

DALY CITY LIBRARY BOARD OF TRUSTEES
REGULAR MEETING
DALY CITY CIVIC CENTER
MINUTES – AUGUST 21, 2018

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

PLEDGE TO THE FLAG

ROLL CALL

Library Board of Trustees Present:

Trustees Patricia deVera, Angella Logarta, William Lex, and Lynne Shubunka,

Staff Present:

Director Joseph Curran and Library Services Manager Chela Anderson

APPROVAL OF AGENDA

Agenda for the August 21, 2018, Regular Meeting unanimously approved.
(MSP: Lex/Shubunka)

APPROVAL OF MINUTES

1. Minutes of the July 17, 2018 Regular Meeting unanimously approved. (MSP: Lex/Logarta)

PRESENTATIONS:

2. Commuter Campaign – Librarian Jessica Diaz presented information on a system-wide campaign organized by the Peninsula Library System's Marketing Team, of which she is the Chair. In an effort to reach non-users of the library, an advertising campaign on busses, bus stops, trains, billboards, and delivery trucks will be launched in September to promote our main e-book and e-audio vendor's new app, Libby. To make using this library service easier and more appealing, e-cards will be enabled; using their mobile phones, people can use their mobile phones to obtain an electronic card to checkout and download e-audio and e-books immediately.

DIRECTOR'S REPORT:

3. Social Media Policy - Director Curran reviewed with the Board the City's Social Media Policy. The purpose of the policy is to guide staff in the appropriate use of social media in their work capacities. No explicit mention is made of commissioners or board members using social media. The Board agreed that separate Library Board accounts did not make sense but expressed interest in occasionally posting facts from the Talking Points Bookmark on the Library's social media accounts.

TRUSTEES' REPORT:

4. Advocacy - President deVera introduced four pillars developed by the Advocacy Committee comprised of herself and Trustee Logarta: Communication, Creating Awareness, Community Involvement, and Fundraising. They proposed starting with

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Communication with a focus on library staff. Each member of the Board was assigned a branch library and given homework of visiting that library and meeting with the manager and branch staff. Trustee Lex will visit Westlake Library, Trustee Logarta will visit John Daly Library, Trustee deVera will visit Bayshore Library, and Trustee Shubunka will visit Serramonte Library. These will be casual visits with no agenda. Library Services Manager Anderson requested that Trustees make appointments with branch managers in advance rather than just stopping by.

The revised Talking Points Bookmarks were reviewed again and the Board suggested that it next be reviewed by the Executive Director of the Daly City Public Library Associates.

5. Report from Daly City Public Library Associates:

- Trustee deVere reported from the prior meeting of the Executive Board
- A Search Committee was formed to find a new Executive Director, as the current one is retiring
- They are also seeking a new website manager; she suggested that this would be a good volunteer opportunity for a college student
- Author Vanessa Garcia will give a presentation Thursday, August 23 4:30 to 5:30 pm at the Serramonte Library
- Crazy About Cars event in Colma will be September 29, 2018; volunteers are needed

PUBLIC COMMENT:

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

**Next Meeting:
Tuesday, September 18, 2018
Daly City Council Chambers**