

**Director of County Library Services Report
For
February, 2010**

BRANCH NEWS –

FAIRFAX: AARP is again offering free tax assistance at Fairfax Library to taxpayers with low and moderate incomes, with special emphasis on people over age 60. The service is offered two days a week through April 15. Due to increasing demand, this year they have added an additional volunteer aide and an additional hour per day. When the San Geronimo Valley Community Center was given a flyer to post about this service, the program director enthusiastically asked for a stack to hand out to participants in their weekly senior lunch program, so we may see even more demand this year!

BOOKMOBILE:

Terry Jones reports: What a wet February it was! It created an opportunity to catch up with all of those indoor tasks necessary to keep all of our operations going. Kathleen Fitzhugh Remitz and I spent time sorting through the bounty of books from the Borders Book Drive and sending boxes full to the branches. Our thanks go out to all of the many folks who took the time to donate a book for the library through Borders. Our bookmobile patrons can't believe their good fortune to have so many "Wimpy Kids" books to share along with the new Magic Tree House titles and classic Dr. Seuss, to mention only a few!

The gift of Friends' money enabled us to order new all weather blankets for our Farmers' Market story times. They arrived in time for the first sunny Thursday in February---2 with bold, primary colored stripes and 2 with bright colorful polka dots! We had an overflow crowd of 56 for both our story times that day. No doubt it was due to the festive atmosphere and the much needed sunshine. And now, as we say at the end of each of our stories at story time---"Clap for yourselves for being such good listeners!" And thanks for all of the support you provide---couldn't do it without you.

OUTREACH:

As part of some staffing changes and in line with our goal to increase our outreach and visibility in our communities, Victoria Gonzalez (Community Library Specialist) has been doing some special projects in cooperation with some of our branches. She and the Bookmobile staff have been working on three different ideas. First is a community project involving the three West Marin one-room school houses.

The theme will be the tradition of one room schoolhouse education, library bookmobiles, quilting and helping others. Children will have a lesson in all four as they relate to these American traditions. Terry will have library books suited to this topic and Victoria will teach a quilt class at all three schools. Victoria will finish the three quilts, then host an open house for the parents and community to see the project. The location hasn't been confirmed for the art show, but it might be at the Book Place (Friends book store) which would help spread the word of their retail location. The quilts will be then be delivered to cancer patients at Oakland Children's Hospital. Of course, we hope to have plenty of involvement from the local press. Second, she is planning a special children's event at the Farmer Market on May 27th. Rachel MacNeilly, a local children's librarian, who would offer her one-hour infant program. She has worked with our libraries and volunteers as part of our Elf grant (Early Learning through Families) and she is wonderful, also bilingual. Victoria and Terry are working on other aspects of this event, creating a theme and perhaps involving seniors.

Then, after meeting with staff from Novato and Marin City and the Bookmobile, Victoria found a constant theme for greater outreach to our senior population. As a result, the following projects are underway:

- Senior Services
 - Creating a flyer of all our senior services, from those available at the branch level, bookmobile, Library Beyond Walls to volunteers reading in senior facilities. Victoria will visit all our senior facilities in the branch areas. She has contacted the Marin chapter of Senior Program Directors of these locations and hopes to be a speaker soon at one of their monthly meetings.
 - Working with Suella Kennedy-Fulmer (Acting Senior Librarian, Novato,) she will survey seniors at the Hamilton senior facility to see what services they would like to see for their residents, perhaps volunteers to read stories or start a book club.
- Students
 - Victoria participated at the College Of Marin information night on Feb. 25,"Preparing for a successful college experience." The event, their first, was held at Manzanita Rec. Center, in Marin City. She helped parents understand the services available to them at our libraries for free and let them know of our bi-lingual services as well.
 - She is working with the teen librarians at Corte Madera and Marin City to create a flyer of all our services and resources for high school students applying to college.

- She plans a survey of the Hamilton community to see what we could offer to students in that community and will meet with both elementary schools and after school programs in the neighborhood.
- Is meeting with Marilyn Wronsky (L2, Children's Services) in Corte Madera on March 4, ideas for outreach in Marin City at Manzanita After School and Martin Luther King Academy.

DONATIONS:

- 1) \$2,500 from BSBLIS. The funds will be used to purchase adults' and children's materials at the Bolinas Library
- 2) \$2,500 from BSBLIS. The funds will be used to purchase adults' and children's materials at the Stinson Beach Library
- 3) Contribution of \$1,500 from Donner Family to be used to schedule children's programs at the Novato Library.
- 4) Contribution in the amount of \$1,531 from the Tomales Book Club Bake Sale to be used toward books for students in the West Marin Literacy Office.

LIBRARY CATALOG CHANGES: The Discovery Catalog that Deb Moehrke presented at the January Commission Meeting has been rolled out to the public. One of the Civic Center staff e-mailed me that she "had my first opportunity today to show the MARINet Discovery Catalog to a curious patron. He appreciated the introduction and will probably be exploring it further. Woohoo!"

BALLOT MEASURE/ BUDGET: The really good news is that we submitted our official district map to the Elections Office. Andrew Yon (Administrative Services Officer) spent considerable time working with the Assessor's Office and Community Planning's GIS folks to make sure that the map accurately represents our district.

We've spent the month doing scenario planning around the budget – forecasting possibilities for the ballot measure passing and the ballot measure not passing. Since many of the numbers are really unknowns, this has been a challenging exercise. The one thing that is really clear is that without additional funding we are looking at major losses to our services.

PUBLICITY: Newspaper publicity this month centered around One Book One Marin and the Ballot Measure, with a several short articles on other subjects. In total, we had 43 calendar entries and short listings and 12 other articles, two of them with pictures.