

**OAKLAND PUBLIC LIBRARY  
LIBRARY ADVISORY COMMISSION (LAC)  
MINUTES – March 26, 2007  
Rockridge Branch Library**

**CALL TO ORDER:** Chairperson Scott called the LAC meeting to order at 5:15 p.m.

**Roll Call**

Commissioners Present: Tracey Scott, Evelyn Wesley, Marilyn Citron, Arthur Noble, Sue Yascolt, Tom Manley, Genevieve Katz, Sharon Crandall, Marian Sylvestre and Muhammad Alabi.

Commissioners Excused: Beatrice Wong.

Commissioners Absent:

Staff Present: Director Martínez, Gene Tom, Gerry Garzón, Kathleen DiGiovanni, and Rosalía Arteaga-Romo (recorder).

Others: Karen Carlson, Rockridge Board; Carol Bieri, Friends of the RR Library; Annette R. Floystrup, RCPC Board; Pieter Bach, Elmhurst Friends.

**1. Staff Activities Report**

The order of the agenda was altered and the meeting started with staff's report.

a. Public Services Update –

- Branding/Signage Project. Gerry Garzón reported that staff is working, along with Public Works Agency and Donnelly Design, to develop sign standards for all of OPL's facilities. The goal of the project is to develop an OPL "brand" that is consistent and quickly identifies and make the libraries more visible. This project also includes interior signage. Mr. Garzón presented a power point presentation detailing the different aspects of the project.
- 81<sup>st</sup> Ave. Project. The construction documents are currently at the State Architect's Office awaiting approval, and staff hopes that the review will be completed by the end of April. Also, staff has met with OUSD representatives to discuss security issues and fencing at this location.
- Teen Zone project – Construction contract was awarded and the remodeling work will start in the next couple of weeks.

**2. Disposition of Minutes**

Commissioner Katz made a motion to approve the minutes of January 29, 2007, as recorded. Commissioner Manley seconded the motion. Minutes were approved unanimously.

**3. Chairperson's Report**

- Chairperson Scott and Commissioners Citron, Alabi, Yascolt, Manley, and Katz attended the CALTAC Workshop on March 9<sup>th</sup> at the Alameda Public Library.
- Legislative Day Sacramento – April 18<sup>th</sup>. There are a few key issues that will be brought up to the State legislators' attention, particularly the Public Library Fund (PLF) reductions. At one time, the OPL received \$600,000 from PLF, and now this amount has been reduced drastically

(OPL received \$265,000 this year). Director Martínez added that these reductions really affect smaller/ rural libraries which rely on this funding for programs, or maybe to fund a position.

- On February 13 Chairperson Scott presented the LAC's annual report to the Council's Life Enrichment Committee. Two very important issues she mentioned were: 1) even though Measure N did not pass by a very close margin, Council should be aware of this need and continue to have a vision; 2) the overhead funds from other city departments that the Library is being charged for and how it affects the Library's budget.

### c. Director's Report

- The Library will be celebrating National Library Week by presenting various programs during the week of April 15 – 21. One of them featuring author Michael Pollan on April 12.
- Director Martínez attended the Friends of the OPL Retreat. The Friends are in discussion regarding acting as a Foundation for the OPL.
- The Urban Libraries Council (ULC) conducted a study and published a report to look at how public libraries contribute to the human dimension of economic development, and the important contributions that public libraries make to strengthening places and community quality of life. Copies of the report were distributed to commissioners. Director Martínez added that ULC is hosting the Partners for Success Conference in May, in which she's participating on a panel, along with Council Members Jean Quan and Larry Reid.
- As part of Mayor Dellums' "First 120 Days", the Library offered the following recommendations as public service offerings: a "Fine Free" Week for all library card holders; a library card registration drive for 3<sup>rd</sup> – 6<sup>th</sup> and 9<sup>th</sup> grades; a public relations push to parolees regarding the Second Start Literacy Program at the West Oakland Branch; a library card drive to teens in Juvenile Hall for use when released; kick off of a \$150,000 grant to provide bus transportation to children to the West Oakland branch; construction of the Teen Zone at the Main Library; and groundbreaking for the new 81<sup>st</sup> Avenue Community Library.
- AAMLO hosted a wonderful program/exhibit regarding the history of desegregation on the NBA, featuring several former basketball celebrities.
- Hiring of a new Administrative Librarian to oversee the Policy & Strategic Planning Division.

