



MINUTES

SUNNYVALE BOARD OF LIBRARY TRUSTEES SEPTEMBER 12, 2011

The Board of Library Trustees met in regular session in the Library Program Room, 665 West Olive Avenue at 7:04 p.m. with Jill Shanmugasundaram presiding.

ROLL CALL

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

STAFF PRESENT: Lisa G. Rosenblum, Director of Library and Community Services
Sue Kaplan, Supervising Librarian of Children/Teen Services

PUBLIC ANNOUNCEMENTS: Boardmember Pathak provided an overview of a City of San Jose event he attended on September 3.

He also announced that Library supporter Ruxmaniben Rambhai Patel passed away on August 28, 2011.

CONSENT CALENDAR:

1) Approval of Draft Minutes of 07/11/11

Boardmember Pathak moved, and Boardmember Miller seconded, approval of the consent calendar as presented. Motion carried unanimously.

PUBLIC COMMENT: None.

PUBLIC HEARINGS/GENERAL BUSINESS:

2. Library Policy A-11: Public Conduct in the Library:
Director Rosenblum provided an overview of the revised policy. The Board suggested that the policy be provided to patrons when they register for a new library card and that the policy be posted in the public area and on the Library website.

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

Boardmember Miller moved, and Boardmember Pathak seconded, approval of Library Policy A-11 as presented. Motion carried unanimously.

3. County Fee:

Director Rosenblum reminded the Board that as of July 1, 2011, Santa Clara County Libraries began to charge non-library district residents \$80 for a library card. The impact of this fee has resulted in an increase in registrations for Sunnyvale Public Library cards and email lists.

Library Card Registration

	June 2010	June 2011	# Increase	% Increase
New Registrations: Total	1,255	1,425	170	13.55%
New Registrations: Sunnyvale residents	937	1,093	156	16.65%

	July 2010	July 2011	# Increase	% Increase
New Registrations: Total	1,299	1,621	322	24.79%
New Registrations: Sunnyvale residents	912	1,304	392	42.98%

	August 2010	August 2011	# Increase	% Increase
New Registrations: Total	1,310	1,380	70	5.34%
New Registrations: Sunnyvale residents	940	1,048	108	11.49%

New Registrations for Library Email Lists

April 2011	May 2011	June 2011	July 2011	August 2011
351	337	616	635	582

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

4. Report and Tour of Family Place and Teen Area:

Supervising Librarian Sue Kaplan provided the Board with an overview of FY 2010/11 highlights for Children's and Teens Services. The Library was awarded the California State Library Services and Technology Act Family Place Grant. The grant allowed staff to reconfigure the children's area to create a welcoming environment by providing parenting books, new furniture and new toys. The grant also funded parent/child workshops with nutritionists, speech therapists, a musician and a pediatrician.

The Teen Area was remodeled to include teen friendly furniture and a countertop with six PCs. The Children's Summer Reading Program had 1,788 participants, of those 999 completed the program by reading 10 books. Approximately 17,845 books were read by those participants who completed the program. The Teen Reading Program had 476 participants, of those 230 completed the program and read approximately 2,000 books. Supervising Librarian Kaplan thanked the Friends of the Sunnyvale Public Library for their funding support of the Summer Reading Programs.

New programs for FY 2011/12 include: We Read which allows 1st and 2nd graders to practice reading with teen volunteers; an afternoon Zip-a-dee-doo-dah preschool program; Young Storytellers and a Math and Science Club. The Library continues to offer the popular Homework Help Center

Boardmembers thanked the Friends for all their support of children and teen activities.

Chair Shanmugasundaram 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:

- The Summer Reading Program was a great success. Participants who completed the program were awarded with either a free book or a Friends gift certificate.
- Safeway will no longer be hosting the blue "books for charity" bins.
- Text book sales have been successful.
- The next book sale is scheduled for Saturday, September 24 and Sunday, September 25.

