

**CITY OF DALY CITY
REGULAR MEETING
LIBRARY BOARD OF TRUSTEES**

AGENDA

Tuesday, April 21, 2015 - 6:00 PM

City Hall Council Chambers, City Hall
333 – 90th Street, Daly City, CA 94015

Live Telecast: Comcast Channel 27, Astound 26, AT&T U-Verse 99
Webcast: www.dalycity.org/meetings

For those wishing to address the Library Board of Trustees on any Item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the City Council Chambers and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Department of Library and Recreation Services as soon as possible prior to the meeting.

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES

1. Special Meeting of March 17, 2015

DIRECTOR'S REPORT

2. Library Usage Statistical Report - Third Quarter Fiscal Year 2014-15
3. Distribution of Commercial Summer Reading-Themed Promotional Materials

TRUSTEES' REPORT

ANNOUNCEMENTS AND COMMUNICATIONS

4. Report from the Daly City Public Library Associates (DCPLA)

AGENDA BUILDING FOR NEXT MEETING

PUBLIC COMMENT

Speakers are limited to two minutes, unless modified by the Library Board President. The Board cannot take action on any matter raised under this item.

ADJOURNMENT

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333 90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.

DALY CITY LIBRARY BOARD OF TRUSTEES
REGULAR MEETING
DALY CITY CIVIC CENTER – SERRAMONTE LIBRARY
MINUTES – MARCH 17, 2015

The meeting was called to order by President Erlinda Galeon at 6:00 p.m.

PLEDGE TO THE FLAG

ROLL CALL

Library Board of Trustees Present:

President Erlinda Galeon, Trustees Arlene Encarnacion, William Lex and Roderick Daus-Magbual

Excused: Lynne Shubunka

Staff Present:

Director Joseph Curran and Library Services Manager Chela Anderson

APPROVAL OF AGENDA

Agenda for the March 17, 2015 regular meeting unanimously approved.
(MSP: Lex, Encarnacion)

APPROVAL OF MINUTES

Minutes of the February 17, 2015 Regular meeting unanimously approved with corrections under the Approval Agenda, replace Daul-Magbual with Shubunka.
(MSP: Lex/Daus-Magbual)

REPORTS:

1. Director's Report:

- A. Exhibits and Displays Policy: The Daly City Public Library prepares and sponsors exhibits and displays to feature its services, collections, activities and programs. Library staff has the sole responsibility for selecting, developing, scheduling, and placing displays in the library exhibit cases and other locations within the libraries. Staff selects materials that meet the library's mission of providing and promoting access to materials and services that support the needs for self-education, information, culture and recreation in our diverse community. Individuals and community organizations are welcome to suggest exhibits and displays. In developing or selecting exhibits and displays, staff will endeavor to present a broad spectrum of information and a variety of viewpoints. The Library does not endorse the beliefs or viewpoints of the topics that may be the subject of library exhibits or displays. The Board of Trustees voted to endorse the revised Policy change.
(MSP: Lex/Encarnacion)

TRUSTEES' REPORT:

- President Galeon announced the upcoming St. Patrick's luncheon, Thursday, March 19th, Colma Center sponsored by the Daly City Public Associates.
- Daly City Public Associates Author Event, C.W. Gortner, author of *Mademoiselle Chanel*, April 4th, 2:00 p.m. at Peninsula Del Rey, refreshments served

Library Board of Trustees Meeting Minutes

March 17, 2015

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- May 2nd and 3rd, Metro Center, Book Sale and some entertainment/arts and crafts
- Trustee Lex thanked President Galeon for participating in the Daly City Library Associates. He also thanked Director Curran and Branch Manager Anderson for supporting the Daly City Library Associates as well.
- Trustee Lex would like the Library to have exposure/more pages dedicated to them in the upcoming Activity Guide. He suggested including information about the Board, upcoming events and useful information to the patrons.

PUBLIC COMMENT: None

ADJOURNMENT

The meeting was unanimously adjourned at 6:44 p.m.

