

Director's Report

July 1, 2013

- The California Library Association (CLA) selected the Library and Community Services' (LCS) video "If You Bring Your Child to the Community Center" as the 2013 recipient of the CLA PRExcellence Award for Video or Social Media. The award will be presented at the CLA Awards Gala on November 3, 2013 at the annual CLA Conference in Long Beach CA. This video highlights many of the programs that the Library and Community Services (LCS) Department offers to the public
- At their next Board meeting on July 11 at 7 p.m., the Friends of the Sunnyvale Public Library will elect new Board members for FY 2013/14. The next Friends of the Sunnyvale Public Library book sale is scheduled for July 20 from 9 a.m. - 4 p.m. and July 21 from 1 p.m. - 4 p.m. in the Library Program Room.
- Since Summer Reading Program sign-ups began on June 1, 2013 through June 24, 2381 people registered, which is a record to date. At this time last year 2233 people had registered. Numbers for children, teens and adults are all up this year, with the greatest increase in adult registration, from 442 last year to 533 this year. As usual children's registration numbers are high, 1401, compared with 1386 last year. Sign-ups continue through July 15.
- Magical Moonshine Theatre performed for 250 children and parents at the first program of the summer in the Library on June 26. The audience enjoyed an evening of stories with puppets, music and masks. Because of the great popularity of special summer programs for children, tickets are distributed the week prior to each program, to insure adequate seating space.
- Morningstar is a highly respected investment service, used frequently by library patrons. It presents comprehensive data on stocks, mutual funds, exchange-traded funds and industry trends .The Morningstar print version was discontinued last January when the online service began. The Library recently added the newsletter module to the subscription of Morningstar Investment Research Center, which includes: Morningstar Dividend Investor, Morningstar Fund Investor, Morningstar Stock Investor and Morningstar ETF Investor (exchange-traded funds).
- Fifty Senior Center Computer Club members watched a demonstration by Library staff of the Library's 3D printer on-site in the Senior Center on June 14. They were fascinated to see the printer in action and the finished objects.
- Eric Norris and two other amateur radio enthusiasts gave an overview of the ham radio world to 50 people on June 19.
- On June 17 in the first of the Summer's *Reading Is So Delicious* program series for adults, cookbook author Marie Simmons talked about writing cooking columns in Cuisine and other magazines as well as writing over 20 cookbooks. Marie's newest book, *A Taste of Honey* was published in early June. A highlight of the program, attended by 29 people, was the tasting of various types of honey.
- Library and IT recently worked together to upgrade the Sunnyvale Historical Image Archive. Accessible at <http://historicimages.insunnyvale.com>, the

database contains 591 images on topics such as aerial photography, canned fruit industry, Hendy Iron Works, Fremont High School class photos, Moffett Field, City Art in Private Development and City Art in Public Places.

- The Homework Help program at the Library served 592 students from September 2012 through May 2013. Teen volunteers spent 390 hours helping younger students, supervised by volunteer Marilee Lazar and the Children's Services librarians. The program will resume in the fall.
- In four days in late May and early June, the Library's teen librarian made 38 presentations to over 1100 teens at Sunnyvale and Columbia Middle Schools to promote the Library and the Teen Summer Reading program.
- On June 8 and 9, 700 people attended the Sunnyvale Art Club's Exhibit at the Library and viewed the artwork of 60 artists. The Exhibit included water colors, oil painting, photography and outdoor painting demonstrations. Prizes were awarded by landscape artist Kristen Olson.
- Nathalie Faure invited her 5th grade class from Cumberland Elementary School, with families, to see the 3D printer in action at the Library on June 8. By June 12, 429 people had viewed Facebook photographs of the demonstration.

Handouts:

"As LinkedIn, Amazon Move In, Sunnyvale Looks to Keep Momentum" by Lauren Hepler, [Silicon Valley Business Journal](#), 6/19/13.

"Council Hesitant to Boost Library Funding", [Mountain View Voice](#), 6/13/13.

"Fremont to Reopen Sunday Library Hours in August" by Chris De Benedetti, [The Argus/ San Jose Mercury News](#), 6/24/13.

"Library Advocates Demand Transparency and Public Input In Brentwood Expansion Project" by Paula King, [Contra Costa Times/ San Jose Mercury News](#), 6/3/13.

"New Mural Unveiled at Lincoln Acres Library" by Monica Garske, [NBC 7 San Diego News](#), 6/14/13.

"Old Central Library Closes for Good" by Monica Garske, [NBC 7 San Diego News](#), 6/9/13.

"Palo Alto to Break Ground on Main Library Project" by Jason Green, [San Jose Mercury News](#), 6/24/13.

"Photos: A Decade Later, Art Goes Up at the New Central Library" by Kelly Bennett, [Voice of San Diego](#), 6/5/13.

"Santa Clara County Library District Hoping to Extend Tax, Keep Services", [San Jose Mercury News](#), 6/5/13.

"Salinas Library Director Martinez to Receive Prestigious National Equality Award" by Jeff Mitchell, [The Salinas Californian](#), 6/20/13.

"Sunnyvale: County's First Library Vending Machine Serves Books at the Push of a Button" by Alia Wilson, [San Jose Mercury News](#), 6/17/13.