



MINUTES

SUNNYVALE BOARD OF LIBRARY TRUSTEES NOVEMBER 7, 2011

The Board of Library Trustees met in regular session in the Library Conference Room, 665 West Olive Avenue at 7:05 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
Christine Mendoza, Supervising Librarian

PUBLIC ANNOUNCEMENTS: Boardmember Pathak provided an overview of a Divali Celebration he attended in Milpitas on Saturday, October 29.

He also announced that he will be attending the "Singing for a Greener Tomorrow" event on Friday, November 4 at the Santa Clara Convention Center.

CONSENT CALENDAR:

1) Approval of Draft Minutes of 10/03/11

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

PUBLIC COMMENT: None.

PUBLIC HEARINGS/GENERAL BUSINESS:

2. Preliminary Discussion of 2012 Workplan Calendar:
Director Rosenblum presented the draft 2012 workplan calendar. The Board inquired about August workplan items (New Member Orientation and Election of Chair and Vice Chair). Director Rosenblum indicated that the items have been moved from July to August in anticipation of canceling the July meeting.

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

3. Code of Ethics Review:

Director Rosenblum provided the Board with an overview of the 2011 Code of Ethics and Conduct for Elected and Appointed Officials. No comments were provided.

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

Boardmember Pathak moved, and Boardmember Miller seconded, to approve the Code of Ethics and Conduct for Elected and Appointed Officials. Motion carried unanimously.

4. Adult Services Update:

Supervising Librarian Christine Mendoza provided the Board with an overview of FY 2010/11 highlights for Adult Services. During the year, Librarians focused on using social networks to publicize library events/programs; implementing a roving librarian system and keeping up with ebook trends. Boardmembers were provided with an overview of the Library's "Pass It On" blog, Facebook and Twitter accounts. Staff answered boardmembers questions regarding collection development policies.

Future projects for FY 2011/12 include: "Book a Librarian" which would allow customers to make an appointment with a librarian; an ebook "Petting Zoo" which would allow customers hands on experience with the various ebook devices available in the market and a QR Codes project involving a self guided tour of the trees located near the library.

Supervising Librarian Mendoza provided the Board with an overview of the [i]cell display and provided a tour.

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

Director Rosenblum noted the following on behalf of President Kathy Broquard:

- The next book sale is scheduled for Saturday, November 19 and Sunday, November 20 at the Library.
- A holiday/gift book sale is scheduled for Saturday, December 17 at the Library.

• BOARDMEMBERS ORAL COMMENTS

Staff answered Boardmembers questions regarding allocated funds for the ebook collection.

Chair Shanmugasundaram thanked staff for providing the 1st grade Cub Scouts group a tour of the AMH system.

• STAFF ORAL COMMENTS

Director Rosenblum noted the following:

- The Library's new upgraded AirPAC product can be used to search the catalog on an internet-accessible cell phone or other handheld wireless device. With the AirPAC, a customer can view his Library account, renew items, place a hold and view overdue fines and fees.
- Sunnyvale Library is collaborating on several projects with schools in Sunnyvale. Some of these activities include: campaigning to have all third graders obtain Library cards; publicity for the Homework Help Center at the Library on Monday

- and Wednesday afternoons; and publicity for the We Read program, which pairs high school volunteers with younger children to assist with reading.
- The Day of the Dead program on October 27th was a successful Spanish/English bilingual program. It included an altar featuring food, candles, a glass of water, sugar skulls, and photographs of deceased loved ones. The multi-cultural audience participated in stories, songs, crafts and video-viewing.
 - SOS (Special Outreach Services) has had another good year. Books, books on CD and non-feature DVDs were delivered to 67 homebound customers, an all time high number for SOS. There are currently 14 volunteers who select and keep track of materials that are brought out to customers, according to personal reader profiles. Selectors choose materials in English, Spanish or Chinese for SOS customers in individual homes or group facilities.
 - The first in the program series, The American Civil War: Looking Back After 150 Years, drew an audience of 69. November 16th at 7 p.m., Dr. Hilde, professor in the History Department at San Jose State University, will present the second of her five Civil War programs, entitled "Civil War Combat- Why Fight?"
 - The Library was recently awarded a \$20,050 Library Services and Technology Act (LSTA) grant for the acquisition of a Microsoft Surface multi-touch table and educational software for use on the Surface, which encourages interactive and collaborative learning. Library staff and Sunnyvale School District teachers will work together to develop student projects which take advantage of the unique opportunities provided by the Surface for group interactions and discussions.
 - A new, interactive [i]cell display has been installed at the Library lobby to welcome visitors to the Library, provide timely, relevant information about City and Library services and events, and engage the user in an interactive way. This project was made possible with funding from the Friends of the Library, an Intuit/Computer and Communications Industry Association (CCIA) donation, and Pacific Library Partners (PLP) Technology Funds.
 - Pass It On, the Sunnyvale Public Library blog, was recently redesigned. The blog, accessible at: <http://passitonspl.org>, now gives the user the opportunity to tweet (Twitter) or like (Facebook) Library information, expanding the publicity range for Library activities to the user's friends and/or followers.
 - In October, special fun activities took place in the Zip a-Dee-Doo-Dah Music and Movement and Secret Code Science and Math Club programs for children. Preschoolers learned about the fundamentals of music and applied what they learned through rhythm instruments and movement games. At the Science and Math Club, children learned about airflow and air cushioning. They used recycled materials (water bottle cap, balloon and used CD or DVD) to make their own hovercrafts.
 - One of our librarians recently attended the Internet Librarian Conference in Monterey. There were a number of thought-provoking sessions presented on the ways that the internet is changing the learning styles of current and future generations, library trends for the next decade and beyond, and the "gamification" of everything around us.
 - On November 11, 2011, Library staff will participate in Staff Development Day. Nate Hill, Web Librarian at San Jose Public Library (SJPL), will be the featured speaker.
 - The next Board meeting is scheduled for Monday, January 9 at 7 p.m. in the Library Program Room.
 - News articles were distributed.

INFORMATION ONLY ITEMS: None.

ADJOURNMENT: 8:03 p.m.

Respectfully submitted,

Lisa G. Rosenblum
Director of Library and Community Services