



MINUTES

SUNNYVALE BOARD OF LIBRARY TRUSTEES OCTOBER 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 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

PUBLIC ANNOUNCEMENTS: None.

CONSENT CALENDAR:

1) Approval of Draft Minutes of 09/12/11

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

PUBLIC COMMENT: Vice Mayor Griffith announced that the Council Subcommittee on Board and Commissions is considering the creation of a Council liaison program for all Boards and Commissions. The Council liaison would regularly attend Board/Commission meetings.

PUBLIC HEARINGS/GENERAL BUSINESS:

2. Sunnyvale Library Comparative Data:

Director Rosenblum provided the Board with a brief overview of the Library's usage over the past five years. Director Rosenblum commented on the increase in preschool and school aged program attendance, website visits and operating expenditures. She also commented on the decrease in the collection budget.

Boardmembers commented on the increase in circulation and programs offered. They also commented on the decrease in full-time equivalent staff and in seats available for the public. The Board suggested that key items from the comparative data be presented on a graph for next year, in addition to a table.

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

3. Community Condition Indicators:

Director Rosenblum provided the Board with an overview of the Library's community condition indicators over the past nine years. Director Rosenblum commented on the increase in turnover rate; total number of materials checked out and percentage of registered borrowers who are Sunnyvale residents, which she expects to increase this fiscal year as a result of the Santa Clara County library card fee.

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:

- At the September 24-25 book sale the Friends launched a credit card processing system which resulted in 50 transactions. The book sale generated approximately \$5,600.

• STAFF ORAL COMMENTS

Director Rosenblum noted the following:

- Director Rosenblum presented at the League of California Cities Conference in San Francisco on September 22nd. The topic was "Library Services for Today and Tomorrow". She spoke about the Sunnyvale merged services model as well as the importance of using technology to provide services in the most cost effective way.
- In response to the increased use of our Chinese collection and customer requests, patrons are now able to input Chinese characters on one of the public Internet access computers in the Technology Center. Library staff plans to roll this technology out to additional public Internet PCs by early October.
- Every Friday morning an enthusiastic group of people meets in the Library Program Room to practice speaking English. The English as Second Language (ESL) Conversation Group attracts Sunnyvale residents from countries all over the world including China, Russia, Japan, Korea, India, Spain, Mexico, Argentina, Hungary, Iran, Lithuania, Taiwan, Vietnam, Hungary and Georgia. Each week brings new faces as well as returning participants. The program was initially led by a trained ESL teacher who then trained the librarians to lead the discussion groups. Now librarians run the program, choosing a short article to discuss each week. Small groups, made up of people who speak many home languages, discuss the articles with each other and a group leader. Confidence in speaking English is growing weekly.
- Library and Community Services divisions have combined their respective Constant Contact email messaging accounts. This will save the City money each year and benefit customers since they will be able to register and manage their email preferences for Library and Community Services email lists in one central location.
- On September 21, The Clef Divers, a San Francisco-based a cappella group, performed at the library, sponsored by the Friends of the Library. They treated over 75 people to 30 minutes of music, then taught an "A Cappella 101" class where participants learned and practiced how to breathe, the basics of vocal percussion, and how a song on the radio can be arranged for voices only. A video of a song from their performance is available at: <http://youtu.be/UrTs9SvvsFA>. In the near future, staff will also have a podcast (audio only) of the full show.

- In September, Children's Librarian Marti Krow-Lucal took part in a panel discussion, with other Bay area bilingual Spanish/English librarians, on Bay Area Style: Programming and Outreach to Latinos at the REFORMA National Conference in Denver, Colorado.
- The renewal period for Link+ items has changed from 2 weeks to 3 weeks. Link+ items can still be renewed 2 days before the due date.
- Maps that show patrons how to locate the delivery area have been printed to distribute to patrons who need help getting boxes of donations out of their cars. Maps are available at the Customer Service desk.
- In addition to the four dedicated computers in the children's area which can only be accessed by children who are ages eight through twelve (with parental permission), there are now six computers in the newly renovated teen area, which can only be accessed by teens who are thirteen through seventeen years of age. Teens also have access to the adult computers in the Tech Center.
- The next Board meeting is scheduled for Monday, November 7 at 7 p.m. in the Library Program Room.
- News articles were distributed.

INFORMATION ONLY ITEMS: None.

ADJOURNMENT: 7:30 p.m.

Respectfully submitted,

Lisa G. Rosenblum
Director of Library and Community Services