**Next Meeting: Tuesday, April 21, 2015 at 6:00 p.m.
Daly City Council Chambers**

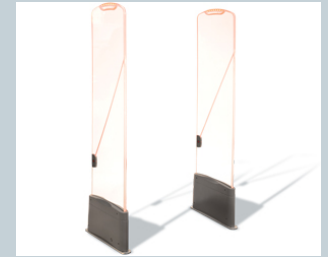
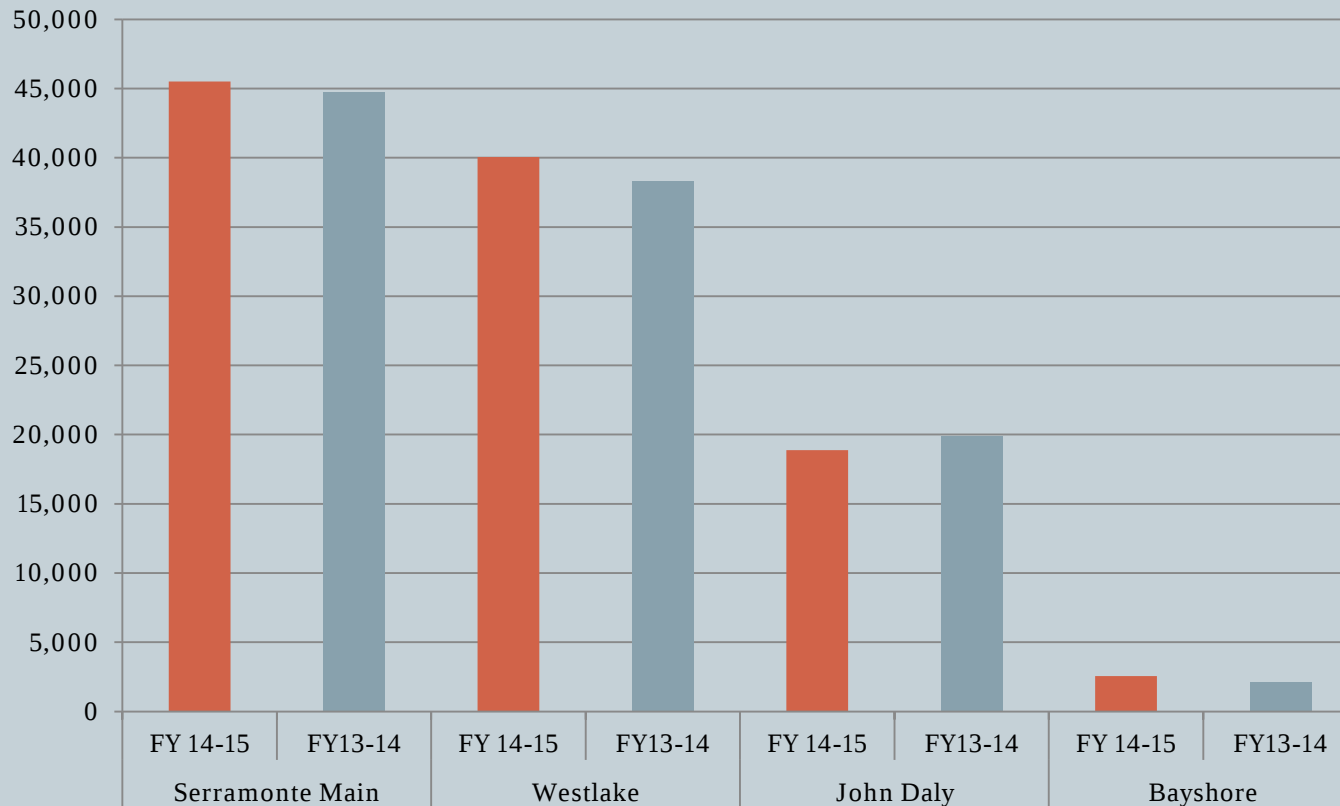
Public Library Usage Statistics



