



LIBRARY ADVISORY COMMISSION (LAC) FINAL MINUTES

DATE: July 28, 2014
LOCATION: Golden Gate Library

CALL TO ORDER: The meeting was convened by Chairperson Sterbenc at 5:30 p.m.

ROLL CALL:

COMMISSION MEMBERS PRESENT: 10 Chairperson, Kathryn Sterbenc
Commissioner, Victoria Barbero
Commissioner, Susanne Perkins
Commissioner Lesley Mandros Bell
Commissioner, Noelle Tu Duong
Commissioner, David Bolaños
Commissioner, Shanthi Gonzales
Commissioner, Roy Chan
Commissioner, Ain Bailey
Commissioner, Jeanine Shimatsu

COMMISSION MEMBERS EXCUSED: 3 Vice Chair, Andrew Racle
Commissioner, Ruby Bernstein
Commissioner, April Harper
(two vacancies)

COMMISSION MEMBERS ABSENT:

STAFF PRESENT: Gerry Garzón, Library Director
Winifred Walters, Community Relations
Jamie Turbak, Interim Associate Director
Rosalia Romo, Executive Assistant & Recorder

OTHERS: Rosa Montgomery, Grant Inaba, Charles Sanchez.

1. Approval of Minutes

Chairperson Sterbenc called for a motion to approve the draft minutes of June 30, 2014. Commissioner Barbero made a motion to approve the minutes as amended; Commissioner Chan seconded the motion. Motion approved:

Votes: Yes - 10; Noes – 0; abstentions - 0

2. Chairperson's Commission Activities Report

- Budget Update: City Council voted July 1st to add \$500,000 to offset the projected \$2.5-3.5 million deficit of FY2015-16. Now, it's time to commit to a short-term and long-term course of action.
- The LAC Advocacy Committee will discuss the short and long term issues at its August 4th meeting. The LAC plans a brainstorm session along with the other Library Coalition groups in late August to discuss these alternatives.
- Leadership Advocacy Training Grant. It's still "open enrollment" for the leadership team of the Citizens-Save-Libraries training. So far the Team includes commissioners Racle, Barbero, Bernstein and Sterbenc, along with other FOPL and SOL members. The main part of this training will consist of the two-day, all-day training. This will be one of the steps along the way toward our long-term sustainability goal.
- National Night Out – August 5th: Commissioners Sterbenc, Barbero, Mandros Bell and Shimatsu volunteered to participate and represent the Commission.
- Commissioner Belay submitted his resignation this week. Really sorry to see him leave, but he's a longtime library advocate, and we know he will continue to do that work.
- Rosa Montgomery is scheduled to be appointed as our next incoming commissioner at the July 29th City Council meeting.

Advocacy Standing Committee Update

- SOL "What's so Great About OPL?" handout is now available in PDF format on the SOL homepage, SaveOaklandLibrary.org.
- Decided to reduce the number of LAC public hearing dates to 2 or 3 at selected branches.
- Invite other groups (OUSD, employment community) to speak about the importance of libraries.

Networking Standing Committee Update

- Social Networking Update: Sent 4 Calls to Action (one was newsletter) in June to urge advocates to support the library budget. Best performer was the June 6 Call to Action, which was opened by 46% of our mailing list; industry standard in 14%. We added 17 subscribers in June; 24 subscribers in July. Fantastic work by commissioners inviting people to join the list and sending those emails back. Key to success. Total subscribers today: 232. Also in past month, Commissioner Harper sent out two FB posts and 2 Tweets. MeetUp account is still on our to-do list.
- LAC Newsletter went out Sunday. Got a couple of retweets already with people encouraging their followers to print and share handout.

3. OPL Staff Activities Reports

a. Directors Report Highlights

- This month, staff met to do a first assessment of the public surveys re branch hours. Any changes that occur will be implemented in September, 2014, after review of comments.
- On July 14, I attended the Oakland Reads 2020 Steering Committee Meeting and reported on the work of the OR Reads 2020 Reading Success Workgroup which I co-chair with Kyla Johnson from OUSD.

