



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



AGENDA

LIBRARY BOARD OF TRUSTEES MEETING

Monday, October 27, 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 September 22, 2014.
2. FINANCIAL REPORT
Approve the Financial Reports for the month of September, 2014.
3. GIFTS
Accept gifts and donations to the San Mateo Public Library made in the month of September, 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. COMMUNICATION TO COMMUNITY MEMBER
Sarah Giffen will report on a communication to a community member regarding the Library's compliance to the Americans With Disabilities Act (ADA).

OLD BUSINESS - None

NEW BUSINESS

5. REVISION OF FEE SCHEDULE FOR 2015-16
Jan Busa, Management Analyst II, will present the recommended revisions in the Library's Fee Schedule for fiscal year 2015-16.

6. BOARDS & COMMISSIONS SUMMIT

Library Board members Sarah Giffen, Robin Rodricks, Susan Monroe and Mitra Haddad will share a recap of the Boards and Commissions Summit held on Oct. 7, 2014.

7. EMPLOYEE RECOGNITION PROGRAM: DEWEY AWARD

Ben Ocón will share an update on the Library's Employee Recognition Program ("Dewey Award") that acknowledges library staff for outstanding service; and will propose that the Library Board approve funding support for this recognition program from the bequest fund.

8. FORTHCOMING CHANGES IN THE DISTRIBUTION OF LIBRARY BOARD PACKETS

Heather Stewart, Executive Assistant, will share information on the forthcoming changes in the Library Board packet using the Granicus system.

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
September 22, 2014**

Meeting Minutes

CALL TO ORDER

The meeting was called to order by Sarah Giffen, President of the Library Board of Trustees at 5:30 p.m.

PLEDGE OF ALLEGIANCE & ROLL CALL

Ms. Giffen led those in attendance with the Pledge of Allegiance. Present were: Library Board members Susan Monroe, Mitra Haddad and Dr. Albert Acena, Trustee Robin Rodricks was delayed until 6:30pm; City Librarian Ben Ocón; Deputy City Librarian Elliot Warren; and Executive Assistant Heather Stewart.

CONSENT CALENDAR

The items of the Consent Calendar were approved with one motion made by Ms. Monroe, seconded by Dr. Acena and with votes as noted below due to quorum abstention from Ms. Haddad for June 30.

1. Approval of Minutes of June 30, 2014 (3-0-1) and August 25, 2014 (4-0).
2. Financial Report for August, 2014
3. Gifts Report for August, 2014

PUBLIC COMMENT

None.

COMMUNICATION

4. Boards & Commissions Annual Summit
Announced the summit scheduled for October 7, 2014.
5. Future of Libraries Conference 10.0: Libraries Fostering Communities
Announced the upcoming conference to be held on October 14, 2014 at the San Francisco Public Library. Ms. Monroe and Dr. Acena indicated their interest in attending.
6. Communication From Community Member
Ms. Giffen shared the communication received from a patron regarding access to the Library's public restrooms and compliance with the Americans with Disabilities Act (ADA). Mr. Ocón reported that the City Attorney had confirmed that the Library facility was built in compliance with ADA laws. In response to the patron's concern, the Library conducted a feasibility study for installing automatic doors to the public restrooms and recently developed plans to install automatic doors to the public restrooms on the 1st floor. Ms. Giffen will draft a letter reply to the patron.

OLD BUSINESS

7. Update On Donor Recognition Signage Proposal
Ms. Giffen provided an update regarding the recognition signage proposed by the Bohannon Foundation at the August 25, 2014 Library Board meeting. Most of the recommendations discussed by the Library Board were accepted by the Bohannon Foundation. A final decision will soon be made to complete the fabrication and installation of the signage that will then be followed with an unveiling ceremony.

NEW BUSINESS

8. Overview Of City's Organizational Principles

Mr. Ocón provided a review of the City's Organizational Principles and Customer Service Pledge, particularly as those principles are upheld by the Library on an ongoing basis and with a conscientious effort to be responsive to all customer suggestions and complaints.