**FISCAL YEAR 2014-2015
THIRD QUARTER**



Library Visits

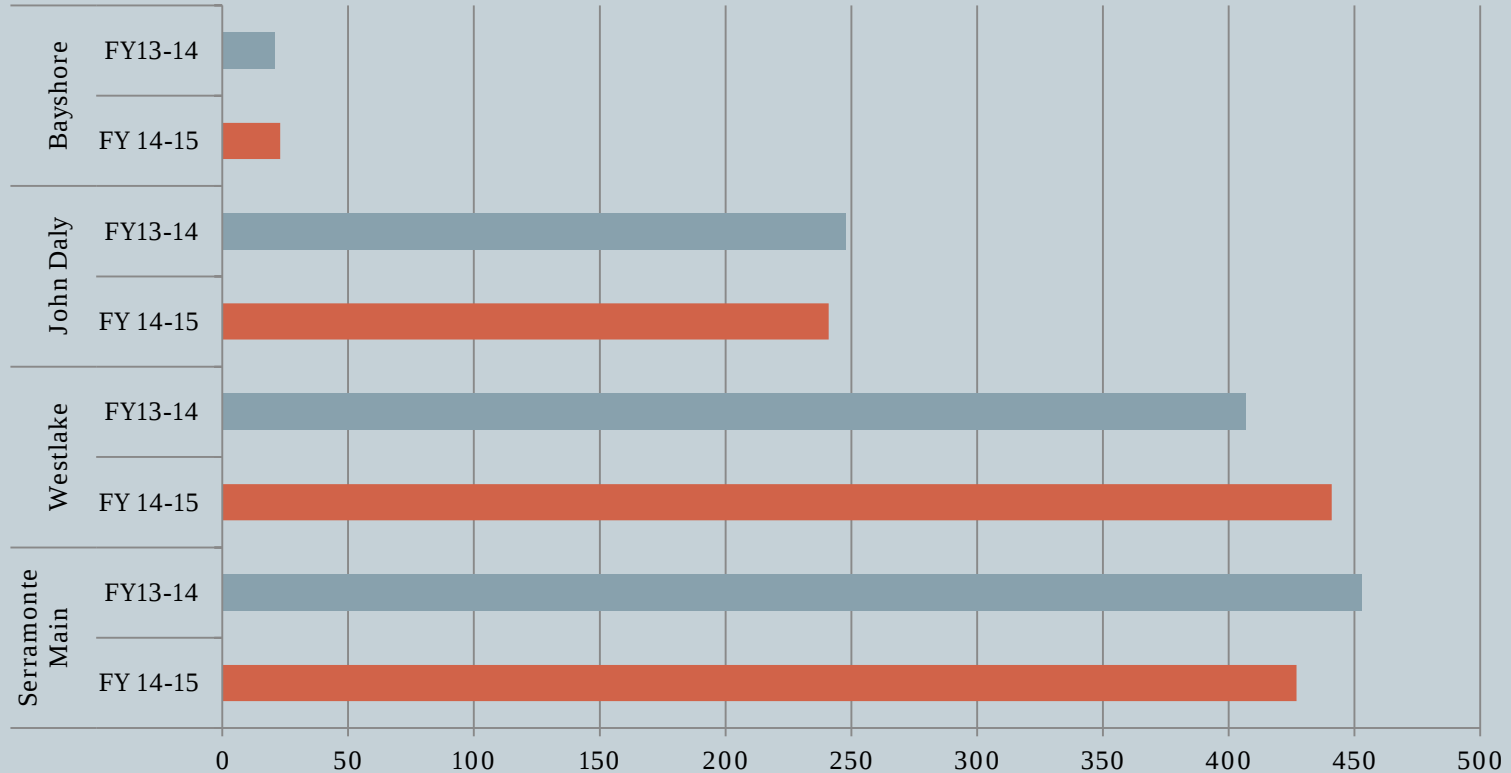


**Collected automatically by security gates at each location*

106,980 total visits at all locations during the reporting period, up 1.78% from the same quarter last year

New Patrons

(by home library)

