



MINUTES

SUNNYVALE BOARD OF LIBRARY TRUSTEES

October 1, 2012

The Board of Library Trustees met in regular session in the Library Program Room, 665 W. Olive Avenue at 7:00 p.m. with Jill Shanmugasundaram presiding.

The meeting was called to order at 7:02 p.m.

ROLL CALL

Boardmembers Present: Chair Jill Shanmugasundaram
Vice Chair Ray Su
Boardmember Narendra Pathak
Boardmember Tom Flaherty
Boardmember Daniel Bremond

Council Liaison: Chris Moylan (present)

Staff Present: Lisa G. Rosenblum, Director of Library and Community Services
Christine Mendoza, Supervising Librarian
Steve Sloan, Administrative Librarian

PUBLIC ANNOUNCEMENTS: None.

CONSENT CALENDAR

1. Approval of Draft Minutes of 09/10/12

Boardmember Flaherty moved, and Boardmember Pathak seconded, approval of the consent calendar as presented. Motion carried 3-2 with Vice Chair Su and Boardmember Bremond abstaining due to their absence from the September meeting.

PUBLIC COMMENTS: None.

PUBLIC HEARINGS/GENERAL BUSINESS

2. Thursday Night Reopening Update:

Director Rosenblum reminded the Board that effective 7/5 the Library extended Thursday evening hours to 9 p.m. with basic services being offered between 6 p.m. and 9 p.m. Administrative Librarian Steve Sloan provided the Board with a status update on extended Thursday evening hours. He mentioned that reference assistance, phone service, programs, Family Place Toy Area and new sign-ups for Kids' Internet PCs are not available on Thursdays between 6 p.m. and 9 p.m. He also mentioned that staff has not received any complaints regarding the limited services being offered. Approximately 556 people enter the library on Thursday evenings. This is similar to the numbers who came to the Library during FY 2010/11,

the last time the Library was open on Thursday evenings. The Board inquired on the total number of staff working between 6 p.m. and 9 p.m. on Thursday evenings. Director Rosenblum said she would email the Board the number.

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

3. Adult Services Update:

Supervising Librarian Christine Mendoza provided the Board with an overview of FY 2011/12 highlights for Adult Services. During the year, a full-time librarian and a part-time librarian were hired, programming increased by 46% and there was a 94% increase in program attendance. An overview of the programs that were offered during FY 2011/12 was provided. The Library became a Cooperating Collection of the Foundation Center which provides customers with a database of non-profit organizations and foundations that award grants. Currently, Sunnyvale Library is the only Cooperating Collection Center in Santa Clara County. Another new program, Lawyers in the Library provides customers with legal advice on patents, trademarks and copyright. Book a Librarian allows customers to make a one on one half hour appointment with a librarian.

Future projects for FY 2012/13 include: offering eReaders for circulation, researching downloadable DVDs/music and a Digital Storytelling project, recording stories from immigrants from India, China, Japan, Vietnam, etc. The library's FY 2012/13 collection budget was augmented by \$60,000. The funds have been allocated to the children's and ebooks collection.

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

4. Annual Review of Code of Ethics and Conduct for Elected and Appointed Officials:

Director Rosenblum provided the Board with an overview of the 2012 Code of Ethics and Conduct for Elected and Appointed Officials.

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

<p>Boardmember Pathak moved, and Boardmember Flaherty seconded, to approve the Code of Ethics and Conduct for Elected and Appointed Officials. Motion carried unanimously.</p>

5. Update on Branch Library:

Director Rosenblum provided the Board with a brief overview on the status of the project. City staff will be developing a project timeline in the next few weeks. City staff met with Sunnyvale School District officials to begin discussing a branch library on the Lakewood School property on 9/25. Director Rosenblum and Public Works Director Steffens provided a branch library project presentation to the Lakewood Neighborhood Association on 9/12. Presentations will also be provided to the Parks and Recreation Commission at their 10/10 meeting; to the Sunnyvale Democratic Club at their 10/20 meeting and to the Sunnyvale Neighborhood Associations at their 10/22 quarterly meeting. Staff answered Boardmember questions regarding the meeting with Sunnyvale School District. Director Rosenblum indicated that no action was required during the information only presentation.

NON-AGENDA ITEMS AND COMMENTS

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

Director Rosenblum noted the following on behalf of the Friends:

- The Friends Book Sale of Saturday, September 22 and Sunday, September 23 generated approximately \$5,500 in revenue.

- **BOARDMEMBERS ORAL COMMENTS**

Boardmember Bremond mentioned he might be late for the November Board meeting due to his work assignment with the Registrar of Voters.