- On July 23, attended an event where Hilary Clinton announced a new nationwide initiative - encouraging anyone who cares for children, parents, teachers to talk, read, sing to young children (0-5 years). There is a 30 million word gap in these early years between children in high- and low-income families.

b: Hiring Process Summary for Permanent Positions

- Director Garzón described the recruitment process that creates a pool of eligible applicants. Refer to handout distributed (Attachment 1.) Once a list is created, it is active for up to 3 years and staff interviews candidates from the list. Jamie Turbak explained the process further, and added that the City is trying a new system – Neogov – to track the application process online and expedite the hiring process citywide.

c. Facilities Update – Jamie Turbak reported

- Rash of broken windows at 81st Avenue, ML King, West, Elmhurst, and Melrose. As far as we can tell, pure vandalism. Nothing stolen
- Asian Branch – Pacific Renaissance Plaza is on 24/7 fire watch due to broken sprinkler system part
- Chavez Branch – elevator out of order, was repaired in June
- Melrose Branch – broken elevator
- Piedmont Branch – needs to have floor replaced that may require closure of branch for a period of time
- Golden Gate Branch – replacing windows that may require closure of the library during construction.
- Rockridge Branch – getting air conditioning units in the teen area and meeting room. Paid by the Friends of the Rockridge Library. Also, new painting, carpeting and lighting over the next 3 months
- Will finish network upgrade at all locations by 8/4, from copper to fiber
- Montclair Branch upgrade – looking at the money available for this project. Planning to replace the service desk, convert a closet area in a small office for the children’s librarian, installing a window in this area. Not sure how much the budget can cover, but the priority is the electrical and network infrastructure at the front desk.
- We are also testing 2 self-check machines at the Main Library (\$16,000 each), before buying more for the branches.

4. Endorsement Procedures for the LAC

- Director Garzón went over the handout (Attachment C), prepared by the Public Ethics Commission about laws regulating campaign-related and other political activity by city elected officials, employees, and boards/commissions. Also, pointed to the Q/A for more specific questions.

5. Networking Committee Update

- Commissioner Barbero reported that we have the 2 dates for the public speaking workshops: Sept 13 (elevator speech) and Sep 14 (public speaking) at the Main Library. 1-3 pm.
- She spoke at the Lakeshore Baptist Church, and had about 12 – 20 library advocates who were very in tune and eager to help with ideas and want to get the newsletter. Churches are a great avenue for speaking engagements.

6. Commissioner's Advocacy Reports:

- Commissioner Barbero: Lakeview is doing well. Problems with the homeless continue. The Friends group is selling book bags for \$10, and sales are doing well. Encourages all friends groups to adopt this idea.
- Commissioner Perkins: The NCPC held its fair at Melrose Branch and the Friends sold books; they also purchased gift cards for the adult reading program. Friends are struggling to get a response from the grounds maintenance staff about the garden and trees in the back.
- Mandros Bell: put up posters at Tool Lending Library, and held a neighborhood garage sale to promote the TLL. Trying to contact another Friends group.
- Commissioner Duong: Plans to meet with Rockridge manager, Pat Lichter.
- Commissioner Bolaños: OPD Captain Orozco is returning to Chavez Branch to read to the children, and another officer will be reading in the future.
- Commissioner Shimatsu – Has not visited 81st Ave. library recently. She did meet branch manager Derrick, who was very busy training the new children's librarian.
- Commissioner Gonzales: Will participate in National Night Out; the summer lunch program has grown at MLK. Planning a Readathon in the spring to raise money, and also a fundraiser in December. Staff is considering installation of a gate at the front of the branch to prevent vandalism/breaking of windows/front entrance glass.
- Commissioner Chan – Asian Branch Friends are preparing for their book sale (largest fundraiser) in August, during Chinatown's Street fest. Expecting to launch the Asian Branch Story project in the fall (maybe Nov/Dec.)
- Commissioner Bailey – Visited Montclair on Saturday, super busy. Talked about the desk renovation plan.
- Commissioner Sterbenc: Preparing for National Night Out.

7. Agenda Building:

- No Commission meeting in August.

8. Open Forum/Announcements - None

- Commissioner Perkins learned that staff got a digital rights training, and was curious how that works. Ms. Turbak explained that we lease digital books. More information will be provided on this subject at a future meeting.

9. Adjournment - Meeting adjourned at 7:10 pm.

Submitted by:

/s/

Gerry Garzón, Library Director