



BOARD MEMBERS
Sarah Giffen, President
Robin Rodricks, Vice President
Susan Monroe, Secretary
Dr. Albert Acena
Mitra Haddad



AGENDA

LIBRARY BOARD OF TRUSTEES MEETING

Monday, July 28, 2014
5:30 p.m.

San Mateo Main Library, Cedar Room
55 West Third Avenue
San Mateo, California 94402

OPENING

- Pledge of Allegiance
- Roll Call

CONSENT CALENDAR

All matters listed under the Consent Calendar are considered by the Board to be routine and will be enacted by one motion without discussion. If discussion is desired, that item may be removed and considered separately.

1. BOARD OF TRUSTEES MINUTES APPROVAL
Approve the Library Board of Trustees meeting minutes of June 30, 2014.
2. FINANCIAL REPORT
Approve the Financial Reports for the month of June, 2014.
3. GIFTS
Accept gifts and donations to the San Mateo Public Library made in the months of May, 2014, and June, 2014.

PUBLIC COMMENT

Persons wishing to comment on any item not appearing on the agenda may submit to the Executive Assistant a "Request to Speak" form. State law prevents the Board from taking action on any matter not on this agenda. Your comments may be referred to staff for further review.

COMMUNICATIONS

4. NATIONAL NIGHT OUT
Outreach opportunity at the 2014 National Night Out function at the King Community Center, Aug. 5, 2014, 5:00-8:00 pm.

OLD BUSINESS

5. ARTWORK SIGNAGE: SAM FRANCIS MONOTYPE

Action: Discuss response from Civic Arts Committee on the amended wording for a description plaque.
Decision on final wording, as necessary.

NEW BUSINESS

6. RIBBON CUTTING FUNCTIONS TO EXTEND LIBRARY HOURS

Recap of the ribbon cutting functions on July 7 & 8, 2014 by Sarah Giffen, Robin Rodricks and Dr. Al Acena.

7. THE BIG LIFT'S "LITTLE FREE LIBRARIES"

Overview of The Big Lift's "Little Free Libraries" by Ben Ocón, City Librarian

8. EDGE INITIATIVE

Overview of the Edge initiative by Elliot Warren, Deputy City Librarian

REPORTS

9. LIBRARY BOARD PRESIDENT

10. CITY LIBRARIAN

ADJOURNMENT

Agendas are posted on the City's website by the Friday preceding each Board Meeting. Any supplemental material distributed to members of the Board of Trustees after the posting of this agenda will be available for public review in the Library's Administrative office.

In compliance with the Americans with Disabilities Act, those with disabilities requiring special accommodations to participate in this meeting may contact the Library Administrative Office at (650) 522-7802 or hstewart@cityofsanmateo.org. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



CITY OF SAN MATEO
LIBRARY BOARD OF TRUSTEES
June 30, 2014

Meeting Minutes

CALL TO ORDER

The meeting was called to order by Sarah Giffen, President of the Library Board of Trustees at 5:07 p.m.

PLEDGE OF ALLEGIANCE & ROLL CALL

Ms. Giffen led those in attendance with the Pledge of Allegiance. Present were: Library Board members Robin Rodricks, Susan Monroe and Dr. Albert Acena; Councilmember David Lim, City Librarian Ben Ocón; SMPL Foundation Board Member Jill O'Sullivan; and Executive Assistant Heather Stewart. Trustee Mitra Haddad was excused.

DINNER WITH COUNCILMEMBER DAVID LIM

Councilmember David Lim provided a dinner for the Board and facilitated an open discussion and question and answer opportunity with the Trustees.

CONSENT CALENDAR

The items of the Consent Calendar were approved with one motion made by Ms. Rodricks, seconded by Ms. Monroe and with a vote of 4-0.

1. Approval of Minutes of May 27, 2014
2. Financial Report for May, 2014
3. Gifts Report for May, 2014

PUBLIC COMMENT

None.

COMMUNICATION

None reported.

