

**Director of County Library Services Report
for
June, July, 2010**

June and July have been an exciting two months! Overshadowing everything else, of course, are the election results. Measure A received a 74% yes vote, a resounding endorsement of the importance of our libraries in their communities. The money will not be available immediately. The tax will appear on the first installment bills which are sent out in October and we will begin to see the revenue early in 2011. We have developed a form for those homeowners who request a Senior Exemption and those will be sent out and processed by the department as soon as they receive their tax bill. As required by the measure, we will establish an independent oversight committee to help us ensure that we meet the goals put forward in the tax language – bring local libraries up to date; prevent closures and maintain library hours; provide children, teen, senior and disabled programs including adult and family literacy; maintain our collections of materials; and provide ADA accessibility.

For planning purposes we estimate that the tax will bring in about \$2 million per year for 5 years. We plan to spend about 20% (\$2 million) on building related needs – ADA improvements, critical maintenance projects, refreshing interiors and increasing their usability. In other words, stabilizing them until such time as they can be replaced or completed rehabilitated. We will restore the books and materials budget – the heart of our business. And we are working closely with Human Resources, looking at our staffing patterns and determining the most flexible and efficient ways to balance our need to control costs while being supportive of our staff and maintaining excellent customer service.

The sobering fact is that the \$49 tax measure really just restores our budget to where it was several years ago and that our cost of doing business is continually rising. Without seriously rethinking our business model we run the risk again of finding ourselves outspending our revenue. The voters have given us a window of opportunity that we will need to take full advantage of.

MEASURE "A"

Ginny Schultz, Chair of the "Yes on Measure A" campaign sent out a report summarizing the finances that I thought might be of general interest. "Our total campaign expenses were \$191,673.52. We have \$3,140.61 remaining in the bank as a nest egg for the campaign to renew the measure when or before it expires. We plan to keep the campaign account open."

Library support groups were very generous in their financial support of the measure:

Friends of the Marin County Free Library:	\$115,000.00
Marin County Library Foundation:	\$27,950.00
Local Friends groups, including Tomales Bay Library Association and Bolinas Stinson Beach Library Improvement Society	<u>\$24,195.00</u>
Total	167,145.00

Donations from individuals, SEIU, and interest earned totaled \$27,669.13.

In addition, the Library Foundation generously funded a likely voter survey conducted by Godbe Research. Results from the survey were a key to the ballot language and message to the voters.

We will undoubtedly need to go back to the voters to renew the measure, just as local school districts are doing. The County Friends, as well as local Friends groups should begin to budget money for a future campaign, and we should explore other sources of campaign funds, such as through local businesses and vendors."

COLLECTION DEVELOPMENT

Part of our Collection Development philosophy is that we don't have to own a particular item but we do need to be able to make it available through partnerships with other libraries. From the Corte Madera Quarterly Report this month came an excellent example. One of their regular patrons has made good use of our Interlibrary Loan (ILL) services and is very grateful for it. He has submitted over 200 requests for musical scores which are no longer in print. This patron's particular interest is in works, usually from France and Germany, produced in the latter half of the 19th century and beginning of the 20th century. Without our ILL service he would have great difficulty or no success at all in finding these materials!

On a related note, for the past 18 months or so a subcommittee of the MARINet board has been working with staff at the Dominican University library to hammer out a contract to allow Dominican to join the MARINet consortium. I am really pleased to be able to announce that we have come to an agreement and that Dominican has the funding in place to become a partner in providing library service to the entire County. We are anticipating that "go-live" will happen in early 2011. The collaboration of public and university libraries is a tremendous win for all of our citizens, enabling each library to use its resources in the most effective way possible.

One of MCFL's goals for collection development in the immediate future is to increase the use of circulation data to help inform our decisions. Right now our ability to do this from through our on-line circulation system is pretty limited and extremely cumbersome. The good news is that our system vendor, Innovative Interfaces, has made available an excellent new product called Encore Reporter that is designed specifically to allow us to gather and manipulate data in useful ways. The MARINet Board has voted to purchase Reporter this year and we are anxious to put it to use.

DONATIONS:

- 1) Contribution in the amount of \$825 in memory of Stinson Beach Library patron Herbert Nadai to the Marin County Free Library. The funds will be used to purchase high quality materials for the collection of STB.
- 2) Day of the Children/Day of the Books Program (Dia del Niño/Dia de los libros) at PRE.
- 3) Anonymous contribution in the amount of \$10,000 to the Marin County Free Library. The funds will be used to purchase additional children's and teen materials for SNO.
- 4) Bequest in the amount of \$20,000 from the Estate of Vera Shubin. The funds will be used to purchase books.

