visits, farmers markets, community banners, special promotions and outreach to the community. The Town of Fairfax declared September as Library Card Sign-Up Month in Fairfax, and hung our library banner across the Sir Francis Drake entrance to town. And huge banners were hung street side in both Corte Madera and Novato.

Fairfax staff did outreach at the town Farmer’s Market all four Wednesdays in September, promoting Library card sign up month. They distributed library card applications, checked out books, answered questions, and were greeted by many of our regulars. A number of people who saw the table at the Farmer’s Market have since come into the library. One woman said “it never occurred to me to find the library, but I saw your table, and decided to start using it!” And they concluded their Summer Reading Program with 389 children’s sign-up with over half of these completing the program to earn their t-shirt! 156 Adults signed up (more than any other branch!) and wrote 162 book reviews. Over 100 teens signed up.

GOAL 2: ENGAGE OUR COMMUNITY

Libraries and art are a natural pairing and MCFL has several collaborative projects in the works. Poet Laureate Kay Ryan did a sold out fundraiser for us last year at Angelico Hall. We made the decision to use those funds to support arts programming through the library and after a year’s planning we are preparing to launch our “Marin Poets Live!” project.

In conjunction with the Marin Poetry Center we'll be doing a series of interviews with local poets. We've created a website where the interviews will also be available through the library along with links to additional resources. MCFL has also agreed to be the sponsor for the Marin Poet Laureate committee and will be working with them on their selection process, their presentation to the BOS and to the Library Commission, and in helping publicize the Poet Laureate's project in the community. I'm especially proud of these projects because they will be serving as a pilot for what will hopefully become more commonplace in the future – the library as collector of local content and resources, a curated voice for the community.

We are also starting a new partnership with Marin MOCA (Museum of Contemporary Art) for an event in Novato, bringing library awareness to South Novato. Victoria Gonzalez, Library Community Builder, is excited to be working on future events with them also.

Corte Madera hosted the first of its fall series of Fine Arts Museum lectures last night, on the de Young's special exhibit "The William S. Paley Collection." As is typical of these docent programs, they had a capacity crowd. At 7:46 p.m. (during the lecture!) someone posted a comment on the Patch: "It's great that the Corte Madera Library is able to hold events like this."

The Anne T. Kent California History Room, California Film Institute and the Marin History Museum sponsored a sold out encore screening of the 1914 silent film "Salomy Jane" at the Smith Rafael Film Center. "Salomy Jane" is the only film left in existence made by the California Motion Picture Corporation whose studios were once located in the Sun Valley neighborhood of San Rafael. Thanks to the Niles Essanay Film Museum and the Library of Congress, they were able to screen the film from the original (restored) reels. There was live piano accompaniment by Bruce Loeb and an introductory talk on San Rafael's historic film studio, the California Motion Picture Corp., by silent film historian David Kiehn and Anne T. Kent California Room Librarian Laurie Thompson.

Corte Madera staff had a tea for their faithful volunteer Amelia DeMello, who has given 31 years of service. The tea featured chocolate goodies, as Amelia is a dedicated chocolate fan, and grateful staff gave her, a gift certificate to See's Candies for \$31. In July, the *Marin IJ* published 34 Brief/In Your Town/Calendar mentions with additional small articles⁴ in the *Pacific Sun*. There were also 18 mentions in the *West Marin Citizen* and the *Point Reyes Light*. In addition there was a feature article on the ABC webpage about the Anne T. Kent California History Room and the screening of "Salomy Jane." And speaking of media, make sure to "like us" on Facebook.

GOAL 3: RETHINK OUR SPACES FOR BETTER COMMUNITY USE

The Novato Library is moving ahead on its remodel project. Selection of the color palette, furniture casework and signage options are under way. Work has also started to upgrade the phone system and get a new main door. Depending on how the process goes, the schedule currently calls for reopening the remodeled branch sometime between February – April of 2013. The Point Reyes Library and West Marin Literacy are getting close to having final drawings and establishing construction schedule. Accessibility work continues on the exterior of Inverness and the interior will follow.

GOAL 4: IMPROVE THE CUSTOMER EXPERIENCE

Margaret Miles (Senior Librarian, Fairfax) attended the ARSL (Rural Libraries) conference in Raleigh, North Carolina. While there she coordinated Exhibitor registration and set-up, managed the Exhibitor raffle, attended programs on effective displays and re-thinking library spaces/uses, and led all attendees in a rousing recitation of the library cheer.

GOAL 5: FOCUS ON SERVICES TO YOUTH

Mother Goose on the Loose, pre-toddler story times, continues to thrive. Novato had a record breaking 80 parents and babies attend one session and Fairfax had their own record breaking day with 27 adults and 30 children at their MGOTL program. Start'em young, keep'em reading!