



MINUTES

SUNNYVALE BOARD OF LIBRARY TRUSTEES JANUARY 3, 2011

The Board of Library Trustees met in regular session in the Library Program Room, 665 West Olive Avenue at 7:02 p.m. with Ray Su presiding.

ROLL CALL

PRESENT: Chair Ray Su
Vice Chair Tom Flaherty
Boardmember Narendra Pathak
Boardmember Jill Shanmugasundaram

ABSENT: Boardmember Judi Miller

STAFF PRESENT: Lisa G. Rosenblum, Library Director
Joan Jackson, Librarian

Boardmember Shanmugasundaram moved, and Boardmember Pathak seconded, to excuse Boardmember Miller's absence from the January meeting. Motion carried unanimously.

SCHEDULED PRESENTATION: None.

PUBLIC ANNOUNCEMENTS: None.

CONSENT CALENDAR:

1) Approval of Draft Minutes of 11/1/10

Boardmember Pathak moved, and Boardmember Shanmugasundaram seconded, approval of the consent calendar as presented. Motion carried 3-0 with Chair Su abstaining due to his absence from the November meeting.

PUBLIC COMMENT: None.

PUBLIC HEARINGS/GENERAL BUSINESS:

2. Finalize 2011 Workplan Calendar:

Director Rosenblum provided an overview of the revised workplan calendar for 2011. The Board inquired if the May 16 special meeting will be in lieu of the May 2 meeting. Director Rosenblum clarified that the May 16 meeting is scheduled in order to allow the Board to review the Library budget which might not be available in time for the May 2 meeting.

Chair Su opened the public hearing, and there being no public testimonies, closed the public hearing.

Boardmember Shanmugasundaram moved, and Boardmember Pathak seconded, approval of the 2011 workplan calendar as presented. Motion carried unanimously.

3. Program Room New Sound System Demonstration:

Director Rosenblum mentioned that the Library acquired a new sound system for the Program Room. The system was paid for with funds from donations and grants (Library Services and Technology Act, Satterberg and Intuit). Librarian Joan Jackson provided the Board with a demonstration of the sound system. Staff answered Boardmembers questions regarding drop down screens, staff training, cost and portability of system. The Board was very impressed by the new sound system.

Chair Su opened the public hearing, and there being no public testimonies, closed the public hearing.

4. CALTAC Workshop:

Director Rosenblum reminded the Board that a CALTAC representative will be providing Library Board Effectiveness training to Sunnyvale and Mountain View library trustees on Saturday, February 12 from 9 a.m. – 1 p.m. in the Library program room. The Board meeting of February 7 will be canceled.

Chair Su opened the public hearing, and there being no public testimonies, closed the public hearing.

NON-AGENDA ITEMS AND COMMENTS

• **FRIENDS OF THE SUNNYVALE PUBLIC LIBRARY ORAL COMMENTS**

President Kathy Broquard noted the following:

- Two book sales were held in December.
- The Friends of the Sunnyvale Public Library were selected as donation recipients for the 2010 holiday season by Peet's Coffee and Tea in Sunnyvale.
- Books are sold at the Library and online on Amazon.
- Boardmembers were provided with 2011 book sales bookmarks.

• **STAFF ORAL COMMENTS**

Library Director Rosenblum noted the following:

- The Library Director attended a two day seminar in San Francisco, that focused on helping library directors and marketing staff maximize the newest techniques and tools for getting their library's message out to key audiences. The Summit pulled experts from the business, nonprofit and library worlds who guided participants in creating marketing plans that will build support for the library from customers, funders and partners. With usage way up and dollars down, libraries need to know how to tell their stories in powerful ways to turn stakeholders into strong library supporters.
- The jointly sponsored ALA/NASA/ Space Telescope Science Institute Visions of the Universe Exhibit: Four Centuries of Discovery is now displayed in the Library lobby through March 4, 2011. This Exhibit of photographic panels and information is on a nationwide tour of libraries to celebrate the International Year of Astronomy and Beyond. To accompany the Universe Exhibit, the following programs are being offered for the public:
 - Thurs., 1/20/11 7 p.m. *How to Stargaze*, a multimedia program by NASA/JPL Solar System ambassador Eric Norris.

- Thurs., 1/27/11 7 p.m. *NASA Mission Update*, a multimedia presentation by Eric Norris.
- Mon., 1/31/11 6:30 and 7:45 p.m. *Planets Everywhere*, a pictorial tour by Andrew Fraknoi, Astronomy professor at Foothill College, of some of 500 planets discovered in the last 15 years. Tickets required from Adult desk.
- Sat., 2/19/11 3 p.m. *Planets, Asteroids & Comets*, an interactive program for children grades K-4. Tickets required from Children's desk.
- Sat., 2/26/11 3 p.m. *Parachute Design Challenge*, a hands-on program for children grades 4-8. Tickets required from Children's desk.
- The speed for Internet connections has increased Citywide with the installation of additional bandwidth. Speed for Library customers at Internet access computers has improved dramatically. Patrons have already noticed and commented on the better connectivity, previously 4-5 MB per second to close to 7 MB now.
- Staff members gave a presentation to residents at Plaza de las Flores, a residence for seniors, in Chinese, Russian and Spanish, as well as English. The presentation oriented English and non-English speaking residents to the Library's Special Outreach Services (SOS) for homebound readers. Nine of the presentation attendees signed-up for SOS deliveries of books, dvds and/or books on cd.
- Peet's Coffee and Tea in Sunnyvale chose to donate funds to the Friends of the Sunnyvale Public Library during the 2010 Christmas holiday season. Through December 24, customers were given the option of donating to the Friends when they paid for Peet's beverages or food. Peet's Coffee and Tea planned to match the amount of the donations and give the total to the Friends to aid in their support of Sunnyvale Public Library.
- Local artists are currently displaying attractive designs made out of polymer clay in the Library's display case and futuristic paintings on the walls near the Tech Center. Sign-ups for the two display areas are brisk and varied, extending through Summer, 2011.
- Patrons who prefer self check instructions in Spanish can now press the "Espanol" button on the Welcome screen to check materials out using Spanish language directions.
- For owners of e-book readers (iPad, Nook, Kindle, etc.), the Library is now offering nearly 500 downloadable classic titles on e-books and e-audio books. Through the Colorado Library Consortium, from Project Gutenberg, these e-books are available via the Library's online catalog. Titles include *Pride and Prejudice*, *The Hound of the Baskervilles* and many other books in the public domain.
- The Monday, February 7 Board meeting has been canceled. The next Board meeting is scheduled for Monday, March 7 at 7 p.m. in the Library Program Room.
- News article was distributed.

INFORMATION ONLY ITEMS: None.

ADJOURNMENT: 8:05 p.m.

Respectfully submitted,

Lisa G. Rosenblum
Director of Libraries