- **STAFF ORAL COMMENTS**

Director Rosenblum noted the following:

- Director Rosenblum will be speaking at the Annual League of California Cities conference on Thursday, September 22 in San Francisco. She will be speaking on the future of library services and libraries merging with other departments.
- In an effort to improve efficiency between the Library and Community Services divisions, the Library and Community Services Teen Advisory Boards will become one combined advisory board this year. Also, Teen designers for the Community Services website SWAG will now meet in the new Teen area at the Library to provide monthly updates to their website.
- About 180 people attended a presentation by Lingyao Wu, humorist and author of more than 50 books, written in Chinese, on August 13th. Translated titles of two of Lingyao's recent books are: 100% Humor and American Kids, Chinese Moms. Lingyao Wu kept everyone laughing during her two hour presentation, which was delivered entirely in Mandarin Chinese.
- The Library is hosting a series of lectures and discussions in the next several months to consider various aspects of the American Civil War and to commemorate the 150th anniversary, the sesquicentennial, of the War. Dr. Libra Hilde, a Harvard educated Civil War expert and professor at San Jose State University, will talk about specific facets of the Civil War and invite discussion in the Library's program room on the following Wednesdays from 7-8:30 p.m.: October 12, 2011, November 16, December 7, January 11, 2012 and February 8. On Wed., March 7 at 7 p.m., historians Jean Libby and John Templeton will relate stories about local Northern California connections to the Civil War.
- In August, librarian Melanie Anderson attended the Sunnyvale Historical Society's All School Reunion, an event for anyone who went to school in Sunnyvale to reconnect with former classmates and reminisce about the past. She represented the Library and asked people to share, while she filmed, a favorite memory from their school days in Sunnyvale. The stories are available to watch on the Library's YouTube channel:
<http://www.youtube.com/user/SunnyvaleLibrary?ob=5>
- NetLibrary was recently acquired by EBSCOhost. The Library still has 8000+ netLibrary titles which are now available under the name of EBSCOhost eBook Collection. There are two EBSCOhost links on our Database and Ebooks page-one for ebooks and one for audiobooks. Customers now need to create a new account to download titles, though an account is not necessary to read full text online. NetLibrary accounts do not carry over.

- Target Inc. awarded a \$2000 grant to the Library to promote reading. This was the first time a Target grant was awarded to the Library. Children's staff will use the grant to establish a family book discussion group and to present a professional musical group that champions reading.
- This summer, 2724 children, teens and adults registered to read books in Sunnyvale Public Library's Summer Reading Programs. Of those who signed up, 1422, 61%, read the minimum number of books (10 books for children/teens and 5 books for adults) or more to earn a free book or other award including bracelet flash drives for teens and gift certificates for Friends' books. Compared to the previous year, the number of people participating overall increased by 15 %; the number of teens finishing the program increased by 14 %; and the number of adults finishing the program increased by 48%. In all, 21,664 books were read by reading program participants in summer 2011!
- Sunnyvale children participated in a pen pal exchange program set up through the State Library, and were paired with Victorville Library in the high desert country of southern California. Children's librarians sent Victorville Library a notebook of pictures and photographs that Sunnyvale children made. In return, Sunnyvale Library staff received a packet of photos and postcards from Victorville which has been assembled into a display in the children's room.
- Children's Services is offering new programs for school-aged children this Fall. The Secret Code Science Club for children in grades 1-5 will include science and math activities featuring experiments and games. The Young Storyteller's Group for the same grade range will teach storytelling skills through games and chances to perform. Each group will meet once a month on Tues. at 4 p.m. The first Secret Code meeting is on 9/13 and Young Storytellers is on 9/20.
- On Tuesday October 4, 2011, both "Dr. Seuss" and "Edgar Allan Poe" will perform selections from their writings, as portrayed by entertainer Duffy Hudson. Duffy will tell Dr. Seuss stories for children at 4 p.m. and scary Edgar Allan Poe tales, as a harbinger of Halloween, at 7 p.m.
- The next Board meeting is scheduled for Monday, October 3 at 7 p.m. in the Library Program Room.
- News articles were distributed.

INFORMATION ONLY ITEMS: None.

ADJOURNMENT: 7:58 p.m.

Respectfully submitted,

Lisa G. Rosenblum
Director of Library and Community Services