

# APPROVED

## MINUTES

### Library Advisory Commission (LAC)

May 24, 2007

Council Conference Room

250 Hamilton Avenue

7:00 p.m.

**Commissioners Present:** Sanford Forte, Sandra Hirsh (Chair), Lenore Jones, Valerie Stinger, Susan Thom, John Stucky  
**Staff Present:** Diane Jennings, Evelyn Cheng

CALL TO ORDER – Chair Hirsh called the meeting to order at 7:10 p.m.

ORAL COMMUNICATIONS – None

#### AGENDA CHANGES, REQUESTS, DELETIONS –

1. The City Attorney's Office prepared a Powerpoint presentation to address the LAC's request for guidance on ballot measure advocacy since the Office is not staffed to attend meetings of Boards and Commissions. Jennings will present it during the item related to the LAC's communication strategy.
2. At the request of staff, item #6: LAC Priorities/Work Plans for 2007, will be discussed at the June 28 LAC meeting.

#### LIBRARY DIRECTOR'S REPORT

1. Staff will be meeting with the City Auditor to discuss the draft report on the audit of library operations. Report to Council is tentatively scheduled for June 18. Staff will invite Sharon Erickson, City Auditor, to come to the LAC meeting after the audit is presented to Council to answer questions.
2. The ongoing search for the Assistant Library Director is getting responses from good candidates.
3. Library building projects:
  - Children's Library project – Staff is working toward a late September opening.
  - The design phase is underway for the College Terrace infrastructure project.

4. The deadline for applications to fill Commissioner Skokowski's seat in the LAC is May 29.
5. The library committee working on the study of Link+ will present their report to library managers on May 30. A report will be presented to the LAC at the June 28 meeting.
6. The LAC is invited to join the festivities on Mayfield Reading Day, May 26, at the College Terrace Branch.
7. Palo Alto City Library will be closed on Friday, May 25, for an all-day Staff Development Day. Focus will be on career development and succession planning.

## BUSINESS

1. Approval of draft minutes of Regular Meeting on April 26, 2007.
  - Without corrections, Forte moved to approve minutes of the regular meeting on April 26, 2007. Stinger seconded. Minutes were approved unanimously.
2. Resolution for outgoing Commissioner Paula Skokowski
  - Members of the LAC provided ideas about recognizing Skokowski for her contributions during her term with the Commission.
  - Hirsh will draft the Resolution and present it for approval at the LAC's June meeting.
  - Gerard and Skokowski will be invited to attend the LAC meeting in June for the presentation of the resolutions.
3. Update on 2007-09 Library Budget
  - The Council Finance Committee has recommended Council approval of the 2007-09 Budget. City Council's adoption of the budget is scheduled for June 11.
  - Jennings confirmed the partnership agreement between the City and the Friends of the Palo Alto Library (FOPAL) to add \$167,000 towards Library collections. The City's general fund will provide \$100,000 and FOPAL will add \$67,000 for each of the next two fiscal years.
  - Members of the LAC agreed to publicly acknowledge their appreciation for this partnership at the June 11 City Council meeting.
  - Forte moved  
"The LAC hereby commends the concerted efforts of the City Manager's Office, the City Council and the Friends of the Palo Alto Library for the establishment of a public-private partnership to enhance the library collection,

as recommended in the Library Service Model Analysis and Recommendations (LSMAR) report.”

Jones seconded. Motion passed unanimously, 6-0.

#### 4. Library Facilities Design Project

- Jennings said Group 4 Architects’ work for the Mitchell Park site has begun, working on two main options: a Library-only building with Community Center add-on at a later date, or a combined Library-Community Center facility.
- Kathy Page, library space consultant, will be working with staff on programming needs for Mitchell Park Library, which may include housing the Collection & Technical Services division as well. She will also be developing the programs for Main and Downtown libraries.
- The City has developed a high level 2008 Bond Measure Schedule covering all the things that need to be done toward a June 2008 election.
- Page and Group 4 will attend the June 28 LAC meeting to discuss the program for library conceptual design.
- The LAC will need to add a meeting in August for Group 4’s presentation on library conceptual designs. The presentation will be made to City Council in September.
- Forte said there is opportunity cost for not building the Library and Community Center at the same time, resulting in loss of efficiency of program combinations.
- Members of the LAC will confirm with staff as to their availability for an August meeting with Group 4.

#### 5. LAC communications strategy – Report from Ad Hoc Committee

- Stinger presented the Ad Hoc Committee’s May 16 draft of the communications strategy for a discussion of the topics, formats and process. A short form of the LAC’s Library Service Model Analysis and Recommendations (LSMAR) report was included for consideration of content, format, as well as use.
- Members of the LAC provided feedback and offered suggestions about other means of increasing communication and awareness of the value of libraries, targeting a wide range of audience. Stinger will update the May 16 draft.
- Thom offered to be the LAC point of contact for the Palo Alto Neighborhood Association (PAN); Jennings said the Youth Council will be invited to come to a LAC meeting to share their feedback.

- Hirsh thanked committee members Forte, Stinger, and Stucky for their work. At a minimum, the LAC will have input to provide the outreach consultant who will be hired by the City to develop a comprehensive educational outreach strategy and related educational materials about the needs for the library and the public safety building.
- Jennings said LAC representation is requested for the following:
  - Interview panel for the selection of the outreach consultant in mid-June: Stinger said she will participate.
  - Leadership Committee for Library and Public Safety Building Needs, composed of Council, City staff, Commissions and community members. Meetings include discussions about fundraising strategies: Thom will attend these meetings, and Stinger agreed to be the back-up.
- Jennings discussed briefly the Powerpoint presentation developed by the City Attorney for commissioners and board members on the do's and don't of ballot measure advocacy.
- Members of the LAC expressed their appreciation for the guidelines and clarification of their roles.

6. LAC Priorities/Work Plans for 2007 - This item moved for discussion in June.

## REPORTS

### Commissioner reports and questions:

1. Hirsh inquired about the date for the Study Session with City Council.
2. Stinger attended
  - the May 12 Legislative Breakfast hosted by the Library System Advisory Board. Jennings distributed article by Robert S. Martin, keynote speaker, on "Trendspotting for Public Libraries";
  - the Library's annual Volunteer Recognition Event on May 10 and presented the LAC's Resolution to Ethan Cheng, teen volunteer, recipient of the President's Volunteer Service Award.

COMMENTS AND ANNOUNCEMENTS - None

### AGENDA for meeting on June 28, 2007:

The items suggested for the meeting are:

- Resolution for Paula Skokowski and Presentation of Resolutions for Gerard and Skokowski
- Welcome to new Commissioner
- Programs for conceptual design - Kathy Page/Group 4

- Link+ report
- Web 2.0 report
- Budget update
- LAC Communications Strategy
- 2007-08 LAC Priorities/Work Plans

Stinger moved to adjourn.

THE MEETING WAS ADJOURNED AT 10:07 p.m.