UNFINISHED BUSINESS

4. Artwork Signage: Sam Francis Monotype

The Library Board discussed the proposal made by public comment at the April meeting to add additional biographical information to the signage for the Sam Francis Monotype hanging in the Library. The Sam Francis Foundation provided a suggested blurb regarding Mr. Francis' biographic information emphasizing his San Mateo origin. Ms. Monroe made a motion, seconded by Dr. Acena, to approve the suggested blurb unedited. This motion was amended to include the location of this new signage to be placed below the existing plaque. Motion carried 4-0.

NEW BUSINESS

5. New Library Hours in 2014-15

Mr. Ocón discussed the planning, budget process and meetings with the related labor units to get support for the plan to add a total of 10 hours library service per week across all three San Mateo libraries starting July 7, 2014. The Main Library will be opening at 10 am Monday – Saturday, and the branches will open at 1pm on their respective late open evenings as well as opening at 10 am on Saturday. This extension of service hours has been in strong demand by patrons over the years and has been

possible due to the improving economy, the elimination of the City's cost savings efforts, the Library's reorganization and the support of the San Mateo Public Library Foundation. To commemorate this significant milestone, the Library Board decided to host a small ribbon-cutting ceremony at each facility: At 10am on Monday July 7 at the Main Library; 1pm at the Marina Branch on July 7; and 1pm at the Hillsdale Branch on July 8. Library Foundation rep Jill O'Sullivan volunteered to promote the effort with the San Mateo Public Library Board of Directors.

6. 2014-15 Work Plan

Mr. Ocón reviewed the Department's Work Plan for the 2014-15 fiscal year. The summary included the overall Department efforts and performance measures as well as those for each division.

7. 2014-15 Calendar of Library Board Meeting Dates

The Board reviewed the draft meeting dates for the next fiscal year. Ms. Rodricks made a motion to cancel the December meeting and accept the remaining dates as presented, Dr. Acena seconded. Motion carried 4-0.

REPORTS

8. Library Board President – Ms. Giffen shared the following:

- Attendance at the American Library Association annual conference in Las Vegas (June 26-30, 2014). Of particular interest was a presentation by a speaker from the Edmonton Public Library (Canada) regarding marketing; and a presentation of a website called Glass Door that features salary and compensation information from a wide collection of companies. Both presentations would be opportunities for the Library to explore as a possible service enhancement.

9. City Librarian—Mr. Ocón shared highlights of his City Librarian's Report

- Reviewed some highlights from results of this year's Customer Satisfaction Survey.
- Noted the top books on the annual ALA list of most frequently challenged books; and assured that the SMPL has several copies of each reflecting the Library's commitment to the principle of intellectual freedom on behalf of the commitment to be able to have access to a wide spectrum of titles.

10. San Mateo Public Library Foundation

Ms. O'Sullivan discussed results and experiences regarding the Library Foundation's Annual Gala. The event was held at the College of San Mateo on May 10 and required some changes in planning and budgeting that were new in comparison to the 2013 event held at the Library. Final fundraising details will be calculated with year-end donations; but everyone concurred that it was a great event. The Literary Society and Library Foundation will have ideas and recommendations as they look toward planning for the 2015 event.

OTHER BUSINESS

- There was no other business.
- Ms. Giffen adjourned the meeting at 6:44 pm.

Next Meeting: The Library Board will next meet on **Monday, July 28, 2014, 5:30 p.m.**
Cedar Room, Main Library.

Submitted by:



