

**Director of County Library Services
For
October 2010**

BRANCHES: (Ongoing tidbits about happenings in our branches)

MARIN CITY: You may have never noticed, but some of our branches have book drops that allow returns to fall directly into the building and others rely on external boxes to collect materials while they are closed. After a long weekend or during especially busy times, these external boxes can fill up, leaving patrons no way to return their materials. In Marin City we regularly have had to extra-hire staff to come in and clear out the book drop, resulting in extra expense for the library and uncertainty for the patron. To remedy this problem we have ordered a new, larger outside book drop and it will be installed in early November.

CORTE MADERA: During the recent rains, a leak in the light fixture over the circulation desk caused the light to short out. Our trusty Department of Public Works folks are working on that and some other on-going electrical problems, as well as patching the roof to prevent further leaks.

Thanks to generous funding from The Friends of the Corte Madera Library, the first of three museum docent programs occurred on October 20: "Action/Reaction, Avant-Garde Art at the Turn of the Twentieth Century." Two additional programs are scheduled: on November 17, "Post Impressionism," featuring the works on loan from the d'Orsay in Paris to the De Young; and on December 8 "Beyond Golden Clouds: Japanese Screens" from the Asian Art Museum.

WEST MARIN: In October, West Marin was in "National Hispanic Heritage" mode. On October 14, Point Reyes Library welcomed Professor Francisco Jimenez to discuss his book *The Circuit: Stories from the Life of a Migrant Child*. At 2:00 p.m., Dr. Jimenez visited with 4th - 8th graders at the West Marin School where he received a very warm reception. In the evening, members of the Novato, Tomales, Point Reyes, and Stinson Beach book clubs joined other members of the Community - 127 attendees in all - to hear from this iconic author. Then on October 18, they celebrated their 4th annual *Celebrating Local Latinos* event. This year's honorees were all women from West Marin who shared stories of their journeys to attain higher educations.

Attendance at this inspirational event was a whopping 50 people - the most we've ever had. Honorees included Mayra Diaz, Ariana Aparicio, Lorena de Santiago and Marisol Salgado.

BOOKMOBILE: The new axle has finally arrived in Canada from Italy and should be delivered to us by the end of the first week in November. The repair will then be done at the county garage. We estimate that the truck will still be off the road for at least this week and next. The good news is that our patrons continue to work with us out of our tiny little substitute van and are great sports about the whole dilemma. Once the jokes were delivered---- “did you wash it and it shrunk?” and “have you been downsized and demoted?”-----they got right down to the business of checking out books. Note to self---keep the chicken, sports, drawing and audio books coming and definitely order some model train books! Our patrons are wonderful even during adversity. This service is important to them all and we are so fortunate to be the ones providing it!

FAIRFAX: The Friends of Fairfax Library agreed to purchase 16 new lounge chairs, including 6 for the about-to-be relocated Teen Area and we expect to receive them by the end of November. If you haven't stopped in to see the new purple wall, don't miss it! Weeding of seldom used books made it possible to expand the shelving designated for two wildly popular collections, DVDs and books on CD. Programs offered in November include “The Easy Way to Buy or Sell a Car” on November 4, and “Beyond Golden Clouds: Five Centuries of Japanese Screens” on November 30th. And Fairfax Library was a very busy polling place on November 2!

NOVATO, SOUTH NOVATO: We have been working on a renewed effort at children's programming for SNO and so had a lot of Halloween/Day of the Dead children's' programming at both branches in addition to all the regular programming at NOV. The Novato Friends sponsored performer Bonnie Lockhart's Halloween themed family “sing along/move along” programs at both libraries , there was a Bilingual Day of the Dead art programs with Rachel-Ann Palacios at both libraries, and Carla Schoenthal has started a “Wacky Wednesdays” every other Wednesday at SNO. The children's programs at SNO pulled about 30 each time...people seemed very happy to be there. And Novato Library was a very busy polling place on November 2!

DONATIONS:

We received the following donations in October:

- Contribution in the amount of \$3,500 from the Tomales Bay Library Association (\$2,000) to provide books for the Spanish language book club of Point Reyes & (\$1,500) to purchase books to enhance the PRE & INV library collections.
- Contribution in the amount of \$2,796.50 from NOV Friends to be used to purchase children's and adult books in memory of Melody Osheroff, Janet Melson and Eva Slott for NOV.

- Contribution in the amount of \$1,000 from MCFL Friends for Teen Services/ Juvenile Hall Project. The funds will be used to purchase books for Marin County Juvenile Hall.

MEDIA MENTIONS: In September there were 47 mentions of the library in our countywide and regional newspapers, including a feature article in the Pacific Sun “Cornerstones” which provided photo credit to our California Room Collection. In October there were 43 mentions, including a photograph in the West Marin Citizen of the Latina celebration.

SAVING BY COOPERATING: Our MARINet consortium belongs to a collaborative buying group called *Califa*, a “membership-based service bureau designed to provide member-enhanced, value-added services to all California libraries.” On behalf of its members, Califa brokers and facilitates the delivery of products and services and sponsors statewide projects such as Librarians’ Internet Index, California Library Catalog, and the California Digital Collections. MARINET subscribes to several electronic databases through the group, including *Novelist*, *Legal E-books*, *MyiLibrary E-books*, *Netlibrary E-books* and *Safari E-books*. According to Califa’s latest report, for Fiscal 2009-2010, MARINet spent \$23,240.69 on databases that would have cost \$208,404.48 retail, saving \$185,163.79 by participating in Califa’s group pricing.

COLLECTION DEVELOPMENT: We have added 50 “always available” audio book titles to the MCFL OverDrive collection. Unlike most of the audio books in OverDrive, these 50 titles have unlimited use licenses, which means they’re immediately available to an unlimited number of simultaneous users. (Never a wait list!) When you look at the item detail in OverDrive, “always available” is listed as “Available Copies.” (Insider tip: check for “On Stranger Tides,” the novel Disney is using as the basis for the next Pirates of the Caribbean script...) We will be using these 50 titles to do a weekly “Audio Now” promo on our blog as a way to jumpstart interest in the eBranch/OverDrive collection and to see if we gain people who are checking the site on Fridays to see what the title is. If you are an “unplugged” reader, most of the featured digital titles are always available in the physical collection as well.

PERSONNEL: Much of our personnel work is proceeding behind the scenes but I am pleased to announce that Fairfax has hired a new Library Branch Aide 1, Christina Czuhajewski, and Corte Madera has also hired an LBAI, Gail Cushman. Welcome aboard to them both! Nathan Kelly (LA2, Novato) has agreed to fill in at South Novato (with a temporary promotion as a CLS, replacing Tricia Cummings) as we continue working with Human resources to do a recruitment to permanently fill Community Library Specialist positions at South Novato and Marin City. Jill Harris was promoted to CLS at Marin City while Elizabeth Cobey was on vacation in October.