- **STAFF ORAL COMMENTS**

Director Rosenblum noted the following:

- Alex Meyers became the new part-time librarian for Children's Services. Alex came to Sunnyvale from Austin, Texas where she completed her Master's Degree at the University of Texas.
- One of the Library's most personalized activities is Special Outreach Services (SOS) for homebound residents. At the beginning of the current fiscal year, 66 individuals and care facilities had books selected for them on a monthly basis by volunteers or Library staff, through a profile of preferred genres or topics. Staff members check out and deliver books, books on CD, and DVDs to SOS customers each month.
- One year after the Santa Clara County Library System began assessing an \$80 non-resident library card fee in July 2011, County libraries (including Campbell, Cupertino, Gilroy, Los Altos, Milpitas, Morgan Hill and Saratoga) have experienced a sharp 20.8% decline in overall circulation and 15.2% decline in overall patron visits. During the same time period - FY 2011/12 - Sunnyvale Library registered 10,001 library cards to Sunnyvale residents (152 more than the previous year, before the County non-resident fee started), and experienced a 7.1% increase in circulation and 1.5% increase in patron visits.
- Year-to-date, 95% of circulation transactions at the Library have been accomplished via patron self-service methods. This is a 1% increase over last year at this time.
- Over 630 people watched and listened to the San Jose Taiko drummers from the Library's program room and outside area behind it on 9/30. The Taiko drummers explained the Japanese Taiko tradition and invited children from the audience to participate in the drumming.
- More than 100 people came to hear two representatives from the League of Women Voters of Cupertino/Sunnyvale review the 11 complex measures facing voters on 11/6. The program was podcast and is available from the Library's website along with the PowerPoint presentation.
- When checking out Library materials from self-check machines, instructions are now accessible in Chinese, as well as Spanish and English, to assist the large number of Chinese-speaking Library users.
- Last year's Secret Codes Science and Math Club for school-aged children at the Library has been expanded and changed into Get Curious!, a monthly after school program that includes history and geography activities, in addition to science and math. The first Get Curious! program focused on libraries. The children learned how to find specific books in the Library, while participating in a scavenger hunt. Get Curious is scheduled for the second Tuesday of each month at 4 p.m.
- Hundreds of City employees attended the Employee Health Fair on 9/25. Representatives from the Library shared an information table with Community Services. Librarians talked about online resources such as Consumer Health Complete and other health-related resources as well as Library services in general.

- A monthly film series has begun with free independent documentary film screenings from PBS's Point of View Program. The September film, Guilty Pleasures attracted fans of romance novels. The 10/15, 7 p.m. film will be The City Dark by Ian Cheney, which discusses the role of light pollution in relation to viewing the stars.
- Carolyn Jung, former food writer for the San Jose Mercury and current freelance writer and blogger at FoodGal.com saved the evening on 9/24. With a few days' notice, she substituted for cookbook writer Marie Simmons, who could not be at her scheduled presentation. Carolyn brought brownies with a secret ingredient (stout) to share with the participants. She talked about how she became a food writer and how she built up her blog to the point where she has 110,000 hits per month. Carolyn gave a balanced account of the trials and joys of freelance and online culinary writing.
- Librarian Nancy Andrus was selected to attend the 2012 Eureka! Leadership Institute in San Jose with other future library leaders from elsewhere in California. She participated in the Institute during the week of 9/17 and returned with great enthusiasm, new skills and many ideas for innovations at Sunnyvale Library.
- Over 30 people attended an eBooks Made Easier class on 9/14, taught by Librarian Garrett Kuramoto, at the Senior Center Computer Club's regular meeting. Attendees learned about eBook publishing and challenges for libraries in acquiring and lending eBooks. Sunnyvale Library's efforts to share expertise about eBooks and eReaders with the community and the merits of and problems with different eReader devices were also discussed.
- The lunchtime librarian program has been expanded. Children's/Teen librarians now visit middle schools and high schools during the school day. In addition to Sunnyvale and Columbia Middle Schools, librarians are visiting Peterson and Cupertino Middle Schools. Staff is continuing to visit Fremont and Homestead High Schools. The students have a chance to meet with the librarian, get a library card, and trade free books.
- The Library has two new databases which will benefit the local business community and those in need of legal information and forms. The Small Business Reference Center makes it easy to access articles about topics such as going green, interviewing and hiring employees, and using eBay. The site also includes videos, start-up information by state and access to business-related Nolo Press titles. Similarly, the Legal Information Reference Center provides information about real estate, wills and trusts, family affairs and divorce, immigration, patents and trademarks. The site includes access to Nolo Press titles and links to legal forms by state. Both of these resources are available on the Library's website, at the Articles and Information page under the Business and Technology heading and can be accessed with a Sunnyvale Library card.
- The next Board meeting is scheduled for Monday, 11/5 at 7 p.m. in the Library Program Room.
- News articles were distributed.

INFORMATION ONLY ITEMS: None.

ADJOURNMENT

The meeting adjourned at 8:01 p.m.

Respectfully submitted,

Lisa G. Rosenblum
Director of Library and Community Services