Susan Monroe, Secretary 2014-15

Date: July 14, 2014

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

6/01/14 - 6/30/14

		BALANCE	REVENUE	EXPENSES	BALANCE
Acct #	Description	1-Jun-14	1 Jun-14 to 30-Jun-14	1 Jun-14 to 30-Jun-14	30-Jun-14
224903	Crawford Bequest Fund	1,226.02	0.00	0.00	1,226.02
224906	Library Collections Accounts				
2000	Branch Media Collection	10,702.15	0.00	0.00	10,702.15
3500	Farsi Materials	200.00	0.00	0.00	200.00
4000	Benson Holocaust Collection	33.12	1,013.72	398.76	648.08
6000	Adult Collection Branches	520.82	0.00	0.00	520.82
8000	Periodical Subscriptions	3,427.83	0.00	0.00	3,427.83
9000	General Collection	35,158.19	7,466.51	833.51	41,791.19
	Total:	50,042.11	8,480.23	1,232.27	57,290.07
224909	Multimedia AV Materials				
1000	Adult AV Collection Main	4,259.76	0.00	0.00	4,259.76
3000	Adult AV Collection Branches	1,644.67	0.00	0.00	1,644.67
6000	eBooks Collection	186.29	0.00	0.00	186.29
	Total:	6,090.72	0.00	0.00	6,090.72
224910	Bucks for Business (Donations Through Business License Renewals)	2,012.46	0.00	0.00	2,012.46
224911	Children's Services	1.32	0.00	0.00	1.32
224913	Miscellaneous Accounts				
1000	Unrestricted SMPLF Grants*	114,080.84	19,409.49	9,795.73	123,694.60
1100	Teen Services	1,092.01	4.64	19.80	1,076.85
1210	Branch Library Programs	480.32	0.00	0.00	480.32
1220	Public Internet Instruction	1,172.37	0.00	0.00	1,172.37
1230	Latino Cultural Programs*	2,500.00	0.00	0.00	2,500.00

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

6/01/14 - 6/30/14

Acct #	Description	BALANCE 1-Jun-14	REVENUE 1 Jun-14 to 30-Jun-14	EXPENSES 1 Jun-14 to 30-Jun-14	BALANCE 30-Jun-14
1250	Iranian American Cultural Programs*	3,622.05	0.00	0.00	3,622.05
1260	Business Workshops	541.48	0.00	0.00	541.48
1270	African American Cultural Programs*	10,674.40	0.00	100.00	10,574.40
1280	Asian Cultural Programs*	2,703.94	0.00	0.00	2,703.94
1300	Public Printing - Photocopying	11,406.51	1,242.86	311.98	12,337.39
2700	Memorial Donations	1.30	0.00	0.00	1.30
3100	Misc. Revenue/Honorariums awarded to Library/City Librarian	1,359.93	64.00	137.13	1,286.80
4000	Volunteer Program	1,940.80	0.00	0.00	1,940.80
5100	Tech Services Team Enterprise	2,303.43	0.00	0.00	2,303.43
6000	Robert Weiss Bequest	157,470.72	0.00	0.00	157,470.72
7000	Earl Family Bequest	41,690.10	0.00	0.00	41,690.10
	Total:	353,040.20	20,720.99	10,364.64	363,396.55
224914	Project Read	23,559.63	124.00	44.53	23,639.10
224917	Foundation Ctr Collections/Services (SVCF Grant)	24,749.15	0.00	0.00	24,749.15
TOTALS		\$ 460,721.61	\$ 29,325.22	\$ 11,641.44	\$ 478,405.39

*beginning balances of sub-accounts 1000, 1230, 1250, 1270 & 1280 adjusted to reflect transfer of \$10K from SMPLF Unrestricted Grants account to Cultural Programs accounts (\$2,500 each to Latino, Iranian American, African American & Asian Cultural Programs)

Financial Report -- Revenue

June 1, 2014 - June 30, 2014

ACCOUNT		DESCRIPTION	Date
10-224906		Library Collection	
	\$ 7,466.51	SMPLF grant from Friends of the Library book sales	6/6/14
	1,013.72	Lillian S. Benson Donation for Holocaust Collection	6/16/14
subtotal	\$ 8,480.23		
10-224913		Miscellaneous Accounts	
	\$ 19,409.49	SMPLF grant of unrestricted funds	6/9/14
	4.64	Refund from purchase of craft supplies for Teen Advisory Group (JoAnn Fabric)	6/19/14
	64.00	Sale of Library promotional & misc. merchandise (flash drives, City of San Mateo logo recycle bags & head phones) - 5/15 - 6/30/14	6/30/14
	90.85	Hillsdale Library - SAM 5/20 - 6/30/14	6/30/14
	152.35	Marina Library - SAM 5/15 - 6/30/14	6/30/14
	982.91	APM machines 5/23/ - 6/30/14	6/30/14
	16.75	MicroFilm 5/23 - 6/30/14	6/30/14
subtotal	\$ 20,720.99		
10-224914		Project Read	
	\$ 124.00	SMPLF grant from San Mateo City employees charitable contribution payroll deductions for Project Read	6/9/14
subtotal	\$ 124.00		
TOTAL	\$ 29,325.22		

