



MINUTES

SUNNYVALE BOARD OF LIBRARY TRUSTEES MAY 16, 2011

The Board of Library Trustees met in special session in the Library Program Room, 665 West Olive Avenue at 7:03 p.m. with Ray Su presiding.

ROLL CALL

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

STAFF PRESENT: Lisa G. Rosenblum, Director of Library and Community Services

PRESENTATION: Mayor Hamilton presented Chair Su with a certificate of appreciation for his services on the Board during 2007-2011.

PUBLIC ANNOUNCEMENTS: Boardmember Pathak provided an overview of an event he attended on Saturday, May 7.

CONSENT CALENDAR:

1. Approval of Draft Minutes of 04/04/11
2. Draft RTC: Agreement Between the City of Sunnyvale and the Friends of the Sunnyvale Public Library for FY 2011/12 – FY 2013/14

Boardmember Shanmugasundaram moved, and Vice Chair Flaherty seconded, approval of the consent calendar as presented. Motion carried unanimously.

PUBLIC COMMENT: None.

PUBLIC HEARINGS/GENERAL BUSINESS:

3. Sunnyvale Options in Reaction to Santa Clara County Library System Charging Non-Residents and Annual Fee for a Library :

Director Rosenblum announced that effective July 1, 2011 the Santa Clara County Library System will implement an \$80 annual library card fee for non-residents of the district. The County's decision is due to the State budget proposal to eliminate or decrease Transaction Based Reimbursement (TBR) funds. Santa Clara County Library System is considered a net loaner to Sunnyvale residents which qualifies the County for TBR funds from the State. Director Rosenblum provided the Board with an overview of Sunnyvale residents' use of County libraries and options in reaction to the County fee. Options include no fee, fee for

County district residents (Campbell, Cupertino, Gilroy, Los Altos, Milpitas, Morgan Hill, and Saratoga) and non-Pacific Library Partnership (PLP) libraries or fee for non-residents of Sunnyvale. The Library may consider charging for a Sunnyvale library card for County district residents and non-PLP libraries at some future date. The Board inquired if any actions are being taken by neighboring libraries in reaction to the County fee. Director Rosenblum indicated that a Silicon Valley Library System Library Directors meeting is scheduled for Tuesday, May 17 to discuss this issue. Boardmember Flaherty expressed that he could not support a Sunnyvale library card fee.

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

4. Budget Review:

Director Rosenblum provided the Board with an overview of the FY 2011/2012 Library recommended budget and Fee Schedule. The Library's expenditure reduction plan includes elimination of a Library Specialist III position. This reduction was achieved through attrition. In addition, Thursday service hours are proposed to be reduced from 10-9 p.m. to 10-6 p.m. Considering the combined cumulative effect of staff reductions and increased service activity over the past 10 years, additional staff reductions will require service level changes. Therefore, the Library proposes to eliminate three service hours to ensure adequate service levels are maintained during the remaining open hours. Thursday evenings were identified for closure in order to minimize the impact to the public since there is the least amount of foot traffic of any weekday evening and fewer numbers of materials returned. In addition to the position elimination, approximately \$1,400 per year would be saved in utility costs on Thursday evenings and that is included in the savings calculation. Boardmember Shanmugasundaram noted that the Library expenditure reduction plan is well over the requested reductions identified by the City Manager. She inquired if the extra funds would be restored to the Library budget. Staff answered questions regarding Library position allocation.

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

Boardmember Shanmugasundaram moved, and Boardmember Miller seconded, to recommend to Council approval of the FY 2011/2012 Library budget as presented. Motion carried unanimously.

5. National Library Week:

Boardmembers shared their comments regarding the event and shared survey comments received. Director Rosenblum noted that the videos capturing patrons' responses to why they like the library have been edited and will be featured on the Library website. Director Rosenblum thanked Boardmembers and the Friends for their participation in National Library Week.

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 that the May book sale was smaller than normal, however, it was successful. The next book sale is scheduled for Saturday, July 23 and Sunday, July 24. She also noted that the amount of teens requesting to volunteer with

the Friends has increased. Teen volunteers assist at the book sales and with stocking the Friends Library lobby book sale area.

Boardmember Shanmugasundaram thanked the Friends for creating volunteer opportunities for teens.