9. Marketing Initiative: Library Brochure Project

Mr. Warren described the upcoming project to design a Library brochure that will target community members who may not be familiar with all the Library's services and programs. The Library Board brainstormed ideas by answering questions in a forthcoming survey that will solicit ideas from library patrons and that will help develop the brochure's design.

REPORTS

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

- Her experience attending the annual San Mateo Public Library Foundation's retreat and some of the agenda items and activities from the retreat.

11. City Librarian—Mr. Ocón shared highlights of his City Librarian's Report, including:

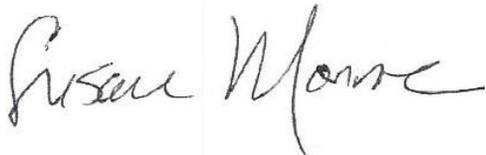
- Forthcoming author programs with T. Jack Foster, Jr. and Robert Dawson.
- The \$5,763.74 San Mateo allocation of a State grant supporting purchases of hardware and software for broadband and communication needs.
- The tremendous success of the Summer Learning Program that had a 154.5% increase in sign-ups as compared to 2013.

OTHER BUSINESS

- There was no other business.
- Ms. Giffen adjourned the meeting at 6:56 pm.

Next Meeting: The Library Board will next meet on **Monday, October 27, 2014, 5:30 p.m. Cedar Room, Main Library.**

Submitted by:



Date: October 15, 2014

Susan Monroe, Secretary 2014-15

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

9/01/14 - 9/30/14

Acct #	Description	BALANCE	REVENUE	EXPENSES	BALANCE
		1-Sep-14	1 Sep-14 to 30-Sep-14	1 Sep-14 to 30-Sep-14	30-Sep-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	534.95	0.00	367.13	167.82
6000	Adult Collection Branches	520.82	0.00	0.00	520.82
8000	Periodical Subscriptions	3,427.83	3,500.00	3,745.00	3,182.83
9000	General Collection	61,837.48	0.00	5,906.48	55,931.00
	Total:	77,223.23	3,500.00	10,018.61	70,704.62
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	1,868.68	0.00	1,870.00
224913	Miscellaneous Accounts				
1000	Unrestricted SMPLF Grants*	147,267.75	22,965.56	27,502.75	142,730.56
1100	Teen Services	633.03	0.00	631.75	1.28
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	2,375.00	0.00	125.00	2,250.00
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

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

9/01/14 - 9/30/14

Acct #	Description	BALANCE	REVENUE	EXPENSES	BALANCE
		1-Sep-14	1 Sep-14 to 30-Sep-14	1 Sep-14 to 30-Sep-14	30-Sep-14
1270	African American Cultural	10,424.40	0.00	13.93	10,410.47
1280	Asian Cultural Programs	2,703.94	0.00	0.00	2,703.94
1300	Public Printing - Photocopying	12,602.16	1,168.24	0.00	13,770.40
2700	Memorial Donations	151.30	0.00	0.00	151.30
3100	Misc. Revenue/Honorariums awarded to Library/City Librarian	1,368.80	87.00	0.00	1,455.80
4000	Volunteer Program	1,853.83	0.00	0.00	1,853.83
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:	386,660.68	24,220.80	28,273.43	382,608.05
224914	Project Read	23,913.30	62.00	531.36	23,443.94
224917	Foundation Center Collections/Services	24,749.15	0.00	0.00	24,749.15
TOTALS		\$ 521,876.88	\$ 29,651.48	\$ 38,823.40	\$ 512,704.96

*beginning balances of sub-accounts 1000 and 1270 adjusted to reflect transfer of \$1,600 from SMPLF Unrestricted Grants account to African American Cultural Programs account as additional support for expenses of Desmond Pringle gospel program on 10/18/14.