Financial Report - Expenses

June 1, 2014 - June 30, 2014

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
10-224906		Library Collections	
	\$ 190.04	Glossy postcards and bookmarks for Friends of the Library annual book sale (GotPrint.com)	6/12/14
	207.76	Chinese books and magazine subscription for Marina Branch collection (World Journal)	6/12/14
	398.76	Book and DVDs for Holocaust Collection (Baker & Taylor)	6/24/14
	210.71	Books for General Collection (Baker & Taylor)	6/24/14
	225.00	Design changes to marketing materials for FOL annual book sale (Ellen Silva Creative Services)	6/30/14
subtotal	\$ 1,232.27		
10-224913		Miscellaneous Accounts	
	\$ 100.00	Honorarium for Mark Orcholski for "Physics with Mark" science demonstration for Children's Summer Learning Program (7/10)*	6/2/14
	450.00	Honorarium for Wildlife Associates for "Wild Americas" live animal show for Children's Summer Learning Program (7/15)*	6/2/14
	1,000.00	Honorarium for Dave Rocha for "Jazz @ the Library" music concert quintet (7/15)*	6/4/14
	275.00	Honorarium for Andrew Gomez for performance at toddler dance party for Children's Summer Learning Program (7/15)*	6/5/14
	375.00	Honorarium for Bernd Buettner for "Amazing Science Whiz" magic show for Children's Summer Learning Program (7/29)*	6/11/14
	100.00	Honorarium for Peninsula Humane Society for presentation by Amy Differding on dog care for Children's Summer Learning Program (7/31)*	6/11/14
	36.35	Refreshments for Children's Book Week Party (Costco)*	6/12/14
	137.13	15 packs of 4GB HP flash drives to sell at Circulation Dept. Accounts Desk (Newegg.com)	6/12/14
	311.98	Nine HP ink cartridges for printing of public brochures and flyers for Children's and Info. Services Depts., and public program posters (Office Depot)	6/12/14
	476.07	Craft materials and supplies for Children's Summer Learning Program (Oriental Trading Co., Home Depot and Illinois Library Assoc.)*	6/12/14

*Charged to the SMPLF Unrestricted Funds account; expense is in alignment with the giving interests of the SMPLF

Financial Report - Expenses

June 1, 2014 - June 30, 2014

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
	14.36	Refreshments and snacks for Teen Advisory Group meeting (5/16) (Safeway)	6/12/14
	4.99	iMovie 2.0 application for promotional video for Children's Summer Learning Program (iTunes.com)*	6/12/14
	33.36	Snacks and supplies for Dia di los Ninos event (4/30) (Target & Walgreen's)*	6/12/14
	19.65	DVD for children's movie and for collection (Target)*	6/12/14
	100.00	Special Copyright Compliance Site License for movie viewing sponsored by AALAC (6/16) (Movie Licensing USA)	6/18/14
	5,331.00	Portion of Opt-E-Man broadband internet service and CENIC upgrade for high speed public internet access and wireless services for Main Library, Hillsdale and Marina Branches 2013 - 2014 (Balance of \$31,545 total charge paid from Library General Fund accounts)(Peninsula Library System)*	6/23/14
	94.31	Supplies and refreshments for Children's Dept. Art in Action program (6/09) (Costco)*	6/24/14
	500.00	Honorarium for Jon Krosnick of the Charged Particles Trio for jazz music concert (8/24)*	6/25/14
	1,000.00	Honorarium for Humble Comics for presentation by teen graphic novelist Gene Luen Yang (8/16)*	6/26/14
	5.44	DVD "Divergent"for movie party for Teen Summer Learning program (8/05) (Target)	6/27/14
subtotal	\$ 10,364.64		
10-224914		Project Read	
	\$ 44.53	Refreshments for Project Read tutor training participants (5/05) (Starbucks & Safeway)	5/14/14
subtotal	\$ 44.53		
TOTAL	\$ 11,641.44		

