

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

AGENDA

Tuesday, March 15, 2016 - 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. Regular meeting of February 16, 2016

TRUSTEES' REPORT

2. Library Board of Trustees Webpage (Action)
3. Annual Report Draft Review (Action)

DIRECTOR'S REPORT

4. Winter Reading Challenge
5. Proclamation of National Library Week

ANNOUNCEMENTS AND COMMUNICATIONS

6. 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
MINUTES – FEBRUARY 16, 2016

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

PLEDGE TO THE FLAG

ROLL CALL

Library Board of Trustees Present:

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

Staff Present:

Director Joseph Curran, Library Services Manager Chela Anderson, and Supervising Librarian Cole Johnson

APPROVAL OF AGENDA

Agenda for the February 16, 2016 Regular Meeting unanimously approved.
(MSP: Lex/Daus-Magbual)

APPROVAL OF MINUTES

1. Minutes of the January 19, 2016 Regular Meeting unanimously approved. (MSP: Lex/Encarnacion)

DIRECTOR'S REPORT:

2. AtoZ Databases Demonstration:

Cole Johnson provided a live demonstration of a new subscription online resource available through the Library. A to Z Databases is a powerful research tool that connects patrons with business, residential, and consumer information along with tools to create and export lists for mailing lists and business leads. A to Z also connects job searchers with over 2.3 million listings and its resume templates and interviewing skills tutorials provide an advantage for applicants. It is a nation-wide residential directory that also includes consumer data for the business owner looking to compile mailing lists or research potential markets. A to Z is the perfect tool to conduct research on over 30 million businesses and executives with contact information, financial details, and executive directories. For small business owners and sales professionals, A to Z provides unique tools to create lists of new movers and new businesses and to focus on markets by income, home values, and purchasing patterns. Access is free with your library card; visit www.dalycity.org/elibrary.

3. Children's Fines:

Staff updated the Board regarding current discussions by the Peninsula Library System's Administrative Council on eliminating late fines for children's accounts. The majority of the system's

jurisdictions have expressed a desire to make this change. The Board conveyed concerns about loss of revenue and the value of personal responsibility.

4. Board of Trustees' Webpage:

Trustee Lex expressed interest in enhancing the webpage with the Board's information. In reviewing the websites of neighboring cities, he found that some include photographs, biographies, and contact information. Some members of the Board expressed privacy concerns. The discussion was tabled and will be brought to the March meeting for further discussion and action.

TRUSTEES' REPORT:

5. Annual Report

Trustee Lex presented his initial draft of the 2015 Library Board Annual Report. The Board agreed that the report should be in a two-page format and that some editing down would therefore be necessary. Mr. Curran offered the services of the Recreation Division's marketing staff. A final draft will be reviewed at the next meeting.

ANNOUNCEMENTS

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

Executive Director Susan Brissenden-Smith reported that the DCPLA will be presenting the Library with a check for \$17,500 at the February 22 City Council Meeting. This grant, for digital media technology, completes the Fund-the-Need requests from the previous year. DCPLA is seeking sponsors for their Fourth Annual Saint Patrick's Day Luncheon on March 15, 2016. DCPLA will also be hosting a "Books and Blues" event at the Bayshore Library on Friday, April 15. Trustee Lex inquired about total grant funding since inception and Ms. Brissenden-Smith reported that they are now at \$97,000.

- The Library received a \$1,600 grant from the 50 Fund for Summer Learning outreach efforts
- As in previous years, free tax assistance will be available five Saturdays at the Serramonte Library
- The Library is partnering with the DeLue Boys and Girls Club to offer "Jump into Writing" programs

PUBLIC COMMENT: None

ADJOURNMENT

The meeting was unanimously adjourned at 7:00 p.m.

