

**Sara Jones, Director of County Library Services  
Marin County Free Library  
Report  
November 2014**

**Personnel**

We are recruiting for the following positions:

- Librarian- Digital Service/E-Branch Manager
- Senior Systems Librarian- MARINet
- Spanish Services Community Library Specialist (West Marin)
- (2) part time Librarian I positions (Civic Center & Corte Madera)

All of the above are in various stages, and we continue to make substantial progress in filling vacancies.

**Remodels and Facility updates**

Los Gatos (Marin Commons). The move of our TEC (materials and technology services) is still to be scheduled. We anticipate moving in February.

Corte Madera is currently closed for its remodel for the two weeks after Thanksgiving. They are open limited hours for pickup of books:

Wednesday	December	3	3-7 pm
Thursday	December	4	3-7 pm
Friday	December	5	3-7 pm
Monday	December	8	3-7 pm
Tuesday	December	9	3-7 pm
Wednesday	December	10	3-7 pm

Corte Madera reopens on Tuesday, December 16 at 10:00 a.m.

On December 19<sup>th</sup> from 3-7 pm MCFL will have an open house to celebrate the final remodels at the Corte Madera Library. All staff and people who helped the efforts in making all MCFL remodels successful are invited. All Commissioners should have received an invitation to the event.

We continue to meet regularly with the Novato Unified School District to keep the South Novato project on schedule.

### **Support Organizations**

The Library Foundation sent a request for support in November and plan to meet December 19<sup>th</sup> for a brief meeting during the Open House at Corte Madera.

### **Library Activities:**

In lieu of quarterly reports I have asked all units to give highlights, particularly those that are directly related to our three primary goals from the strategic plan. Below are reports submitted to keep you abreast of library activities:

#### **Outreach/ Bookmobile (Damon Hill)**

The North Bay Science Discovery Day was our main event for November. We set up 3 tables with interactive displays of fossils, geology and a “dig” for fossilized shark’s teeth to make into necklaces. The fair was free for families and attendance was estimated at 15 thousand. Sara Jones, Martin Jones, Nicole Terry, Terry Jones and Damon Hill staffed the table and the following communication was received:

*I wanted to thank the Marin county bookmobile for participating in the north bay science discovery day. it was awesome! i brought my son and two of his friends. I had to tear them away after a few hours because of another commitment - or they would have stayed all day. I was so pleased to see the bookmobile "representing" - AND I was impressed with their hands on project. Who says 12-14 year old boys don't want to make necklaces - especially when they involve shark teeth. thanks again. We hope to return next year! peace,  
nicole vigeant  
devoted bookmobile fan*

(Goal 1- Preferred place for children/families to connect, learn and grow together & Goal 2- Support youth with opportunities for self-discovery and expression)

The bookmobile is testing Playaway sets of 5 books with an MP3 player and headphones.

Damon Hill is an active participant in committee working on the 5 year working plan on Public Information and Civic Engagement.

(Goal 3- Be a positive environment for mobile and digital literacy)

#### **Civic Center (Eva Patterson)**

We made a concerted effort to bring material to patrons’ attention through a variety of displays. Our lobby Halloween display featured materials from the Children’s, Teen and

Adult collections. The human and dog skeletons drew many to look and borrow the books. Also in the lobby we have a display of award winning children's books put together by Elmer Jan. Playaways are featured in the Children's Room via display and booktalking. We've also expanded Playaway shelving and placed them in a more prominent location. (Goal 1- Preferred place for children/families to connect, learn and grow together)

The recruitment announcement went out for a new Teen Librarian. We have hopes of expanding the hours for this position beginning early next year. In the meanwhile Tom McGibney has planned Teen programs for us. He also arranged for the MCFL teen librarians to staff an information/activity table in early March at the Secondary Science Fair, a juried event for 7-12 graders. (Goal 2- Support youth with opportunities for self-discovery and expression)

The branch has a new iPod to make updates to social media quicker. We can take photos and videos and instantly upload them to Facebook, Twitter or Flickr. The California Room is incorporating QR Codes with their displays. The codes lead patrons to more information on their website about the display subjects – currently the Tamalpais Scenic Railway. Staff is looking into using QR Codes under the dome. Elmer, our android expert uses his personal tablet and smartphone to provide eBook assistance to our android device patrons. (Goal 3- Be a positive environment for mobile and digital literacy)

### **Anne t. Kent California Room (Laurie Thompson)**

#### **PRESERVING MARIN'S COLLECTIVE MEMORY**

California Room oral historian Marilyn Geary & Laurie Thompson have conducted 3 new oral histories:

- Evans C. Evans who witnessed the burning of the Hotel Rafael in 1929
- Jessie Hartley who brought to life her great uncle, landscape painter George Demont Otis, (1932-1962)
- A. Crawford Cooley, who married into the Burdell Family & conveyed new information about the Olompali & Nicasio land grants

#### **COLLABORATION ON DOMINICAN TERM PROJECT**

Laurie was interviewed by Dominican student Sophia De Quattro for a term project exploring the subject of open space preservation in Marin County. Some of Laurie's responses will be incorporated in the final project which will be posted to the "Weebly" website. (Goal 2- Support youth with opportunities for self-discovery and expression)

#### **COMMUNITY OUTREACH**

Laurie & Carol Acquaviva participated in November's Ross Historical Society First Friday event, creating a pop-up display of our recently-acquired Marin County Fair Collection to compliment a presentation on the same by former Cultural Services Director Jim Farley.