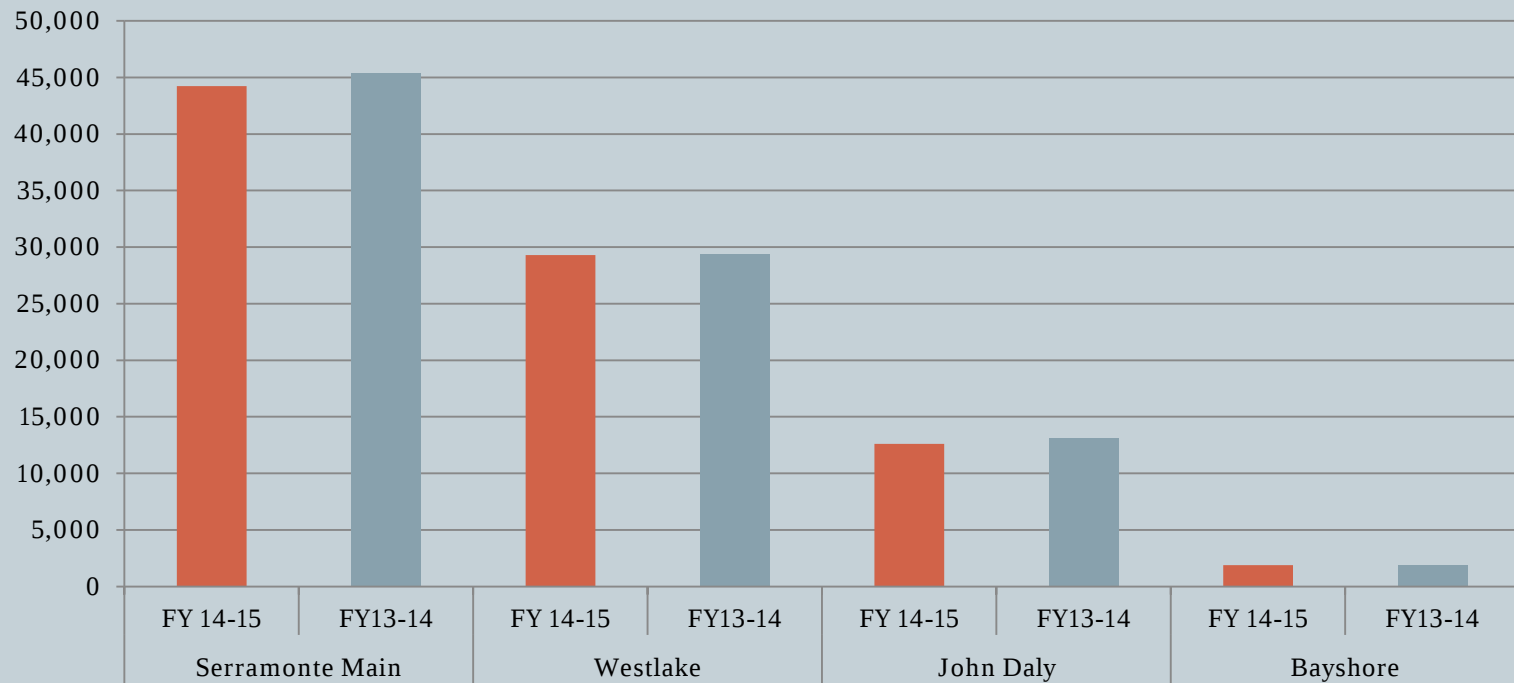


*1,132 total new library accounts created with Daly City libraries
as the “home library” during the reporting period, up 0.27% from the prior year*

Circulation of Materials



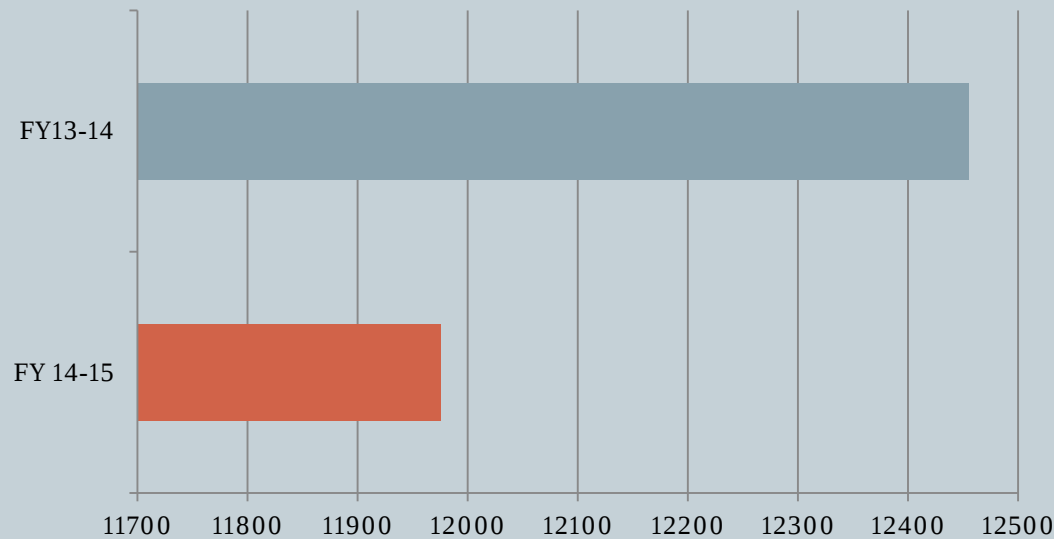
Circulation (check-outs & renewals)



88,025 total check-outs and renewals at all Daly City library locations, down 1.89% from the prior year

Just under 50% of all check-outs and renewals are conducted on the self-checks; up from the prior year.

