



**LIBRARY ADVISORY COMMISSION (LAC) DRAFT MINUTES**

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**DATE:** January 26, 2015

**LOCATION:** Main Library Brad Walters Community Room

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**CALL TO ORDER:** The meeting was convened by Chairperson Sterbenc at 5:25 p.m.

**ROLL CALL:**

**COMMISSION MEMBERS PRESENT: 13** Chairperson, Kathryn Sterbenc  
Commissioner, Ruby Bernstein  
Commissioner, April Harper  
Commissioner, Jeanine Shimatsu  
Commissioner, Lesley Mandros Bell  
Commissioner, Grant Inaba  
Commissioner, Ain Bailey  
Commissioner, Roy Chan  
Commissioner, Shanthi Gonzales  
Commissioner, Victoria Barbero  
Commissioner, Rosa Montgomery  
Commissioner, Susanne Perkins  
(one vacancy)

**COMMISSION MEMBERS EXCUSED:** Vice Chair, Andrew Racle

**COMMISSION MEMBERS ABSENT:** Commissioner, Noelle Tu Duong

**STAFF PRESENT:** Gerry Garzón, Library Director  
Jamie Turbak, Interim Associate Director  
Winifred Walters, Community Relations  
Rosalía Arteaga Romo, Recorder

**Others Present:** Joe DeVries, Akiba

**1. Approval of Minutes**

Chairperson Sterbenc called for a motion to approve the draft minutes of November 24, 2014. Commissioner Bernstein made a motion to approve the minutes as recorded; Commissioner Mandros-Bell seconded the motion. Motion approved.

**Votes:** Yes - 13; Noes – 0; abstentions - 0

## **2: Follow-Up to Citywide Public Safety LAC Projects**

Joe DeVries, Neighborhood Services Supervisor with the City Administrator's Office, gave an update regarding the city's plan to reduce crime. Crime is down, there was an increase of officers at all staff levels, and body worn cameras are having an impact and also show how the public treat the police; Measure Z (safety measure) passed overwhelmingly. There was also the creation of area response teams that work with the homeless situation, and we now have a new resilience officer working in the city administrator. The work has been slow, but it is getting done. In response to Mr. DeVries' presentation to the LAC back in February 2014, and request for LAC feedback in support of community collaboration, the Commission prepared a document (April 2014) outlining ways they can help in the safety project. Among these recommendations: the Commission held a public hearing, commissioners attend neighborhood NCPC meetings, and officers have participated in reading programs. Director Garzón added that library staff is working on planning a series of community discussions re criminal justice system/restorative justice to talk about the Ferguson issue. Mr. DeVries suggested that the library's Youth Leadership Council contact the youth group at OPD to explore ways of working together. Chairperson Sterbenc will follow-up with Mr. DeVries on this project and the role of the LAC.

## **3. Chairperson's Commission Activities Report**

- LAC appointments: Welcomed Grant Inaba, appointed new commissioner by the City Council on January 6, 2015. Also, commissioners Bailey, Gonzales and Harper were reappointed to their second terms.
- Strategic Plan final vote (ATT. B) -- ACTION: After a couple of discussions and minor revisions, a motion was requested to vote and adopt the plan. Commissioner Barbero made a motion to approve and adopt plan. Commissioner Bernstein seconded. Motion approved.  
**Votes:** Yes - 13; Noes – 0; abstentions - 0
- Citizens-Save-Libraries training: 14 people gathered at the Main on Saturday and Sunday to meet with Sally Gardner Reed for the CSL training.
- LAC Annual Report. Reminder, the Annual LAC report will be presented to the Life Enrichment Committee tomorrow, January 27<sup>th</sup> at City Hall. Commissioners are encouraged to attend.
- Gift Presentation: The Commission gave a special thank-you to Rosalía Romo for all her work and support, and presented her with a gift from all commissioners. Rosalía expressed her gratitude and said the LAC is a very inspiring and dedicated team.
- Advocacy Standing Committee Election of Officers - Commissioners Duong and Sterbenc were nominated to serve as co-chairs for the next 6-12 months.
- Networking Committee Election of Officers - Commissioners Harper and Shimatsu were nominated to serve as co-chairs for a 12-month period.

## **4. OPL Staff Activities Reports**

### **a. Director Report Highlights**

Director Garzón referred to Attachment B for his report. Highlights include:

- January 5, 2015 - City Council & OUSD Board election of officers, and official swearing-in of elected officials at the Paramount Theater. Congratulations to Commissioner Shanti Gonzales on her election to the School Board.
- Did a briefing with new council members.

- Jan 10 – attended City Camp, quite a few staff, lot of folks from tech community, the library was one of the hosts. People came together to share ideas to enhance government transparency, citizen participation, and accountability.
- Attended a hip-hop showcase by Youth – Soulstice, with participants from the Library’s hip-hop therapy program.
- Grand reopening of Golden Gate branch on Feb 21<sup>st</sup>.
- January 28 – community meeting at Dimond Branch library to go over the branch’s makeover plans.
- January 25 – held event celebrating the 20<sup>th</sup> anniversary of Books for Wider Horizon.
- Budget Update – there has been a lot of discussion with Budget, City Administrator and Controller’s Offices resulting in budget actions that will affect policy and will have positive impact to the library. At this point, this information is confidential. The draft budget is due February 6<sup>th</sup>. During March the city departments will meet with the City Administrator and budget team. The Mayor will release the proposed budget on April 29; with budget forums in May, budget hearings in June, with final budget adoption in late June.