- BOARDMEMBERS ORAL COMMENTS

Boardmember Miller expressed her interest in publicizing the Sunnyvale Library ESL Conversation Group to the various ESL programs in the Sunnyvale school district.

- STAFF ORAL COMMENTS

Director Rosenblum noted the following:

- The library will be closed on June 7th for System/Server upgrades since the computer catalog, check-in and check-out systems and connections to the Internet will not be available on that day. On June 7th, the Library and IT departments will work with Innovative Interfaces Inc. to migrate the information currently stored on two Library catalog servers at IT to Innovative's host servers in Fremont. The migration will allow the City to save money over time by eliminating hardware replacement costs and IT staff time previously needed for both hardware and software maintenance and troubleshooting.
- In period 11, April 3 to April 30, 2011, the Library received 56,480 visitors, 207,553 items circulated, 146,914 items were shelved, 1,418 link+ items were processed, and 94% of Circulation transactions were conducted via patron self service. This self service record high is a 2% increase over period 10.
- The Family Place area for pre-school children has been set up and is already well-used in the Children's picture book area. Furniture and educational toys were purchased through a federal grant from the Library Services and Technology Act (LSTA) administered through the California State Library (CSL). The Family Place program seeks to provide opportunities for children and parents to use manipulative toys and gain appreciation for literature and awareness of child development. The first Family Place workshop for 2-3 year olds and their parents took place on May 3rd. During the programs, specialists in music, nutrition and other fields talk informally with parents to answer child development questions.
- Members of the Financial Planning Association of Silicon Valley presented three very popular workshops in April: The Pulse of the Market, Stay Calm: Surviving Market Downturns and Thinking Beyond, and 15 Financial Myths.
- Several staff members attended the Innovative Users Group (IUG) Conference in San Francisco on the future of libraries and how they constantly need to change. Thomas Frey, from the DaVinci Institute, gave the opening speech. The DaVinci Institute is a non-profit futurist think tank in Colorado that collaborates with businesses.
- The Library's Volunteer Breakfast took place on Thursday, May 12th to honor Library volunteers.
- During National Library Week, April 10-16, Library customers had many compliments for the Library and staff that they recorded for a soon-to-be released short video. Thank you for distributing cookies and thanking our customers for being here.
- In April, the Library's Teen Librarian organized a program for teens on becoming a librarian. An audience of 45 listened to and asked questions of a panel made up of librarians from public, university, school, and archive libraries and a library school professor. The program was publicized through our Constant Contact emailing list and NOVA.

- On Wednesdays March 30 and April 6, volunteers from Intuit came to the Library to assist qualified lower-income and military tax filers. On those two nights, 123 people successfully e-filed their tax returns using TurboTax. Tax filers were pleased with the easy electronic filing and the Intuit assistance. Staff provided logistical and technical help.
- On April 9th, 165 people listened to patent expert and author of Patent It Yourself, David Pressman, as he gave a funny and informative overview of intellectual property and the patenting process. A podcast of this program is available on the Library's website.
- Library staff participated in the City's annual Health and Safety Fair at Columbia Neighborhood Center on May 1st, talking to about 120 people, taking library card applications, and giving information about the Library.
- On Sunday, May 1st from 2-4 p.m., families were treated to tales told by 10 different storytellers at the Annual Storytelling Festival which was held outside, on the plaza.
- Sunnyvale held its first Earth Day Poster Contest, which was sponsored by Solid Waste Management. The winners were recognized at a City Council meeting in celebration of Earth Day. The six first place winning posters are now on display in the Library in the Children's CD area.
- A children's program, co-sponsored by the Library and Columbia Neighborhood Center (CNC), at CNC honored the Day of the Book, the Day of the Child and Cinco de Mayo. Mariela Herrera, a Chilean singer and dancer entertained about 125 people, who attended the program.
- The Library will offer ESL (English as Second Language) Conversation Groups on Fridays, May 20-June 24 at 11 a.m. A trained ESL teacher will lead discussions on various topics to help adults practice using their developing English language skills.
- The June Board meeting has been canceled. The next Board meeting is scheduled for Monday, July 11 at 7 p.m. in the Library Program Room.
- News articles were distributed.

INFORMATION ONLY ITEMS: None.

ADJOURNMENT: 8:28 p.m.

Respectfully submitted,

Lisa G. Rosenblum
Director of Libraries