Online Subscription Resources



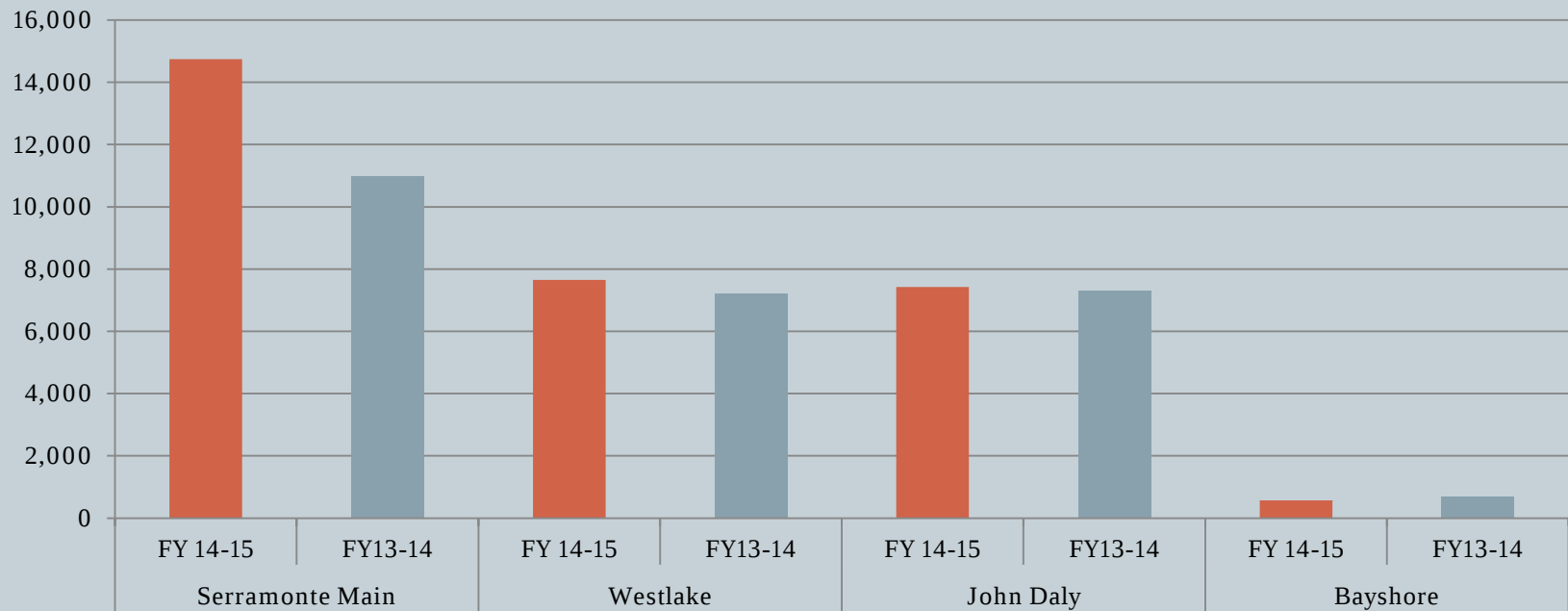
Total use of online subscription services decreased 3.85% to 11,976.

Additional promotion of these services has begun and will be continued in an effort to reduce this trend.