**Next Meeting:
Tuesday, March 15, 2016
Daly City Council Chambers**

DALY CITY LIBRARY BOARD OF TRUSTEES

2015 ANNUAL REPORT

NEW MEMBERS APPOINTED TO BOARD OF TRUSTEES

Several new members have recently been appointed or reappointed to the Library Board of Trustees including Roderick Daus-Magbual, Lynne Shubunka, and Bill Lex. Longer serving senior members include Board President Erlinda Galeon and Vice President Arlene Encarnacion. In its advisory role, Board members are expected to:

- Advocate literacy for all ages and all people
- Communicate constituent needs to the City Council and Library staff
- Facilitate fulfillment of the libraries future needs and vision

Appointed by the Mayor and confirmed by the Council, Board members serve 3-year terms. The Board meets on the third Tuesday of each month at City Hall in the City Council chambers. Meetings are open to the public, live-streamed for immediate viewing, and recorded for later online access through the Daly City/Library website (<http://www.dalycity.org/libraryboard>).

Daly City residents are encouraged to help the Board meet its responsibilities by contacting and speaking to Board members sharing their ideas, questions, suggestions, and personal experiences at any time or by attending the monthly meeting at City Hall.

Board of Trustees

Erlinda T. Galeon	<i>President</i>
Arlene R. Encarnacion	<i>Vice President</i>
William Lex	<i>Trustee</i>
Lynne M. Shubunka	<i>Trustee</i>
Roderick R. Daus-Magbual	<i>Trustee</i>



FOOD FOR FINES

Daly City libraries participated in the “Food for Fines” program from Nov. 15 to Dec. 31 for the third consecutive year. The program enabled borrowers who had returned overdue books to eliminate unpaid fines and return to using the library if they

762 LIBRARY
ACCOUNTS
CLEARED

donated one or more items of non-perishable food at their local branch. It also promoted the return of late materials and reduced costs for replacement copies.

FINES WAIVED:
\$10,000

All food was donated to the Second Harvest Food Bank and locally distributed through the North Peninsula Food Pantry & Dining Center of Daly City. The Food Pantry serves

over 100 low income and homeless individuals and families residing in Daly City, Broadmoor and Colma with grocery items and hot meals three nights each week.

SUMMER LEARNING CHALLENGE

The Summer Learning Challenge kicked off on June 1st and ended August 31st.

Open to anyone from newborns to those in 12th grade, each participant received a free book and learning log. Participants recorded the books they read as well as the Library sponsored, active, hands-on learning experiences including fun, educational programs, musical presentations, and weekly brain puzzles. Those finishing the program got another free book, a ticket to a VIP party, a raffle ticket for a \$1,000 scholarship, and a movie pass for a local movie theater. A calendar of special library events was published for families to enjoy. Adults also were encouraged to write and submit reviews of books they read during the summer to be part of a drawing for gift cards to local stores.

Almost 1,500 students signed up and nearly 500 earned rewards for completing the program.

BRANCH HIGHLIGHTS

Serramonte:

Early Literacy iPad Storytimes were piloted this year to help parents and children learn about early literacy applications.

Noon Year's Eve was held on New Year's Eve from 11:15AM to 12PM. The library provided party favors and staff taught a noise maker craft lesson. Stories were read about the New Year, and everyone counted down until it was 12 noon when a balloon dropped. This was the first time this program was tried in Daly City. It was the most successfully program of the year attended by 60 youths and 40 adults.

I.D.E.A. Lab programs were offered weekly for all ages at the Serramonte Library. I.D.E.A. stands for Innovate, Design, Educate, and Achieve, and it focused on STEAM (Science, Technology, Engineering, Art + Design, and Math) learning activities. Beginning in August of 2015, they will be continued through the end of July currently. Some of the most popular and successful activities were:

- Mask Making
- Book Bag Sewing
- Stop Motion Animation

John Daly:

Game Night was held two Fridays each month during 2015. It had rotating activities and was a program for teens to come together at the library in a fun and active way. Participation in Game Nights averaged 15-20 teens.

Dia de los Muertos is a traditional family program held every year to celebrate Day of the Dead. This year, children transplanted marigolds into pots that they had painted. The program, well attended by 31 kids/teens and 27 adults, was a fun and active way to celebrate this holiday.

DALY CITY PUBLIC LIBRARY ASSOCIATE GRANTS \$25,000

Daly City libraries received monetary grants from the Daly City Public Library Associates totaling \$25,000. This nonprofit, volunteer, membership organization raises funds for equipment, materials and programs that the City's budget can't afford.