## VOLUNTEER & DONOR THANK YOU EVENT

32 guests attended our annual volunteer donor & thank you event featuring a buffet dinner at Deer Park Villa and a presentation on the centennial of the 1915 Panama Pacific International Exposition by author Laura Ackley.

## LOCAL HISTORY ONLINE & OUTREACH

Carol has added two new photograph collections to CONTENTdm:

- Larkspur
- 1915 Panama-Pacific International Exposition

Carol posted photos of our Volunteer and Supporter Thank You event on flickr. (Goal 3- Be a positive environment for mobile and digital literacy)

## Corte Madera & Marin City Branch Report (Julie Magnus)

### Corte Madera

The Corte Madera team has been focused on preparing for our imminent remodel this month. We look forward to providing a more user-friendly and aesthetically pleasing space for the public to enjoy, with browse-friendly shelving, a unified public service desk, and welcoming places to sit, study, read and work together.

Sarah Butts, the CMA Youth Services Librarian, received a great thank-you from the students at Kent Middle School. They sent her a Thanksgiving turkey, labeled "Thank you Corte Madera Library" – the students were asked what they were thankful for, and the library was one of the first things they mentioned! The turkey had large feathers, each labeled with a different thing: great books, movies, amazing programs, kindness, and respect for books. (*Goal 1- Preferred place for children/families to connect, learn and grow together & Goal 2- Support youth with opportunities for self-discovery and expression*)

The Corte Madera Library received a generous donation to support our children's programs from Beth Haden in memory of Maizie, her dog, one of our beloved regulars from the Read to a Dog program. Maizie and Beth had been volunteering in the program for 6 years, and spread much love and acceptance to many children in the library. (*Goal 1- Preferred place for children/families to connect, learn and grow together & Goal 2- Support youth with opportunities for self-discovery and expression*)

On November 12, Charlie Kelly, local author of the just released *Fat-Tire Flyer*, shared his stories of the early days of mountain biking in Marin to a packed room of mountain bike enthusiasts. As one of the "founding fathers" of mountain biking, Charlie was a key player in the development of the sport, and he created the first mountain biking magazine. After the talk, one listener ran out to Barnes & Noble to buy 4 books for Charlie to autograph, since he sold out of the few he bought to sell.

## **Marin City Library (Julie Magnus)**

Diana Lopez, CLS, has been working on developing a toy collection for children at the Marin City Library. She has received some wonderful donations from the community and staff. One of our regular patrons, Dr. Beth Milwid, contributed a beautiful, large giraffe, now standing at the entrance to the Children's Area. Diana has created a contest to name the giraffe, and kids can enter to win a prize. There has been a lot of interest in the contest. *(Goal 1- Preferred place for children/families to connect, learn and grow together)*

We've received many positive responses from patrons about the 3-D printer, such as "What a wonderful thing for the library to have!" They appreciate that part of the mission of the library is to offer new opportunities for learning, especially for the kids. *(Goal 1- Preferred place for children/families to connect, learn and grow together; Goal 2- Support youth with opportunities for self-discovery and expression & Goal 3- Be a positive environment for mobile and digital literacy)*

## **Fairfax (Margaret Miles)**

Angela Wawrzynek made a scarecrow wearing a "Hoopla" t-shirt, and he has sat at our entrance promoting this new service for the past month. A photo was posted to MCFL Intranet and Facebook, and the FB post was picked up by Hoopla and posted to *their* Facebook page -- they loved it! Kids love him too. *(Goal 3- Be a positive environment for mobile and digital literacy)*

Theresa McGovern received a call from *The Bark!* Magazine asking for suggestions of books for children featuring dogs. She and Carolyn Potter worked on a short booklist, which *The Bark!* published in their latest issue, crediting both librarians and MCFL. *(Goal 1- Preferred place for children/families to connect, learn and grow together)*

Michel Kotsky's vibrant art photography graced the meeting room and the area behind the Information desk during the month of November, creating a colorful atmosphere that was noted by multiple patrons and enjoyed by children during storytime programs. *(Goal 1- Preferred place for children/families to connect, learn and grow together)*

Margaret Miles, Martha Kassin, Neshama Franklin and Anthony Puga all attended the California Library Association conference in Oakland November 7-9. Anthony attended the preconference on Summer Reading program and a program for improving services to bicyclists. Martha attended programs on improving attendance at adult programs and programming for tweens. All four attended the exhibits and gained information on new technologies available for libraries. We have many ideas for programs to bring to our patrons in 2015! *(Goal 1- Preferred place for children/families to connect, learn and grow together; Goal 2- Support youth with opportunities for self-discovery and expression & Goal 3- Be a positive environment for mobile and digital literacy)*

## **Novato and South Novato (Janet Doerge)**

Kay Francis told the South Novato library staff this month how much she loves the library and appreciates what we do. Even though she is eligible for the senior exemption to the bond measures, she doesn't take it because she feels our services are well worth paying for!