Public Computer Use



Computer Sessions

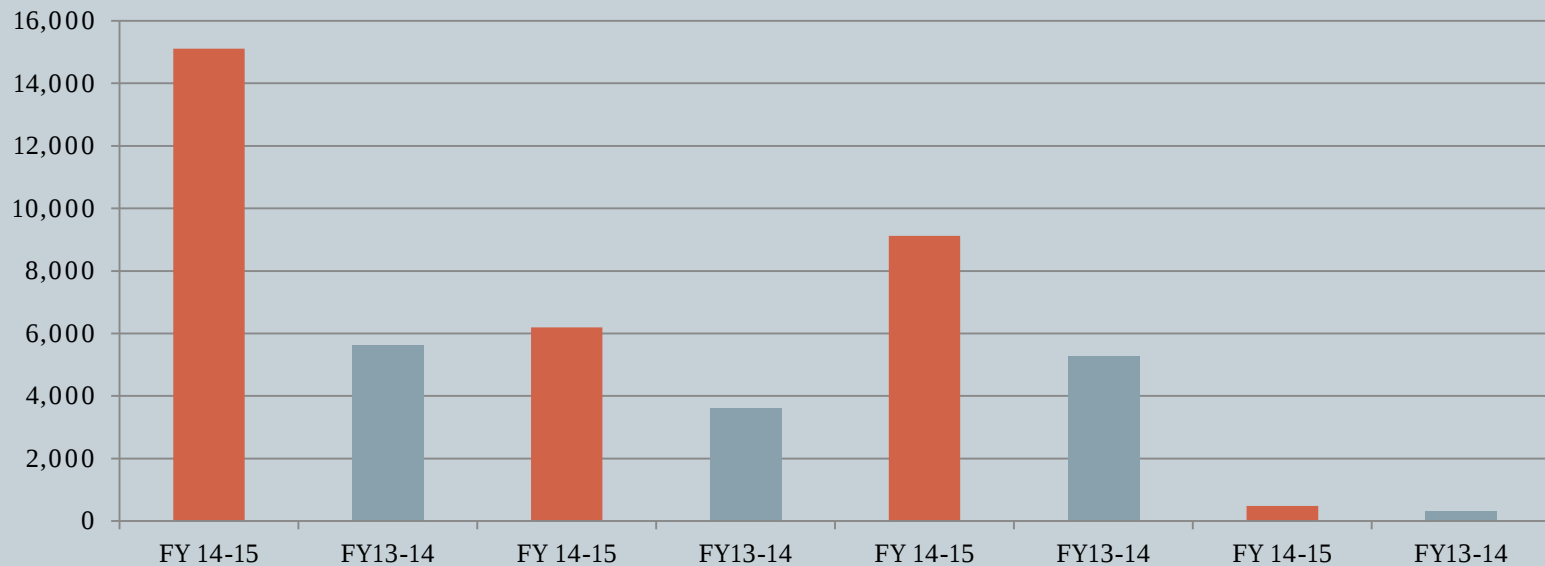


30,397 total individual sessions at all Daly City library locations, up 16.13% from the prior year

Wireless Internet Use



Wireless Sessions



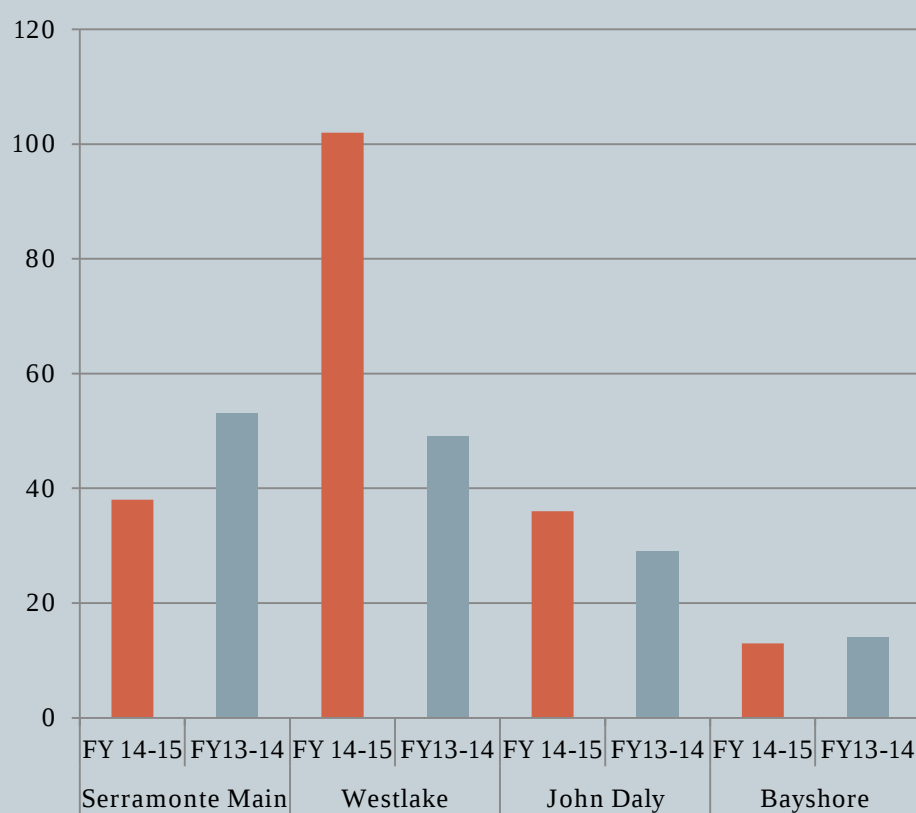
*30,908 total individual sessions at all Daly City library locations,
up 108.95% from the prior year; 9,294 individual users*