DCPLA is a membership organization and the majority of the money comes from the dues of the membership. The Membership committee is encouraging everyone to invite potential members to an organizational activity so they can see what the Associates do with their own eyes. For more information on the mission and work of DCPLA visit www.dcpla.org. Everyone can join in to support our libraries.

Bayshore:

Bay Day, a partnership with the Boys and Girls Club, was held the first Friday of every month for youth in grades 6-8. The program included different activities from making Lego creations to arts and crafts and cooking. Average attendance was 15-20 youth who were able to be creative while getting to know their library and staff.

Storytime was restored in 2015 in partnership with the Boys and Girls Club. Up to 25 first graders from the Boys and Girls Club gathered every week at 2:15 p.m. for Storytime. This program connected the children at the Club with the library and provided early literacy exposure with trained library staff.

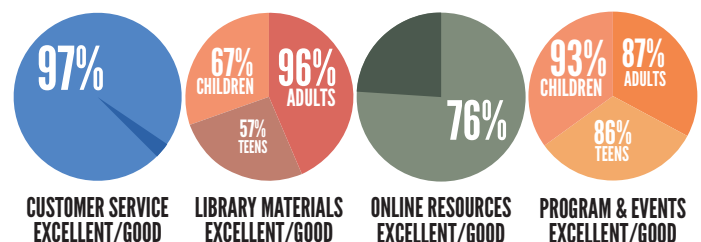
Westlake:

The Zone is an after-school program that channeled the energy of teens and tweens into productive activities including art, science, and construction. Held every Wednesday, Thursday and Friday, the program averaged anywhere from 15-25 participants per day. Homework help was offered for students in need of assistance.

Adult Winter Reading is another new program that Westlake Library piloted this year. Using a Bingo sheet with different genres of books, the program encouraged adults in the community to come together and read for fun and enrichment. Over 150 adults signed up for the program qualifying them for entry into a raffle for a donated Kindle and tickets to the Original Joe's, soon to be opening in the Westlake shopping area.

LIBRARIES SEEK FEEDBACK

What do you and your neighbors think of our libraries? To answer that question, library staff have been asking patrons to complete customer satisfaction surveys available at each branch. 420 people responded to the survey.



Surveys are available at the information desk of each branch or can be submitted online at <https://www.surveymonkey.com/r/dcpl>.

RESOLUTION NO: _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DALY CITY
PROCLAIMING THE WEEK OF APRIL 10 – 16, 2016 NATIONAL LIBRARY WEEK**

WHEREAS, libraries have long served as trusted and treasured institutions, and library workers and librarians fuel efforts to better their communities;

WHEREAS, libraries are evolving in order to serve their communities and to continue to fulfill their role in leveling the playing field for all who seek information and access to technologies;

WHEREAS, libraries and librarians open up a world of possibilities programming, such as preschool storytimes, I.D.E.A. Lab maker workshops, tech tutoring, and the power of reading;

WHEREAS, libraries and librarians are looking beyond their traditional roles and providing more opportunities for community engagement and to deliver new services that connect closely with patrons' needs;

WHEREAS, libraries support democracy and effect social change through their commitment to provide equitable access to information for all library users regardless of race, ethnicity, creed, ability, sexual orientation, gender identity or socio-economic status;

WHEREAS, libraries, librarians, library workers and supporters across America are celebrating National Library Week.

NOW, THEREFORE, BE IT RESOLVED that the Mayor and City Council of the City of Daly proclaim National Library Week, April 10-16, 2016. All residents are encouraged to visit your library this week and explore the wonderful library resources available @ your library. Because of you, Libraries Transform.

I hereby certify the foregoing to be a true copy of a Resolution adopted by the City Council of Daly City, California, at a regular meeting hereof held on the 28th day of March, 2016, by the following vote of the members thereof:

AYES, and in favor thereof, Councilmembers: _____

NOES, Councilmembers: _____

ABSENT: Councilmembers: _____

CITY CLERK OF THE CITY OF DALY CITY

APPROVED:

MAYOR OF THE CITY OF DALY CITY