### d. Chief Financial Officer Report

- Budget Update – Gene Tom reported that the Library had its budget hearing with the City Administrator. Because the proposed budget has not been made public, staff can't give specific information or figures. Overall information includes revenue enhancement; negotiations with other municipalities (Piedmont and Emeryville) for continued library services; regarding Measure Q funding, there's a structural deficit which forces us to bring the expenditure budget into line with anticipated revenues. As explained in previous meetings, part of the deficit has to do with salary expenses and it doesn't look like is going to get better since labor costs have grown and continue to grow at a rate much greater than the CPI, which Measure Q growth is tied to. Staff will report back on the budget status at the next meeting.
- Collection Development Process – Kathleen DiGiovanni, Collection Development, Acting Sr. Librarian, gave an overview of the process followed in acquiring new library materials - - books, CD's, books on tape, video games. All selection is done in accordance with the Library's collection development policy, and these are some of the general guidelines that staff considers when buying materials:
  - Children's materials – purchases of standard reference sources and replacement fiction and non-fiction are coordinated centrally by our Children's Collection Development

librarian. Non-fiction categories are renewed on a biennial basis. Graphic novels for the juvenile collections are reviewed by staff and high school-aged volunteers for their appropriateness for the collection.

- Teen materials – each branch has a teen selector who chooses new materials for its teen collection. Each teen librarian selects new materials for up to 3 libraries. Selectors work with their communities to identify items to purchase. Teens who use our collections make purchase suggestions. Teen selectors evaluate circulation of items already in the collection when making decisions about what to select.
- Adult materials – each branch has one adult selector, usually though not always the branch manager. Two branches (Dimond and Rockridge) have two adult selectors. The main library has about a dozen selectors, each selecting for one or more subject areas. Positive reviews are favored for selection of new material, but not required. Reviews come from the standard library media (Library Journal, Booklist, Publisher’s Weekly, and so on) but are not limited. Other frequently used sources include the New York Times Book Review, the SF Chronicle, and general interest magazines such as Newsweek and Essence. Selectors also stay on top of radio and TV talk shows where authors promote their work. Patrons often ask for books that they have heard discussed on these shows.
- New media: New media are adopted by the Collection Development committee through analysis and discussion, usually when proposed by a selector. About a year and a half ago we adopted video games as a medium when a teen collection was given a gift of them. Committee approved new medium and teen services agreed to be the home for all video games in the collection.
- New format – under discussion now is MP3 audio books, both in disc format and in “Playaway” format. Cost and space are considerations in this instance with MP3s and Playaways costing only around \$40 instead of \$100 or more for an unabridged book on CD.

Other factors taken into consideration are circulation and language interests. Circulation is analyzed by selectors, with some branch selectors even analyzing titles that circulate from the branch but which are not owned by the branch in order to determine neighborhood reading/listening taste. Language interests are determined through community analysis – new language collections are approved by the Multi-Language committee. Selection supported in part by book fairs, such as a recent one for Spanish books. Languages can be deaccessioned, too, if use does not support continuation, such as French recently.

#### **4. Commissioners Advocacy Report**

- Commissioner Katz reported that FOPL is looking for new board members; FOPL’s annual book sale is April 4 – 7.
- Commissioner Manley announced that the Central Labor Council of Alameda County is offering a training class to prepare working people and community members for public service on local boards and commissions. He also attended the CALTAC workshop.
- Commissioner Alabi attended the CALTAC workshop as well, and would like to see an “old folks zone” like the one discussed at CALTAC.
- Commissioner Citron commented on the situation at the Rockridge Branch concerning the students’ disruptions at this branch; there has to be better security at this location.
- Commissioner Yascolt reported that she also attended the CALTAC meeting. The conference was innovative in that the workshops were developed from within the attendees themselves. Most significantly, she initiated the workshop on "Finding Funding Resources from the Private Sector".

**5. Determination of Schedule of New/Outstanding Items**

- Due to scheduling conflicts, Chairperson Scott recommended moving the LAC May meeting to May 7<sup>th</sup>, and that the main agenda item for discussion should be the Budget update. All commissioners present agreed with new date and agenda.

**6. Open Forum**

- Carol Bieri and Annette Floyston expressed concern regarding the unruly behavior from students who frequent the Rockridge Branch after school. These students allegedly vandalize the library, and are very disruptive and intimidate/threaten other library users. Also, the RR Friends spent \$3,500 to replace damaged furniture. The School District has declared Wednesdays as a short day, without providing kids a place to go; hence the students choose the library to hang out. This is a school problem, but the Library should be looking into the matter to help alleviate the situation. Chairperson Scott asked staff to present a report on this problem at the next LAC meeting.

**7. Announcements**

- Legislative Day – April 18<sup>th</sup>.
- National Library Week Celebration – April 15 – 21. The Library is presenting Michael Pollan in conversation with Carol Ness on April 12, 7 p.m. at the Oakland Museum's James Moore Theatre.

**8. Adjournment** - - Meeting adjourned at 7:00 p.m.

Submitted by,

Carmen Martínez  
Library Director