



LIBRARY ADVISORY COMMISSION (LAC) DRAFT MINUTES

DATE: March 29, 2016

LOCATION: Main Library Brad Walters Community Room

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

ROLL CALL:

Presenter: Sara Serin-Christ

COMMISSION MEMBERS PRESENT: 10 Kathryn Sterbenc, Chairperson
Rebekah Randle, Vice Chair
Rosa Montgomery
Ken Lupoff
Traci Griffin
Lesley Mandros Bell
Ain Bailey
Victoria Barbero
Susanne Perkins
Noelle Tu Duong
(two vacancies)

COMMISSION MEMBERS EXCUSED: 3 Andrew Racle
April Harper
Charles Sanchez

Audience members: Rev. Aria Lewis, Julia Chen, Jennifer Simon Halia

STAFF PRESENT: Gerry Garzón, Library Director
Winifred Walters, Grants/Comm. Relations
Jamie Turbak, Associate Director
Rosalía A. Romo, Recorder

1. Approval of Minutes

- Chairperson Sterbenc made corrections to the February 29, 2016 draft minutes and called for a motion to approve them. Commissioner Doung made a motion to approve the minutes as corrected. Commissioner Mandros Bell seconded. All approved.

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

2. Prisoner Re-entry Program/Oakland Unite Update

Sara Serin-Christ, Program Officer, made a presentation about the Oakland Unite Program, a division of Human Services Department (HSD) Oakland Unite administers violence intervention and prevention services funded under the 2014 Safety & Services Act, as well as other funding dedicated to similar violence prevention goals that support youth at risk and young adults:

- Oakland Unite directs violence prevention & intervention funding through 5 strategy areas.
- Includes 32 grants to 26 non-profit and public agencies for programs and services.
- Some direct service and technical assistance provided within Oakland Unite/HSD.
- Oakland Unite will serve an estimated 3,800 individuals at highest-risk for violence each year.

It would be ideal to partner and build a relationship with the Library. The program has life coaches who can meet with staff to make a connection. The Library can also incorporate the pop-up library into these services, once is established. Staff will follow-up with Oakland Unite.

3. Chairperson's Commission Activities Report – Chairperson Sterbenc reported:

- Recruitment update: Aurea Lewis' application submitted to Mayor's Office by Council President McElhaney's Office; Commissioners Barbero, Montgomery, Perkins and Racle were reappointed for a second term last week. Commissioner Bernstein resigned because she is moving out of Oakland.
- Reminder to complete the Conflict of Interest Form 700.
- LAC Annual Informational report will be presented to Council's Life Enrichment Committee on April 26. Report will focus on the financial aspect of the library. A Teen Services update report will also be presented by OPL staff.
- Still waiting to get appointments with some council members.

4. OPL Staff Activities Reports

a. Director Report Highlights – Director Garzón reported:

- Administrative staff had a Strategic Plan exercise in February and came up with a new mission statement. Also developed 3-year goals (will forward to commissioners.)
- Finalizing paperwork to implement a WiFi hot spot for check-out by patrons by the fall or sooner.
- Introducing the City Administrator who will address Oakland Rotary #3 on 3/31.
- Derrick DeMay, Branch Manager at the 81st Avenue Branch, got helmets donated by a BART police officer for the neighborhood kids.

b. Facilities Update – Jamie Turbak reported:

- Checking Internet problems at Eastmont Branch

5. Advocacy Standing Committee – Commissioner Duong reported:

- Ordering more t-shirts, high demand.
- Talking about a ballot measure in 2018
- Strategies on a rebranding concept and outreach campaign

Sustainability Update: Chairperson Sterbenc reported:

- Bond Measure effort: Attended March 22 informational presentations during Finance Committee and Public Works Committee s and spoke in favor of including the Library in the city's infrastructure plan.
- Citywide Impact Fees: Thanks to Vice Chair Randle and Commissioner Barbero, along with Rev. Dr. Lewis, FOPL President Ellen Moyer, and FOPL member and advocate at large Amy Chou for speaking at the March 22nd Community & Economic Development hearing. Our message – we support Alternative 3, with the understanding that some impact fee revenues would be dedicated to OPL. We emphasized that affordable housing communities are particularly reliant on public library services, and that the libraries would be impacted by new development like every other city system.
- Chairperson Sterbenc met with Councilmember McElhaney, who strongly supports more funding for the library and asked that the unfunded capital improvements for branch libraries be included in the infrastructure bond that is currently under planning for the overall City's ballot measure.
- On April 5th at the City Council meeting the Library will be presented with a proclamation celebrating Library National Week.

6. Networking Standing Committee – Vice Chairperson Randle reported:

- Social network update: the LAC Twitter has about 60 followers.
- Thanked Oaklandish for printing more t-shirts, they replied and got 60 followers. Councilmembers Gallo and Guillen are followers. Tweeted other council members to follow.
- Thanked Commissioner Barbero for conducting the public speaking workshop recently.

7. Commissioner's Advocacy Reports:

- Commissioner Duong – Concerned about the temporary closure for renovations at Rockridge Branch.
- Commissioner Perkins – Councilmember Campbell Washington and her assistant came to Melrose branch to help with the grounds keeping efforts, and agreed to speak at the centennial celebration. Perkins also talked to her about a new main library, and mentioned having public service announcements for the library. The Oakland Museum and Kaiser have done public service announcements/campaigns on the buses, and she would like to know if OPL can do something similar. Also, can we get free shuttle services/bus fare for kids to come to libraries?
- Commissioner Barbero – Lakeview branch will have a chess tournament on April 16 with about 40 players, and expects a donation from Costco for refreshments. Raised about \$6000 from book sales and money will go to the book budget; Friends bought newspaper rack. Commissioner Barbero will be volunteering on Thursdays doing the book sale. Branch Network meeting coming in April. Bookmark is having a big book sale in April.

- Commissioner Bailey – Montclair shelves are now braced to the wall, lobby was painted, and waiting for sidewalk grading to be done, historic lighting and chimney renovation were completed. Waiting for AAMLO to call back.
- Commissioner Mandros Bell – Tool Lending struggles to operate within its small facility, working on obtaining storage container, held a tool drive last Saturday.
- Commissioner Griffin – Eastmont branch is experiencing WiFi problems; working on establishing a friends group. Branch manager Andrew is doing a great job. Need donations for their book/DVD sale.
- Commissioner Lupoff – no report.
- Commissioner Montgomery – Elmhurst Friends met last Saturday, will call council-member Reid again. A recycle bin was installed on the street corner by the library, creating a lot of trash and broken glass bottles. A 13 year-old boy library patron came to the library to find out in which council district he resides to complaint about not having a library in his district. Helen Sullivan would like to have her book displayed at OPL.
- Commissioner Randle – any word on the large display cabinet at West Oakland branch moved to outside public area? Mice still an issue at branch. Talked to Councilmember McElhaney about AAMLO and extending service hours. Met with Councilmember Anne Campbell Washington who had good comments about the mixer. Attended the public speaking workshop, participated in all the meetings with council members. Send a National Library Week Tweet to all library supporters.
- Chairperson Sterbenc participated in the one-on-one meetings with councilmembers.

8. Agenda Building – None

9. Open Forum/Announcements –

- Commissioner Mandros Bell mentioned that Flax Art store opened close to AAMLO, this can be a potential partnership, met the events coordinator who had good ideas.
- Part-time library aides training ends April 14th and commissioners are invited to an informal lunch.
- April 10 – 16 is National Library Week, and Melrose Branch is having an event April 16 at 1pm: “Altered Books Workshop” in honor of this year’s theme of “Libraries Transform.”

10. Adjournment - Meeting adjourned at 7:55 pm.

Submitted by: Gerry Garzón, Library Director