DONATIONS, REDUX: Each month we take to the Board of Supervisors major donations for acceptance into our budget, but I've always thought that more recognition was needed. So, in June I asked the Board to pass the following resolution, acknowledging the support of all of our Friends groups and the Library Foundation. In succeeding years I would like to be able to at least give a total amount donated, but this year for various reasons that wasn't possible.

COMMENDING FRIENDS OF THE MARIN COUNTY FREE LIBRARY AND THE MARIN COUNTY LIBRARY FOUNDATION

WHEREAS, the Friends of the Marin County Free Library has long supported the activities of the Marin County Free Library, raising money through book sales and through the operation of The Book Place, their used book shop, regularly allocating funds to augment the collection of materials the library is able to offer to our patrons, generously supporting reading programs for both children and teens, specially designating funds for an outreach program to Juvenile Hall, purchasing a rare pamphlet and map of the Pt. Reyes area for the Anne T. Kent California Room and being a sponsor for One Book One Marin; and

WHEREAS, the Marin County Library Foundation has underwritten a poll to measure the strength of community support for a library ballot measure, and has purchased a portable sound system for use at staff meetings and trainings, and supported the Adult Summer Reading Program in addition to lending their time and fiscal expertise to One Book One Marin; and

WHEREAS, the Friends of the Marin City Library has purchased an Urban Fiction collection to appeal to local young adults, underwrites a number of magazine subscriptions for the branch, and supports programming for all ages, and maintains the landscaping in front of the library in memory of Julian Klugman; and

WHEREAS, the Friends of the Corte Madera Library has underwritten a series of art programs for adults, purchased materials for job-hunting and career development and copies of a book for the Teen Gabfest this summer; continues to generously support children's programming, maintains the beautiful outdoor garden area for the enjoyment of all, and purchased new tables for the meeting room; and

WHEREAS, the Friends of the Civic Center Library has supported children and teen programs, maintains a health newsletter subscription, provides a plant service to add a lovely green touch to the branch, and a funded a thank you dinner for California Room donors and volunteers ; and

WHEREAS, the Friends of the Novato Libraries supports and helps the Novato and the South Novato libraries, providing generous support of children's and adult programming, support for Baby Bounce programs, and funding for the Every Child Ready to Read project; underwrites travel books and children's books at the South Novato Branch, and is improving the safety and enjoyment of the Novato Library atrium area.

WHEREAS, the Friends of the Fairfax Library has undertaken to provide furniture for the new and improved Teen area and will soon reach their goal; and

WHEREAS, the Bolinas-Stinson Beach Library Improvement Society generously donated towards exceptional programming for both adults and children, for improving the buildings by painting the book drops and a library sign, for paying for newspaper subscriptions and for books and audio visual materials; and

WHEREAS, the Tomales Bay Library Association supports the libraries in Point Reyes Station and Inverness and this year donated towards refreshments for Día de los Niño's, and underwrote Spanish language computer classes and;

WHEREAS, the services that the Marin County Free Library is able to offer our patrons is greatly enriched by the generous gifts of time and money by all these dedicated library support groups,

WHEREAS, all of the above mentioned groups have contributed generously to ensure that our libraries remain open and continue to provide essential services to our communities

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors recognizes, commends and thanks the Friends of the Marin County Free Library, the Marin County Free Library Foundation, the Friends of Marin City Library, the Friends of Corte Madera Library, the Friends of Civic Center Library, the Friends of the Novato Libraries, the Friends of the Fairfax Library, the Bolinas-Stinson Beach Library Improvement Society, and the Tomales Bay Library Association, for all their hard work and generous support of the Marin County Free Library.

PUBLICITY:

June: 33 routine calendar and hours mentions, both in newspapers and on KWMR. The number of full-length articles and features was impressive – 1 on First Five; 1 on Measure A, B, & C; 3 additional positive articles about Measure A; a Marin Voice piece that I wrote; a thank you letter from the campaign from Ginny Schultz, Measure A Chair; a fun political cartoon about the Bookmobile; and 13 brief mentions in the West Marin papers, including a letter to the editor. Nancy Hemmingway (CLS, Inverness) wrote an article about a hummingbird rescue that was the talk of the town!