*Charged to the SMPLF Unrestricted Funds account; expense is in alignment with the giving interests of the SMPLF



GIFTS LIST: JUNE 2014

<i>Funding Source</i>	<i>Amount</i>	<i>Description</i>
San Mateo Public Library Foundation	\$7,466.51	Grant from Friends of the Library book sales
San Mateo Public Library Foundation	\$19,409.49	Grant for general support (unrestricted)
San Mateo Public Library Foundation	\$124.00	Grant for Project Read from San Mateo City employees charitable contribution through payroll deductions
Lillian S. Benson	\$1,013.72	Donation to Benson Holocaust Collection
Total	\$28,013.72	

City Librarian's Report July 2014

2014 Summer Learning Program—a Hit!

The 2014 Children and Teen Summer Learning Programs at the Library have successfully attracted more children and teens than last year according to statistical measurements (registrations and program attendance). The number of children and teens who have registered for the 2014 Summer Learning Program recently reached a combined total of 3,370 at the mid-July mark (which represents a very healthy 154.5% increase over last year's sign-ups for the same period). Kudos to the Children's and Teen services staff who have planned and coordinated an outstanding array of activities that enhance the learning experience for children and teens this summer.

The Big Lift's "Little Free Libraries"

The San Mateo Public Library is participating in the promotion of the Big Lift's "Little Free Libraries"-- a "take a book, return a book" gathering place where neighbors share their favorite books. In its most basic form, a Little Library is a box full of books where anyone may stop by and pick up a book (or two) and bring back another book to share. It's a simple concept that can have a big impact.

The goals of the Big Lift Little Libraries are:

- to encourage a culture of reading in San Mateo County;
- to increase access to books for children and families at the point of need;
- to involve all of the county in The Big Lift, including businesses and individuals, wealthy and low income communities;
- to help create resident support for The Big Lift initiative (the grand scale collaboration involving government agencies, schools, libraries, nonprofits, and business
- to improve the reading proficiency of children throughout San Mateo County).

Over 200 Big Lift Little Free Libraries have been constructed by employees at Genentech and Hands On Bay Area who volunteered to help launch the project. The Little Free Libraries will be filled with books for children ages 0-8; and will be placed throughout the County, in places where reading and books can be a great activity.

Edge Initiative

The Library is participating in the Edge Initiative that has been developed by a national coalition of leading library and local government organizations, funded by the Bill and Melinda Gates Foundation, and led by the Urban Libraries Council. The initiative was created with the vision that all people should have opportunities to enrich and improve their lives through open access to information, technology and communication. The Edge initiative provides aspirational benchmarks for libraries to compare current and planned practices related to technology services; and are designed to enable libraries to perform needs assessments and develop relations with community groups to provide needed services such as programming, collections and outreach.

More information will be forthcoming as the Library follows through with the benchmarks that were identified in the Edge assessment report customized for the San Mateo Public Library.

Presentation Program (Peninsula Humane Society & SPCA)

As part of the Summer Learning Program "Paws to Read," the Main Library will co-host a special program with the Peninsula Humane Society on July 31st. A PHS representative will make a presentation about the important work of the Peninsula Humane Society, reading a book about responsible pet care and the participation of therapy dogs that will listen to stories read by children. The program will also include the Library's presentation to the PHS of donated pet supplies that were collected from the community throughout the summer.