Financial Report -- Revenue

September 1, 2014 - September 30, 2014

ACCOUNT		DESCRIPTION	Date
10-224906		Collections	
	\$ 3,500.00	Anonymous donation for periodical subscriptions	9/8/14
subtotal	\$ 3,500.00		
10-224911		Children's Services	
	\$ 1,868.68	Grant for Summer Learning Program (PLS)	9/26/14
subtotal	\$ 1,868.68		
10-224913		Miscellaneous Accounts	
	\$ 63.55	Hillsdale Library SAM (8/1-31)	9/8/14
	913.10	APM machines (8/21-9/22)	9/25/14
	36.50	Microfilm (8/21-9/22)	9/25/14
	155.09	Credit for returned ink cartridges (Office Depot)	9/18/14
	27.56	Credits for returned Tween program supplies (Home Depot & Target)	9/22/14
	\$ 22,938.00	SMPLF grant of unrestricted funds	9/30/14
	\$ 87.00	Sale of Library promotional & misc. merchandise (flash drives, City of San Mateo logo recycle bags & head phones)	various
subtotal	\$ 24,220.80		
10-224914		Project Read	
	62.00	SMPLF grant from San Mateo City employees charitable contribution payroll deductions for Project Read	8/15/14
subtotal	\$ 62.00		
TOTAL	\$ 29,651.48		

Financial Report - Expenses

September 1, 2014 - September 30, 2014

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
10-224906		Collections	
	\$ 183.01	Printing of marketing pieces for annual Friends book sale (GotPrint.com)	8/12/14
	\$ 153.26	Books for general collection (Baker & Taylor)	8/12/14
	\$ 574.84	Mailing and office supplies for Friends of the Library	8/12/14
	\$ 500.37	Downtown street banner to promote annual Friends book sale (FastSigns)	9/4/14
	\$ 4,495.00	Reference USA database renewal (Infogroup)	9/9/14
	\$ 3,745.00	Capital Changes subscription renewal (CCH, Inc.)	9/18/14
	\$ 367.13	Books for Benson Holocaust Collection (Baker & Taylor)	9/25/14
subtotal	\$ 10,018.61		
10-224913		Miscellaneous Accounts	
	\$ 512.52	Supplies and refreshments for summer Tween programs (Illinois Library Assoc., Target, Safeway, Pizza Hut, Trader Joe's, Oriental Trading Co., & Home Depot)*	various
	\$ 107.00	Supplies for various Children's Summer Learning Program activities (JoAnn Fabrics, Michaels, Smart & Final, Target & Home Depot)*	various
	\$ 168.88	Heavy duty maracas for Hillsdale storytime (Lakeshore Learning Materials)*	8/14/14
	\$ 462.79	SMPL share for hosting Discover & Go museum pass program (Contra Costa County Library)*	8/22/14
	\$ 1,515.10	Book prizes for Children's Summer Learning Program (Scholastic)*	8/22/14
	\$ 125.00	Honorarium for Karina Vela, <i>Los Viejitos</i> Mexican Dance Workshop for Latino Heritage Month program (10/7)*	8/28/14
	\$ 13.93	Refreshments for AALAC Juneteenth Festival (Whole Foods)*	8/28/14
	\$ 2,511.08	NEC 46" touchscreen monitor with extended warranty for interactive solar kiosk (CDW Technologies)*	9/3/14
	\$ 75.00	Annual subscription for 10 weekly Discover & Go museum passes for SMPL (San Jose Museum of Art)*	9/9/14
	\$ 475.00	Professional photos of Library facilities for various promotional projects (Brandon Warren)*	9/9/14
	\$ 17,950.00	CollectionHQ collection management software set-up and first year's subscription (Bridgeall Libraries, Ltd.)*	9/10/14
	\$ 2,094.89	Toner & ink cartridges for printing of public program posters, brochures and flyers (Office Depot & One Source)	various