South Novato Library continues to experiment with different arrangements of fixtures in the children's room in order to make it more inviting to family and group interaction. *(Goal 1- Preferred place for children/families to connect, learn and grow together)*

An older gentleman who only speaks Spanish now comes to Novato Library because he is able to check out materials. He was not able to take materials before because his card was expired and he was under the impression his card was no longer valid at all. Now that it is easier to update patron info, he is now checking out a lot of materials about US History.

Carla Avitabile has started a book club with an English teacher at San Marin High School in Novato. Out of 20 participants there is only one boy. He always participates a lot during discussions. Recently the teacher that runs the club with her told her that he rarely talks in any of his other classes. This came as a surprise to Carla since he has so many thoughtful things to say about the books they have been reading. A testament to the power of a good book! *(Goal 2- Support youth with opportunities for self-discovery and expression)*

Silvia Molina has been assisting Novato's Spanish-speaking patrons with computer sessions. She finds that most of the people she assists already know the basics so she helps them open up accounts for email and Facebook. She also gets a lot of questions about operating and downloading library apps on their smart phones! *(Goal 3- Be a positive environment for mobile and digital literacy)*

## **West Marin (Bonny White)**

Bolinas Library has hired a new bilingual story time provider, Sarah MacDonald. Sarah's first storytime was in November where she impressed library patrons and staff alike. She has deep connections and a strong following at Bolinas Stinson Beach School, where she formerly taught Spanish, making her the ideal candidate for this job.

In November, the FLAGship, MCFL's Early Literacy Program on Wheels, reconfigured their route, adding a new stop in Bolinas. Now, the FLAGship will visit Mesa Park in Bolinas every Wednesday at 1:00 pm. This stop was added in response to many requests from parents of babies and very young children in Bolinas.

During the first week in November, Bonny White presented a poster session about MCFL's Reading on the Ranches program at the California Library Association conference in Oakland. During summer, 2014, Reading on the Ranches brought the summer reading experience to 80 children (who checked out more than 800 books in a

6-week period) at 16 ranches spread along both sides of the Tomales Bay and Chileno Valley. (*Goal 1- Preferred place for children/families to connect, learn and grow together*)

Fifth graders from West Marin School visited the Point Reyes Library to research their reports about explorers in early November. Dan and Jennifer also guided them through the process of searching and placing a hold, EBSCO searching, using Biography Resource Center, and ebook checkout. For their next visit, they plan to place all of their own holds in advance, searching the catalog from home or from school. This is their second focused classroom visit to the library and their teacher is very excited about coming back again in the near future.

The Bolinas Stinson Youth Group continues to meet on Monday afternoons at the Stinson Beach Library where they were recently seen working on composite and prime numbers. Kerry reported that in November, their numbers had grown to 16.

The West Marin Community is pretty excited about Hoopla, MCFL's latest streaming media platform. Community members are bringing devices into the library, seeking impromptu tutorials which staff is more than willing to provide. (*Goal 2- Support youth with opportunities for self-discovery and expression & Goal 3- Be a positive environment for mobile and digital literacy*)

In staff news, Willow Taraja's last day at the Bolinas Library was November 8. The next week, she started her new assignment as a full time LAll in the Children's Department at the Novato Library. Patrons at the Bolinas Library had a farewell party for Willow in late October and staff said goodbye at our November West Marin staff meeting. Jane Silvia will now cover all the open hours at the Bolinas Library.

Bolinas Library hosted authors, Peter Orner, *Last Car Over the Sagamore Bridge*, and Donald McLaughlin, *Beheading the Virgin Mary*, on Saturday, November 22. Both authors read from their recent works. McLaughlin's funny story shed light upon the title of his book - a story about a wild soccer game where the ball makes an unexpected hit towards a revered statue.

### **Library Director Activities**

Attended San Rafael Leadership on November 13

Attended the National Summer Learning Association conference. There were many great ideas to assist us with our new strategic goals. Of particular Interest was a presentation on [\*Learner at the Center of a Networked World\*](#) by the Aspen Institute Task Force on Learning. Copies of the publication will be available at the meeting.

Attachments:

- 1) <http://thebark.com/content/putting-dog-picture-book-pleasures>
- 2) Library Foundation Appeal Letter