I. **CALL TO ORDER:** Chairperson Scott called the meeting to order at 5:10 p.m.

**Roll Call**
Commissioners Present: Tracey Scott, Arthur Noble, Beatrice Wong, Judi Hirsch, Lottie Rose.

Commissioners Excused: Evelyn Wesley, Deborah Eudaley, Rica Azarcon, and Victoria Kelly.

Commissioners Absent: Sharon Crandall.

Staff Present: Director Martínez, Gene Tom, Rosália Arteaga-Romo (recorder).

**Disposition of Minutes**
Commissioner Rose made a motion to approve the minutes of January 26, 2004 as recorded. Commissioner Wong seconded the motion and all commissioners present approved the minutes.

II. **REPORTS**

a. **Chairperson’s Report**
Chairperson Scott did not give a report and recommended moving forward with the agenda to allow more time for the Public Forum section.

b. **Director’s Report**
- Reminder about the new Chávez Branch Grand Opening on February 28th.
- In observance of Black History Month, AAMLO has successfully produced several quality programs; among them a civil rights exhibit, Brown vs. Brown, and the new IBM Science Kiosk.
- The Oakland Neighborhood Library Coalition for Measure Q hosted an authors’ event to raise money for the campaign. The event was co-chaired by author Maxine Hong Kingston and it raised $5000 at the door – final count is not yet available. The event was well attended and there were many local authors participating, making this event one that we will do every year.
- The PASS! Fundraiser planned by Commissioner Crandall on February 28th was cancelled.

c. **Commissioners Advocacy Report**
- Commissioner Hirsh reported that she wrote an article for the Green Voter’s Guide about Measure Q. She also contacted the new person in charge of library services at the School District.
- Commissioner Rose talked at the Temescal Town Hall meeting hosted by Council member Jane Brunner on Measure Q, and also helped with mailings.
- Chairperson Scott has been going to a number of community meetings and making presentations about Measure Q, including a League of Women Voters interview on KTOP. She also mentioned that former LAC Chair, CJ Hirschfield, wrote a letter to the Editorial page of the Oakland Tribune in support of libraries and Measure Q.
III. OLD BUSINESS

➢ Public Forum on Measure Q
Chairperson Scott welcomed the public and introduced Gene Tom, Chief Financial Officer, who proceeded to give his report. Mr. Tom briefly explained that Measure Q on the March 2, 2004 ballot is a reauthorization of the Library Services Retention and Enhancement Act of 1994 (Measure O). It states that, if passed, it will increase the parcel tax rate to retain and enhance public library services, expand the library services funded by the act, and extend the life of the measure. He explained and answered the most common questions as follows:

1. HOW MUCH WILL MEASURE Q COST CITY RESIDENTS?

If approved by voters, until 2024, property owners will pay:

- For single family residential properties, the cost will be $75 per year, or $6.25 per month.
- For multiple-dwelling properties, the tax will be $51.24 per residential unit or 50% of this rate if the majority of units have been vacant for a period of six months or more during the year.
- For non-residential properties, the tax will be approximately $38.41 for every single family residential unit equivalent (based on land use category and a formula calculating frontage and square footage). The “single family residential unit equivalent” for nonresidential property is calculated according to a formula set forth in the measure. A commercial property with a frontage of 160 feet and an area of 12,800 square feet, for example, would have to pay $153.64 per year.

Low income families and properties that support the housing of low income families will be exempt from the tax.

Currently Measure O brings in $5.1 million to the Library’s budget; Measure Q will bring in an additional $5 million. Operating and labor costs for library services have escalated at a pace greater than the revenues generated by Measure O, which will result in a $1.1 million deficit next FY 2004-05. If Measure Q passes the Library will have a minimum of $19 - $20 million in funds, which will allow the Library to balance its budget for the next 5 years.

3. Measure Q states that it will maintain and enhance the following library services:

- Keep the Main Library open 7 days per week
- Expand branch hours to 6 days per week with more branches open weekend hours
- Restore and increase the library’s materials budget
- Retain a professional children’s librarian in every library
- Operate the Library’s African American Museum and Library and the adult literacy program (Second Start)
- Upgrade and enhance information technology in all libraries and improve access to computers and other technology
- Increase joint educational activities with local schools
- Support the PASS! after-school homework program and other educational and cultural programs for youth
- Support the Teen Services Program
- Operate a new joint school-public library in East Oakland
- Set aside a 5% reserve
Chairperson Scott introduced Frank Brodsky, Co-Chair of the Measure Q Campaign.

- Mr. Brodsky stressed that without Measure Q the Library is facing drastic reductions and branch closures;
- The preliminary tracking data shows 71% support;
- Money donations are needed;
- Need lots of volunteers to help with phone banking, distributing and posting lawn sign; on election day during peak hours (7 – 9 a.m. and 5 – 7 p.m.) people are needed to stand at key locations holding signs;
- There will be a rally on March 1st, 12 noon at the front steps of City Hall during Dr. Seuss 100th Birthday Celebration
- For more information go to the website www.saveoaklandlibrary.org
- Again, volunteers are needed

Questions:
Mr. Tom provided further clarification on both Measures O and Q amounts and expenses.

Chairperson Scott acknowledged both Mr. Tom and Mr. Brodsky for their participation. She also thanked the audience for coming and added that given the number of members of the public who showed up, is an indication that there’s no organized opposition to Measure Q.

IV. NEW BUSINESS - None

V. AGENDA BUILDING

VI. OPEN FORUM

VII. ANNOUNCEMENTS

- The Chávez Library Grand Opening is February 28th. The branch staff will continue to reach out to the community and schools for tours and programs;
- Legislative Day is April 28th and more information will be forthcoming at the next meeting.

Meeting adjourned at 6:00 p.m.

Submitted by,

Carmen Martínez
Library Director