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

Financial Report - Expenses

September 1, 2014 - September 30, 2014

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
	\$ 165.77	Kindle Fire Teen Summer Reading program grand prize (Amazon)*	9/18/14
	\$ 19.48	DVD for Teen "Divergent" video release party program (Target)*	9/22/14
	\$ 250.00	SMPL co-sponsorship of speakers John King & EHDD principals for Fall Architecture Lecture Series (10/03) (American Institute of Architects San Mateo County.)*	9/30/14
	\$ 1,104.72	Lenovo "Tiny" computer for interactive solar kiosk (Lenovo)*	9/30/14
	\$ 590.00	Prizes for Teen Summer Reading Program (Books Inc., Jamba Juice, Cream)*	various
	\$ 75.48	Supplies & refreshments for various Teen Summer Reading program activities (Book Stall at Chestnut Court & Oriental Trading)*	various
	\$ 56.79	Refreshments for Teen "Divergent" video release program (Safeway & Pizza Hut)*	various
	\$ 28,273.43		
10-224914		Project Read	
	\$ 531.36	Printing of Project Read promotional brochure (Print Copy Xpress)	8/22/14
subtotal	\$ 531.36		
TOTAL	\$ 38,823.40		

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



GIFTS LIST: SEPTEMBER 2014

<i>Funding Source</i>	<i>Amount</i>	<i>Description</i>
San Mateo Public Library Foundation	\$22,938.00	Grant of unrestricted funds
San Mateo Public Library Foundation	\$62.00	Grant for Project Read from San Mateo City employees charitable contribution through payroll deductions
Anonymous	\$3,500.00	Donation for periodical subscriptions
Peninsula Library System	\$1,868.68	Grant for Children's Summer Learning Program
Total	\$28,368.68	

**City Librarian's Report
October 2014**

Employee Anniversary Milestones

Congratulations to library employees who reached anniversary milestones this year and who were honored at the annual Employee Recognition Luncheon on Oct. 24th.

<i>Name</i>	<i>Years of Service</i>
<i>Barbara Fox (Children's Services)</i>	35
<i>Patricia Philpotts (Circulation Services)</i>	30
<i>Heather Stewart (Administrative Services)</i>	20
<i>Brooks Brager (Circulation Services)</i>	15
<i>Danijela Brekalo (Circulation Services)</i>	15
<i>Stella Chan (Technical Services)</i>	15
<i>Margaret Glomb (Children's Services)</i>	15
<i>Valentina Lerman (Children's Services)</i>	15
<i>Huda Shuhaiber (Circulation Services)</i>	15
<i>Azita Keshmiri (Circulation Services)</i>	10

Dewey Awards – 1st Qtr.

In April 2013, the Library launched the new Employee Recognition Program and created the “Dewey Award” as the distinction which library staff can bestow on fellow co-workers. The award is named after Melvil Dewey (1851-1931) who is recognized as a pioneer and innovator of American librarianship; and who was an influential factor in the development of libraries in America during the beginning of the 20th Century.

Congratulations to library staff who were acknowledged during the 1st Quarter by fellow coworkers:

<i>Gary Kong</i>	<i>Eric Groth</i>	<i>Liz Perry</i>	<i>Damon Logan</i>
<i>Carol Stults</i>	<i>Sarah Naumann</i>	<i>Donya Sultani</i>	<i>Connie Sutton</i>
<i>Gabriel Marino</i>	<i>Elliot Warren</i>	<i>Valentina Lerman</i>	<i>Addie Spanbock</i>
<i>Paul Vaughn</i>	<i>Pam Mayer</i>	<i>Yann Li</i>	<i>Joan Biederman</i>
<i>Mary Kwan</i>	<i>Barbara Blegen</i>	<i>Virginia Soletti</i>	<i>Margaret Glomb</i>
<i>Alison Day</i>	<i>Scott Gilbert</i>	<i>Aisha Washington</i>	<i>Ben Ocón</i>

Flipster (eMagazines)

The Library will soon be launching a new electronic resource of magazine titles. “Flipster” is a next-generation digital magazine product that allows library patrons to read magazines on their computer or mobile device. A Flipster app may also be used on the iPad or iPad mini. The reading experience is similar to flipping through a magazine, with a user-friendly interface and high quality images. San Mateo Public Library will initially subscribe to a total of 31 magazines, including popular magazines such as *Time*, *Oprah*, *People*, *Sports Illustrated*, and *Cooking Light*. Flipster will be available to library patrons in early November. The Flipster service is made possible by the funding support of the San Mateo Public Library Foundation.