#### **b. Facilities Update – Jamie Turbak reported**

- Light replaced at Eastmont Branch
- Working on landscaping plan for Montclair Branch
- There is a pigeon at 81<sup>st</sup> Avenue Branch that won’t leave, preventing setting-up the alarm.

#### **c. Fundraising for Library –Winifred Walters**

In response to commissioners’ inquiry about corporate fundraising, Ms. Walters prepared a fact sheet (Attachment D) with an overview about fundraising. 87% of donations come from individual donations, 8% corporations, 5% foundations. See page 19 of OPL’s Annual report for breakdown on donations. Last year the library received almost half a million dollars from FOPL donations, various foundations, few government grants, and the largest contribution from individual contributions. Ms. Walters is continuously working with the City’s grant coordinator, government and federal agencies, foundations, and individuals looking for funding/donations. Donations tend to be used for non-personnel as they are one-time funds; strings attached; need staff resources to manage grants and comply with city policies regarding grants. Corporate donations are made in line with marketing objectives and other considerations. Ms. Walters will let the Commission know about the next corporate funding training offered by the Foundation Center. The LAC will make fundraising discussion a standing item for its committee agendas.

#### **5. Advocacy Standing Committee Update – Commissioner Sterbenc**

- Election of Officers - Commissioners Duong and Sterbenc were nominated to serve as co-chairs for the next 6-12 months. (Depending on the availability of others to replace Commissioner Sterbenc, and also on how Commissioner Duong's life will change after she graduates.) There was a motion to appoint Commissioners Duong and Sterbenc as co-chairs for the Advocacy Standing Committee. Commissioner Gonzales moved to approve the motion. Commissioner Bernstein seconded. Motion approved.  
**Votes:** Yes - 13; Noes – 0; abstentions – 0
- Bookmarks. Commissioners Mandros Bell and Inaba developed a bookmark promoting OPL. Suggestion to include tax help and other services. Advocacy Committee will move ahead on the final draft at the next meeting.

- Advocacy Video. Continue discussion about developing a one minute awareness piece. Commissioner Chan would like to develop an advocacy video that speaks to the impact of the libraries in their communities, and show it on KTOP channel, and other venues. Staff has videos about patrons talking about libraries that can be used on this project.

## **6. Networking Standing Committee Update – Commissioner Barbero**

- The LAC newsletter is coming out this month with contributing articles from the Youth Leadership Council (YLC), and Commissioner Bernstein.
- Start thinking about developing contact list and working with Winifred Walters on this.
- Social Networking Update: Commissioner Harper reported that LAC Advocate newsletters in November and December went out, and also posted on Facebook and Twitter. Started 2014 with 177 subscribers, and beginning January 2015 we have 296 subscribers -- an increase of 67%. The industry standard for newsletter opens is 14%. Our average open rate is 36%, lifetime.
- Election of Officers - Commissioners Harper and Shimatsu were nominated to serve as co-chairs for a 12-month period. There was a motion to appoint Commissioners Harper and Shimatsu as co-chairs for the Networking Standing Committee. Commissioner Gonzales moved to approve the motion. Commissioner Barbero seconded. Motion approved.  
**Votes:** Yes - 13; Noes – 0; abstentions – 0.

## **7. Commissioner’s Advocacy Reports:**

- Commissioner Mandros Bell: Tool Lending Library is in transition; looking for a new supervisor. OPL and the 81<sup>st</sup> Avenue library received a \$15,000 grant to fix bikes. Tool Lending is trying to partners with 81<sup>st</sup> Avenue for this grant and promote the program. Recommended a history book - - “The Last Days of the Romanovs”.
- Commissioner Shimatsu – 81<sup>st</sup> Avenue branch is offering adult computer classes in English and Spanish. She also recommended the book “Strange Library” by a Japanese author.
- Commissioner Harper – has not visited Piedmont Ave. recently; the branch has a new children’s librarian.
- Commissioner Perkins: attended the Melrose Friends group meeting.
- Commissioner Bernstein: Golden Gate will celebrate reopening of branch on Feb 21<sup>st</sup>, visited the Emeryville Senior Center. The branch stair railings needs to be repaired. Staff is aware and is waiting for Public Woks to submit a quote.
- Commissioner Montgomery: has been sick. Elmhurst Friends sent out donation letters and received over \$300.
- Commissioner Barbero: Lakeview branch keeps busy and happy; visited five council members and received lots of ideas, they are very supportive of the library. Staff will provide folders to commissioners to prepare informational packets for these visits.
- Commissioner Gonzales: There was a book event at Chavez branch, featuring Anthony Cody as part of speaker series in Oakland - - branch is always busy. The King Branch Friends group is planning its annual rummage sale.
- Commissioner Chan: Asian branch is participating in the Chinese New Year’s festivities and hosting a book sale. Oral history project is scheduled to open March 21<sup>st</sup>.
- Commissioner Bailey: participated in the grant advocacy training sessions.
- Commissioner Inaba: does not have adopted a branch yet. He visited the San Rafael library which has two branches - - Main and Meekland Branch, and offer lots of books in Spanish.

**8. Agenda Building:**

**9. Open Forum/Announcements –**

- BayNet is presenting Sara Houghton this Thursday in Oakland. Some commissioners are attending this session.
- Commissioner Perkins mentioned that the Melrose Friends group is planning a library celebration, and would like to talk with staff to ask for help from FOPL and OPL.

**10. Adjournment -** Meeting adjourned at 7:50 pm.

Submitted by: Gerry Garzón, Library Director