

MARIN COUNTY FREE LIBRARY

Wednesday, September 12, 2012
Corte Madera Library

- - PROPOSED MINUTES - -

- (1) CALL TO ORDER
Meeting called to order at 7:00 p.m. To acquaint newly appointed Commissioners to the group, President Howard requested that everyone introduce themselves.

- (2) ROLL CALL/INTRODUCTION OF NEW COMMISSIONERS

Present

Cal Kurzman	Barbara Schoen	Joel S. Fugazzotto
David Fickbohm	Alison D. Howard	Bill Crandall
Meredith Parnell	Martin Perlmutter	Loretta Farley
Yun Hwan Cha	Lisa Rosenberg	

Absent with Notification

Jennifer Wallace	Albert Brewster
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Also Present

Gail Haar, Director of County Library Services
Scott Bauer, Deputy Director of County Library Services
Edna Guadiana, Sr. Secretary
Nancy Davis, Branch Manager, Corte Madera Library
Stephanie Fine
Bill Hale

- (3) ADOPTION OF AGENDA
M/S/C Fickbohm/Perlmutter - Agenda approved as submitted.

- (4) APPROVAL OF THE MINUTES
M/S/C Fickbohm/Perlmutter – Minutes approved as submitted

- (5) OPEN TIME FOR PUBLIC EXPRESSION
Mr. Hale expressed concern over the noise in the libraries and the loss of the traditional library environment. A handout with several articles was made available to Commissioners.

(6) **READING AND CORRESPONDENCE FILE**

Reading folder routed for all to read

(7) **CORTE MADERA BRANCH REPORT**

Nancy Davis, Branch Manager for the Corte Madera library directed everyone's attention to the roaming screen saver that was created by staff. Nancy gave a brief update and toured the Library Commission around the Corte Madera building.

Some of the past, present and future information included:

- ✓ **Summer Reading program** very successful:
 - TEENS – 117 participants; 211 reviews; 7 teen programs; including a book discussion of the graphic novel adaptation of “Midsummer Night’s Dream,” followed by attendance at the Marin Shakespeare Company’s production of the play at Dominican.
 - ADULT -- 533 total participants (101 at CMA); 655 total reviews (140 at CMA); 6 programs, including a trivia night and a bookbag making craft program.
 - CHILDREN –1,042 Sign-ups; 475 Completed (4th prize, t-shirt);
 - Programs= 6, including Lawrence Hall of Science Wizard’s Lab, “Crosspulse, rhythm group”, a couple of book clubs, and 5 afternoons of origami workshops led by local teen—a “graduate” of the Library who is now in college.

- ✓ **Family programs** such as stargazing and the crafts program were popular; will continue that theme.

- ✓ **Farmers Market 3 Wednesdays in June and July**

- ✓ **Weeding and reducing the Reference Collection** based on data from our 10-month internal use count; will discard many sources, move most of them to the circulating collection, and retain only highly used sources in reference.

- ✓ **Listen In (Reading to residents)** continues at Aegis Assisted Living in Corte Madera on Thursday afternoons – still looking for more volunteers!

- ✓ **Helping people with e-content** is a big service these days: drop ins, appointments

Programs planned for this fall:

- ✓ Kentfield and Greenbrae: a Look Back, with local historian Richard Torney tomorrow night (9/13)
- ✓ SAT Prep for Students on 9/19 and Parents on 9/20
- ✓ Series of three from fine arts museum docents—all are descriptions of special exhibits at deYoung or Legion:
 - Wednesday, 9/26 = William S. Paley Collection: A Taste for Modernism
 - Wednesday, 10/17 = Rudolf Nureyev: a Life in Dance
 - Wednesday 11/28: Royal Treasures from the Louvre: Louis XIV to Marie Antoinette
- **Science Month (October)** : Science Trivia night, Lawrence Hall of Science, Master Gardeners' "What's the Scoop on Soil," Marine Mammal Center Whale Bus "Adventures in Anatomy"
- **Book Club** continues with a volunteer leader

Staff is really excited about our remodeling plans, which include:

- ✓ adding a circulation workroom to the front, creating more space in lobby area where large desk is. Will require a change in work methods and work flow.
- ✓ Removing glass wall separating children's room which will open up the children's room.
- ✓ Create more seating and more display opportunities for new materials and featured collections.
- ✓ Staff has done a good job of keeping a very positive on all the upcoming changes.

After a brief question and answer period, Nancy gave the Commission a brief tour of the library. President Howard thanked Nancy for her presentation.

- (8) REPORTS OF COMMITTEE CHAIRS OTHER COMMITTEE LIAISONS
- (9) NEW BUSINESS
 - a. New Committee Assignments: President Howard reported that Edna would email everyone the current Commission Committee list. Howard requested that all Commissioners review and either remove themselves or check off on committees they would like to remain on and for new commissioners to sign up for one or more committees.
- (10) OLD BUSINESS
NONE

(11) PRESIDENT'S REPORT FOR JULY/AUGUST 2012
NONE

(12) DIRECTOR OF COUNTY LIBRARY SERVICES REPORT FOR JULY/AUGUST,
2012

Director Haar gave the following updates:

- **Summer Reading:** The Summer Reading Program drew to a close in August with excellent participation by all age groups. All branches reported running out of prizes, indicating that a high number of signer-uppers are returning to the library repeatedly with progress on their reading records.