July: The passage of Measure A brought us local, statewide and nationwide publicity. Two articles appeared in Library Hotline, the weekly e-update of Library Journal, one on 7/21 and the other on 7/28. Then, the monthly print LJ ran a piece in the July 2010 issue. I wrote a piece for the California Library Association e-Newsletter I called “The Power of Three” (MCFL, San Rafael, San Anselmo) about Measures A, B and C which ran in their July issue. The Ross Valley Reporter ran an article ‘Marin Election Results. Libraries win big.’ MCFL’s weeding project generated a considerable amount of press. 1 front page Feature by Nels Johnson on MCFL’s new collection policy; 1 editorial; ‘1 editorial cartoon on MCFL’s new collection policy and 2 Readers Forum letters. Both West Marin papers ran a copy of an op ed piece that I wrote and the Point Reyes Light had a news brief on weeding.

In addition, there were 22 Brief/Calendar mentions (includes 4 postings of library hours); a feature article “Inspired Minds” referencing oral histories and the California History Room, and an obituary of Alice McNamee, former Deputy County Librarian. The West Marin papers, the West Marin Citizen and the Point Reyes Light have been extremely generous in their mentions of our programs and services, with a combined 47 brief entries.

SUMMER READING PROGRAMS:

Adult Summer Reading – **Water Your Mind READ.** We've had a total of 115 Registrants who submitted 104 book reviews - a promising start for a new program. One West Marin patron said - "I do think that the idea of building a community of people, centered on the library, who share their comments about the books they have read and would like to recommend is a wonderful idea. Thank you for the steps you have taken to make this a reality."

Teen Summer Reading- **Make Waves at Your Library.** So far 425 Teens have registered for the program and they've submitted an amazing 1,627 reviews.

Children's Summer Reading – **Make a Splash, Read!** System wide numbers aren't available yet but anecdotally this is a banner year! At least one branch mentioned that not only are registrations up, but the percentage of completion is extremely high. **Civic Center Branch** went an extra step and created a modified game for their special needs/group home adults which has been well received.

These programs are all supported by our various Friends groups and by the Library Foundation. Many thanks to them all.

SAD NEWS: Alice McNamee passed away on Monday July 11, 2010. Alice was a dynamic lady and a force to be reckoned with for many years at MCFL. She went to UC Berkeley for a MLS when the three oldest of her eight children were in college and worked in the little library branch that used to be in Bon Air shopping center until she was moved first to the Civic Center branch and then became Deputy County Librarian. Alice retired in 1996, but continued to work as a substitute for years after that. Early on Alice recognized the importance that computers would come to have in library work and MARINet is the direct result of her hard work and foresight. I was working in reference at the Civic Center when she arranged for the first dial-up internet connection in a Marin library – using State money she purchased a computer and a modem and proceeded to teach us and our patrons how to use them! Her patrons always came first and one of my favorite Alice stories is how she used to leave the windows in her Volkswagen Bug rolled partway down so that folks could conveniently return their library books right in the neighborhood. The McNamee family has been asking friends and family to make donations to the library in her name and many envelopes have arrived this week that we've forwarded to the Friends. She will be missed.

BRANCHES

CORTE MADERA: As part of the County's legally mandated ADA transition plan, an extensive upgrade was made to the accessible parking place in front of the library. The project put the parking lot off limits to the public for several periods during construction but is finally complete. The last detail was removing a newly installed curb that proved to be a tripping hazard but it is done and everything is now up to code.

966 kids have signed up for the children's SRP, about 100 for the Teens. The Read-to-a-Dog program has become very popular. We have several dogs the first Saturday of the month; 16 or 17 youngsters read to them each time.

MARIN CITY: After an incident where rocks were used to break the front doors, we are in the process of installing a new security camera outside the front entrance. Interior cameras were installed last year and this will supplement those and work off the same computer system. The Friends of the Marin City Library, who maintain the garden landscaping in front of the building, removed the small rocks that were being tossed about by youngsters which should prevent similar problems in the future.

BOOKMOBILE

Direct from the Bookmobile: Webster's Dictionary defines outreach as: **1**: the act of reaching out **2**: the extent or limit of reaches **3**: the extending of services or assistance beyond current or usual limits

Bringing books to seniors, kids and isolated rural communities are all part of our regular services and sometimes we get to go an even further step. Our wonderful Book Place was inundated with more children's book donations than they could manage and sent out a cry for help. Who wouldn't want to respond to help our wonderful volunteers in need! As a result, we will be delivering some wonderful books to our child development centers which serve children from 2 through 12 and are badly in need of decent materials. Barbara Madrid, Book Place manager, created a great handout that we will give out to all of our teachers at the schools and child development centers we serve. Teachers find a fabulous selection of books at the Book Place and even get a 20% discount on top of the already low prices. Another way to get books into the hands of those who work with children and also raise funds for our library programs!