“Be Book Smart” Reading is Fundamental Promotion at Macy’s

This summer, the Library participated in a fundraising effort involving the Macy’s department store at the Hillsdale Mall on behalf of Reading is Fundamental (RIF), the largest children’s literacy nonprofit in the United States. RIF prepares and motivates children to read by delivering free books and literacy resources to those children and families who need them most. Macy’s raised \$5,400 for RIF who in turn, will donate children’s books to the San Mateo Public Library for distribution to children later this year. Special thanks to Macy’s and the shoppers who donated during the period, June 18 thru July 13, 2014.

Calendar of Forthcoming Events

- Art Exhibit: “Sculpture by Francine Survilo”, 6/26-8/7, Exhibit Case/2nd Floor, Main Library
- Summer Learning Programs: Tween Evening, 7/25, Oak Room, 5:00-7:30 pm
- Magic Circus: Amazing Science Whiz Show, 7/29, Main Library, 6:30 pm.
- Peninsula Humane Society Presentation Program, 7/31, Oak Rm., Main Library, 2:00 p.m.
- Teen Film Screening, “Divergent,” Oak Room, 8/5, 4:00-7:45 pm
- E-Book Sessions: Wednesdays, 8/6, 2:00-3:30 pm, Computer Lab.
- Bicycle Maintenance Program for Youth and Families, 8/14, Oak Room Courtyard, 1:00-4:00 pm.
- Teen Advisory Group Meeting, 8/19, Teen Lounge, 4 pm
- Book Discussion Program: *Invention of Wings* by Sue Monk Kidd, 8/20, Laurel Room, 6:45 pm.
- Author Program: “How to Make Characters and Stories,” featuring Gene Luen Yang, graphic novelist and Michael L. Printz Award recipient (best book written for teens), 8/16, Oak Room, 2:00 pm
- Jazz Program: Charged Particles, 8/24, Oak Room, 3:00 pm
- Library Board Meeting: 8/25, Cedar Room, 5:30 pm
- Children’s Movie, “Homeward Bound,” 8/28, Oak Room, 3:30 pm.

Statistical Highlights

The annual compilation of statistics for the 2013-14 fiscal year showed increases in key output measurements: Circulation (+5%); visitors (+2%); reference questions answered by staff (+5%); computer uses (+25%); visits to the Library’s website (+28%); and the circulation of e-books (+71%).

	Jun 2014	Jun 2013	% Change Month	FY 13-14	FY 12-13	% Change YTD
Circulation	72,692	74,264	-2%	876,149	837,004	5%
Main Library	55,901	57,274	-2%	674,695	628,591	7%
Hillsdale Branch	9,426	9,441	0%	114,041	112,443	1%
Marina Branch	7,365	7,549	-2%	87,413	95,970	-9%
Library Cards	465	541	-14%	6,015	6,198	-3%
Main Library	411	491	-16%	5,398	5,483	-2%
Hillsdale Branch	34	38	-11%	411	465	-12%
Marina Branch	20	12	67%	206	250	-18%
Visitors	44,056	43,534	1%	530,312	521,264	2%
Main Library	37,254	36,107	3%	447,789	432,825	3%
Hillsdale Branch	3,633	4,388	-17%	47,948	50,164	-4%
Marina Branch	3,169	3,039	4%	34,575	38,275	-10%
Reference	3,963	3,560	11%	44,068	41,919	5%
Main Library	2,866	2,760	4%	33,681	32,548	3%
Hillsdale Branch	723	475	52%	6,474	5,638	15%
Marina Branch	374	325	15%	3,913	3,733	5%
Title Holds Filled	3,343	4,002	-16%	41,521	44,235	-6%
Main Library	2,711	3,338	-19%	33,913	35,574	-5%
Hillsdale Branch	390	388	1%	4,976	5,898	-16%
Marina Branch	242	276	-12%	2,632	2,763	-5%
Computer Use	25,108	23,494	7%	304,777	244,188	25%
Main Library	22,718	21,120	8%	279,095	219,236	27%
Hillsdale Branch	1,564	1,104	42%	15,091	14,630	3%
Marina Branch	826	1,270	-35%	10,591	10,322	3%
Library Website Visits	28,345	22,356	27%	315,677	247,325	28%
Circulation of eBooks	3,302	2,014	64%	31,748	18,601	71%