Wireless usages fluctuates more dramatically than other usage measures

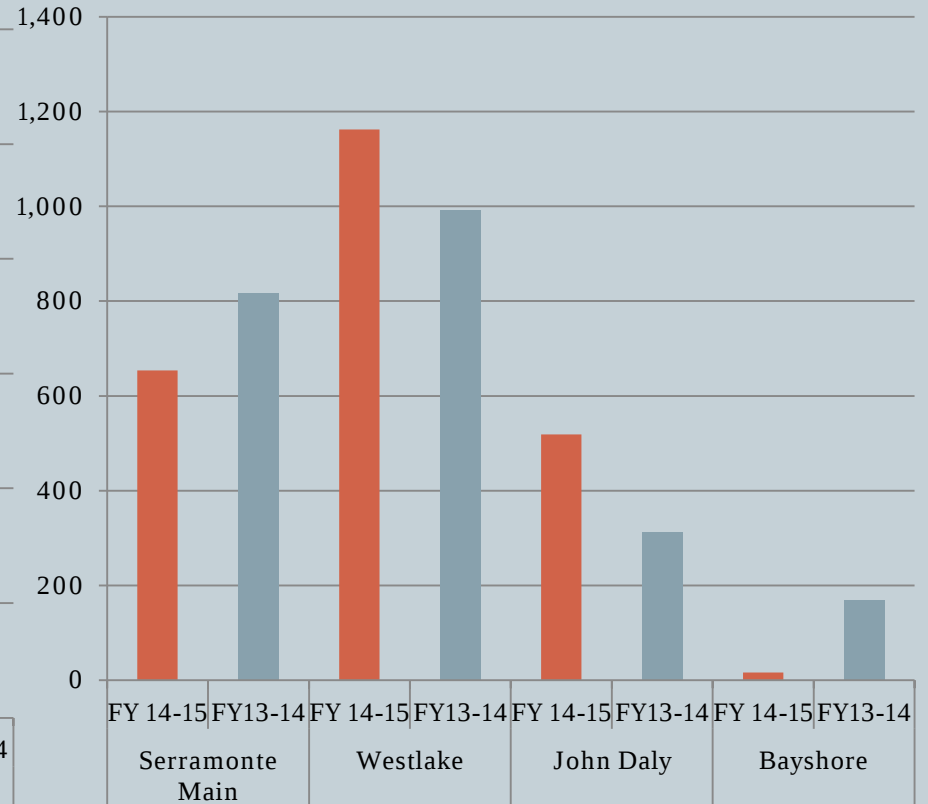
Public Programs



Programs - Count



Programs - Attendance



*Total program count increased 30.34% over same quarter of prior year, with 189 total.
Overall attendance was up 2.71% to 2,351.*



Meeting Date: April 21, 2015

Subject: Distribution of Commercial Summer Reading-Themed Promotional Materials

Library staff are seeking input on a policy regarding the distribution to library program participants of coupons and giveaways from businesses.

Background

The Library has received Summer Reading-themed coupons from Round Table Pizza for a free personal pizza with any pizza purchase. These coupons resemble completion certificates and have been distributed with the Library Summer Reading Certificate of Completion for a number of years. Last year, we received a stack of bookmarks from Pasta Pomodoro formatted as a reading log to be redeemed for a free dessert or a free kid's meal. We also received bookmarks from Auntie Anne's Pretzels with an offer for a free pretzel. Copies of these materials are attached.

Discussion

In assessing the materials we have received, we may consider whether they include an offer of a free product or require a purchase, whether the companies operate in Daly City or nearby communities, the healthfulness of the product(s) offered, and the requirement that Library staff sign each coupon. Also relevant is our newly revised Public Postings Policy which prohibits materials from commercial/for-profit enterprises.

The coupons from Round Table Pizza are distributed State-wide. Some libraries integrate them into their programs and others do not. Other companies also distribute offers, such as discounts on LEGOLAND passes, which we have declined simply due to our distance from that attraction. We expect to continue to receive similar materials, both unsolicited and through library groups.

Conclusion

Prior to the launch of the 2015 Summer Learning Program, staff would like to have an internal policy in place to guide decisions on commercial offers and giveaways. Staff are seeking input from the Board on what types of commercial materials, if any, should be distributed to children participating in Library programs.

Staff is available to provide any additional information desired by the Trustees.

Respectfully submitted,

Chela Anderson
Library Services Manager

Bookmark

Summer Reading
Program

**PAWS
TO
READ!**



PROUDLY SPONSORED BY:

