

BURLINGAME

PUBLIC LIBRARY

Library Board of Trustee Minutes February 23, 2016

I. **Call to Order**

President Nagler called the meeting to order at 5:30PM.

II. **Roll Call**

Trustees Present: Debra Donaldson, Randi Murray Mike Nagler, Lisa Rosenthal

Trustee Absent: Kerbey Altmann

Staff Present: Brad McCulley, City Librarian, Tommy McMahon, Reference Adult Services Manager, Geralyn O'Brien, Circulation Manager, Megan Wong, Technical Services Manager
Sidney Poland, Recorder

III. **Library Board of Trustee Minutes**

The January 19, 2016 Board of Trustee Minutes were unanimously approved.

M/S/C (Rosenthal/Murray)

IV. **Correspondence and Information**

Statistics

Circulation at the main increased 30.54% from 40,290 in January 2015 to 52,594 in February of 2016. Easton Library increased 3.06% from 7,885 in 2015 to 8,126 in 2016. Study room are in constant use. Megan Wong is reaching software programs to help with room scheduling.

V. **Reports**

A. City Librarian's Report - Highlights

1. **Café Update** - As soon as the City Finance Department has completed the process of adding Ghada to our vendor list, the Trustees will cut her a check for \$300 and hand out coffee vouchers to staff.

2. **Security Camera Update** - The project is close to completion. There are just a few adjustments that have to be made.

3. **Love Your Library** - Love Your Library was another successful event with approximately 400 children and adults participating.

4. **Safety Update**

- Bay alarm will install panic buttons at the public desks at a date yet to be determined.
- Brad and Police Chief Wollman are working on a plan to have an instructional program on a shooting scenario for the staff.
- On March 30th, Bart Spencer of the County Fire Department will hold emergency training for a specific disaster, such as an earthquake, in the Lane Room for all staff.

5. **Marketing Update** - The marketing team has met and discussed various ways and means to do a better job of marketing the library. Spencer Thompson, a former marketing specialist, has volunteered to use his experience to assist in improving our marketing skills.

B. Foundation Report

There have already been a good number of reservations to the Book and Author Luncheon. Reservations may be made on-line, by checks or credit card.

VI. Unfinished Business

A. Strategic Plan

1. Brad advised the Trustees that it is their responsibility to make a recommendation for the candidate they feel is best suited to serve as the strategic plan facilitator. There does not need to be an official vote. The final decision will be made by the City Librarian. President Nagler requested that each trustee and staff member present note specific qualifications that they feel a facilitator needs to have. Responses to this request follow.

- Able to work with staff, patrons, Library Trustees, and Foundation members.
- Keep the planning process to 6-7 months. Strive for not more than a 5 page report.
- Spark new ideas that staff has not considered before.
- Awareness of staff personalities and recognition of the different ways staff will express themselves.
- Acknowledge that currently our library has many procedures/processes that are working. Have a knowledge of best practices.
- Key factor is for facilitator to be able to move process along.
- Facilitator needs to be a good listener.
- Not necessary for facilitator to know all staff members.
- Have past experience in formulating a strategic plan.
- Drive group to attainable goals.
- Gather information needed for plan before actually beginning the process.
- Provide information on members of the population outside the walls of the library i.e. those people who do not use the library.
- Develop a plan that the current staff can execute and one that staff can reasonably handle so that in future years, the plan does not end up on the shelf.

2. **Candidate Jane Light** - after the discussion regarding qualifications of the facilitator, the consensus of the Trustees and managers was that Jane Light would be the best candidate. Jane's background is more library centric. Trustee Murray suggested that the Trustees, Brad and managers meet with Jane and have her provide a homework list for the project.

3. **Due Diligence** - Trustee Donaldson requested that Brad initiate the "due diligence" process for Jane Light by obtaining references from her on her past experiences as a strategic planner. Also, obtain input from Jane Light as to what went well and what could have been better executed in her past strategic plans. Brad noted that he would contact Monique Ziesenhenné, Director of the Palo Alto City Library.

B. Possible Removal of Children's and Teen Fines

The Trustees reviewed the information prepared by the Youth Overdue Fines Ad Hoc Committee for the PLS Administrative Council. The committee has recommended that effective July 1, 2016, all PLS libraries eliminate overdue fines on youth library cards. Brad noted that most likely PLS is going to move forward with this new procedure. PLS is a more effective entity if all the libraries in it work together and follow the same procedures. The Trustees moved to approve the proposal presented by the Youth Overdue Fines Ad Hoc Committee to eliminate children's and teen fines. M/S/C (Murray/Rosenthal)

C. Librarian Scholarship

1. **Equitable Grant** -Brad is going to present a scenario entitled "Equitable Grant" to staff members who have recently received their MLS and those who are still attending library school. The purpose is to obtain their feedback on the possible terms and conditions that a candidate would have to meet in order to receive the grant. The Trustees wanted the condition of maintaining a B+ average to be eliminated. The Trustees discussed this matter and were leaning towards a B average. The matter of distributing the funds to the recipients was also discussed.

- Spring and Fall Semester – twice a calendar year
- Additional short essay on current Library topic or issue
- Employed a minimum one year with Burlingame Public Library
- Must be enrolled in class before funds distributed

2. **Financing Issues** -Brad met with Kathleen Kane, City Attorney, to explore options on the best way to process payment to scholarship recipients. The Silicon Valley Community Foundation can only issue grants to a 501©(3) entity not to an individual. Brad is working with Patty Anixter of the Foundation to find other possible ways to implement the payment process.

D. Patron Behavior

Warning letters have been given to Mr. Churchill and Mr. Cotchett.

E. Passport Entry Update

- The City Human Resource Department is preparing a job description for the passport position.
- The position will be for 2-3 hours 3 times a week. Library service will not be included in the job description. Background check is also not part of the job description.
- The state department has the required 2 hour test on line.
- Study Room A will be the passport office 3 times a week.

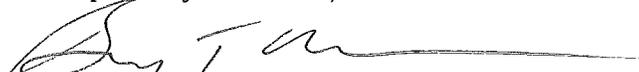
VIII. Analytics on Demand Databas.

The Analytics on Demand Database is a marketing action summary report that can be used to identify specific groups of people within a library service area that may be good candidates to market the library's content and services. This could be a tool to assist us in our strategic plan. Brad is hopeful that our library will be used as the training center for this program.

IX. Adjournment

The meeting was adjourned at 7:20PM. MSC (Murray/Rosenthal) The next meeting of the Library Board of Trustees will be held March 15, 2016 in the Library Conference Room.

Respectfully Submitted,



Brad McCulley
City Librarian