Summer Reading on the Ranches takes the program directly to the youngsters on the isolated ranches, helping them maintain their reading skills for the upcoming school year. Jo Ann Kempf and her five student aides traveled 1028 miles, visiting 16 ranches on both sides of Tomales Bay. This year, 87 people participated in the program; 68 children and 19 adults. Between them, they checked out a whopping 619 books. In addition to reading stories, Jo Ann tells us that student helpers played with the kids, giving piggy-back rides, pushing swings, and staged very popular water balloon fights on hot days. The last week of the program is always "fiesta" week and this year, John Littleton, a retired West Marin School teacher, brought his hand-crank ice cream maker and helped the children make organic strawberry ice cream to enjoy with pizza, salsa and chips. Many thanks to the Marin County Friends of the Library, the individual branch Friends' chapters and to the Tomales Bay Library Association for helping us fund the programs, incentives and parties that show our community that reading is fun! The Marin Community Foundation helped fund (a small grant) 1 extra week of the Summer Reading program on the ranches.

- **Link +:** Link+ has launched successfully and usage is growing with lots of action (both borrowing and loaning) with DVDs and graphic novels, overall a good mix of books and media. We are giving branch staff a chance to get comfortable before planning a publicity effort for October or November.
- **Library Card Sign Up Month:** The Board of Supervisors passed a resolution on August 16th that proclaimed September "Library Card Sign-up Month" and officially waived the \$1 replacement fee for lost library cards during the month. Specially designed posters are displayed in the libraries along with small business card sized reminders and colorful flyers have been posted all over our district. In Corte Madera, Fairfax and Novato the branch managers worked with their cities and arranged to have oversized banners displayed in highly trafficked areas. The website promoting the program www.marinreads.org went live on Monday August 20th. The site will feature a quick way to register for Library Cards and highlight what a library card provides.

A few people have inquired on why we are using a separate website for the promotion. The site enables us to specifically promote Library Cards and simple registration. This was simply easier than saying go to marinlibrary.org, click here, click there. A special promo will be featured on marinlibrary.org. The goal of the campaign is at minimum to increase library card sign ups by 5% over September 2011.

- **Discover & Go:** MARINet joined a consortium called Discover & GO. The consortium offers online free passes to these favorite places: Aquarium of the Bay; Jewish Museum; Exploratorium; Lawrence Hall of Science; Marin Mammal Center; Tech Museum; Napa Valley Museum. We'll have a soft launch in September – maybe the 24th – and then a few weeks after that we'll do a large push.
- **New eBook Platforms:** Sometime in the late fall, we will be trialing 2 new eBook platforms -- Axis360 (=Blio) and 3M Cloud that only work on tablets.
- **Nook issue and the National Library for the Blind:** There is a nationwide discussion going on because the National Library for the Blind sued the Philadelphia and Sacramento public libraries for circulating Nooks. The claim is that because the Nooks are not text audio, they are not in ADA compliance. Both libraries have agreed that they will not acquire any additional e-readers for patron use that exclude persons who are blind and others with disabilities who need accessible features such as text to speech functions. The libraries also agree to acquire at least 18 eReaders that are accessible to people with disabilities. There will be future updates. Commissioner Crandall volunteered to be involved in future meetings on this topic.
- **Poetry Archive Update:** MCFL's new poetry archive is just about getting off the ground. A number of Marin poets will be interviewed and these short 10 minute interviews will then be made available to the public on the MCFL website. We're now partnered with the Marin Poet Laureate. We will publicize for them, and they in turn will provide us with poetry.
- **Personnel:**
 - ✓ We've hired 5-6 Library Branch Aide's;
 - ✓ We're about to interview several candidates and hope to hire a Librarian I/Cataloger soon;
 - ✓ The BOS approved at their meeting yesterday for the library to create 3 new half time Library Assistant II positions for the Novato library. One of the positions will be for Spanish services position
- **Sierra Implementation:** We're getting a huge upgrade to our online catalog. Innovative is doing upgrade to Sierra on 10/2

- **Grand Jury Report:** The Grand Jury will be looking at the library this year. They may be in touch with some of the members of the Library Commission for input. It's been 10 years since the Grand Jury last reported on the library.

(13) ANNOUNCEMENTS

- Director Haar announced that the new bookmobile has arrived. She invited the Commission to come by and see it;
- Commissioner Kurzman announced that he had recently read an article in both the SF Chronicle and the Marin Independent Journal on prominent W. Marin author, Phil Fradkin, who wrote a book on the History of the 1906 earthquake;
- Commissioner Schoen announced that Director Haar had been featured in the most recent (September) issue of the Marin Magazine. The article is accessible online.

(14) ADJOURNMENT – M/S/C Fickbohm/ Perlmutter - Meeting adjourned @ 8:10 p.m.