Round Table
PIZZA

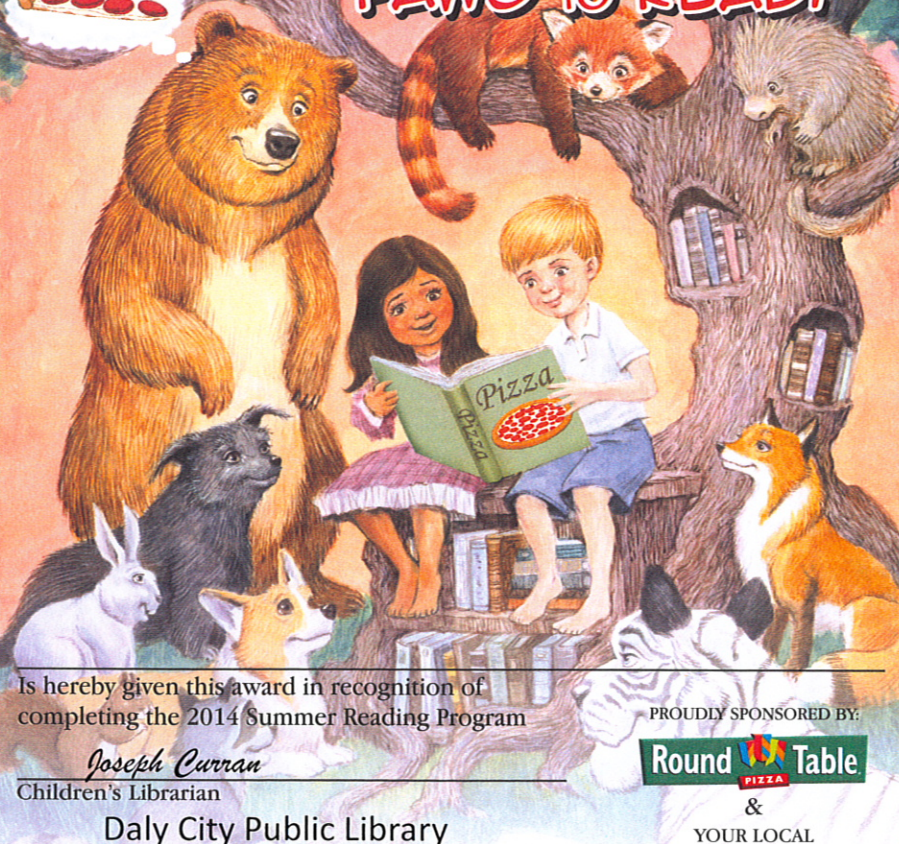
&
YOUR LOCAL
LIBRARY

Achievement Award

Summer Reading Program



PAWS TO READ!



Is hereby given this award in recognition of
completing the 2014 Summer Reading Program

Joseph Curran

Children's Librarian

Daly City Public Library

Library Branch

PROUDLY SPONSORED BY:

Round Table
PIZZA

&
YOUR LOCAL
LIBRARY

Round Table
PIZZA

FREE PERSONAL PIZZA #701
with any pizza purchase

Present this coupon at any participating Round Table Pizza restaurant and receive your **FREE PERSONAL ONE TOPPING PIZZA** with any pizza purchase. Offer is valid for children ages 18 and younger. Child needs to be present to redeem coupon and children 14 and under need to be accompanied by an adult. One coupon per person. Valid only with Library Branch Stamp. Valid for dine-in only thru 9/30/14.

Daly City Public Library

LIBRARY BRANCH

Valid only with Library Branch Stamp



**pasta
pomodoro
reading
rewards**

GOAL 1

1. _____
2. _____
3. _____
4. _____
5. _____

Teacher Signature

Redeem at local
Pasta Pomodoro

Manager Signature

GOAL 2

6. _____
7. _____
8. _____
9. _____
10. _____

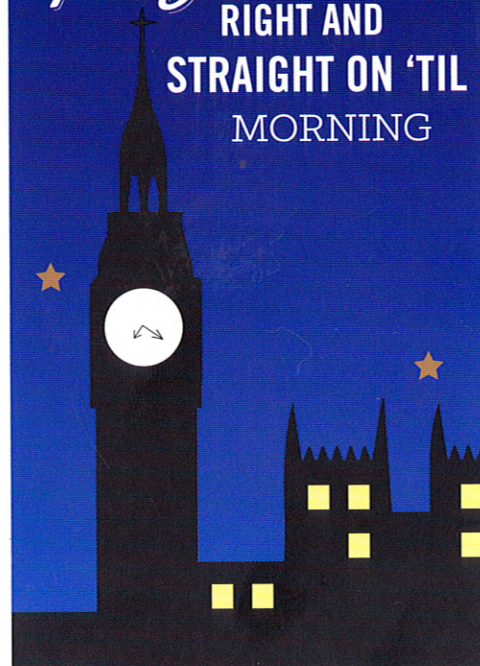
Teacher Signature

Redeem at local
Pasta Pomodoro

Manager Signature



SECOND
pretzel TO THE
RIGHT AND
STRAIGHT ON 'TIL
MORNING



DO YOU LOVE TO READ?

Looking for a tasty incentive to read more books? Auntie Anne's would like to reward you with a FREE Original or Cinnamon Sugar Pretzel. After all, reading and pretzels are the perfect combination!

Student's Name: _____

Favorite Book: _____

Library: _____

Sign up. Get free stuff.
www.auntieannes.com