Personnel Changes

- **Linda Janok**, Supervising Library Assistant (Circulation/Technical Services Division), announced her retirement (effective on December 5). Linda has served the San Mateo Public Library since July 14, 1980 when she was hired as a Jr. Typist Clerk at the old Main Library. Her 34 years of continuous service with the City of San Mateo is currently one of the longest tenures for City employees. A retirement function is being planned for Friday, Dec. 5, 6 pm (details will be forthcoming).

- **Michelle Nogales** has been appointed as the new halftime merit Librarian I/II in the Adult-Teen/Information Services Division and will be principally assigned to the Hillsdale Branch Library in a generalist role. Michelle received her Bachelors degree in English from San Francisco State University and her Masters degree in Library and Information Science degree from San Jose State University. Michelle will start her in new position on Monday, October 27.

Calendar of Forthcoming Events

- Art Exhibit (1st Floor Gallery): Photography by Jeannette Ferrary, 10/24-12/5, Main Library
- Art Exhibit (2nd Floor Display Case): 3D Printing by Ginger Kong, 9/24-11/5, Main Library
- Architecture Lecture: Peter Bohlin, 11/5, Oak Room, Main Library, 7 pm.
- Harry's Friday Evening Piano Group & Friends, 11/8, Oak Room, Main Library.
- San Francisco Opera Guild Program: Sing a Story—The Magic Flute, 11/9, Main Library, 2 pm.
- Children's Author Program: Mac Barnett, 11/15, Oak Room, Main Library.
- Teen Advisory Group, 11/18, Teen Lounge, Main Library, 4 pm.
- Documentary Screening: "Girl Rising", Main Library, 6 pm.
- Book Discussion Program: *Devil in a Blue Dress* by Walter Mosley, 11/19, Main Library, 6:45 p.m.
- Children's Movie, "Pocahontas", 11/20, Main Library, 3:30 pm.
- ACT Practice Test, 11/22, Main Library, 12:00-4:30 pm.
- Library Board Meeting, 11/24, 5:30 pm, Cedar Room.

Statistical Highlights

Statistical measurements showed increased in key categories during the 1st Quarter of fiscal year 2014-15: Circulation (+2%), number of visitors (+6%), reference questions answered by librarians (+5%), titles requested/reserved, computer uses (+36%), visits to the Library's website (+43%) and the circulation of e-books (+76%). The increase in the number of titles requested or reserved is likely due to the elimination of the fee previously charged when community members requested or reserved a title. Since the elimination of the fee, the Library has received a fair amount of positive feedback from the community.

	Sept 2014	Sept 2013	% Change Month	FY 14-15	FY 13-14	% Change YTD
Circulation	73,153	70,594	4%	229,819	226,343	2%
Main Library	56,124	54,217	4%	177,234	172,995	2%
Hillsdale Branch	9,766	8,773	11%	30,483	28,469	7%
Marina Branch	7,263	7,604	-4%	22,102	24,879	-11%
Library Cards	686	683	0%	1,684	1,855	-9%
Main Library	617	629	-2%	1,524	1,637	-7%
Hillsdale Branch	51	26	96%	126	141	-11%
Marina Branch	18	28	-36%	34	77	-56%
Visitors	47,319	44,027	7%	143,397	135,160	6%
Main Library	39,974	37,302	7%	121,536	113,189	7%
Hillsdale Branch	4,279	4,036	6%	12,761	12,611	1%
Marina Branch	3,066	2,689	14%	9,100	9,360	-3%
Reference	3,792	3,371	12%	11,655	11,104	5%
Main Library	2,980	2,667	12%	8,775	8,474	4%
Hillsdale Branch	519	430	21%	1,773	1,584	12%
Marina Branch	293	274	7%	1,107	1,046	6%
Title Holds Filled	5,167	3,508	47%	15,158	11,125	36%
Main Library	4,276	2,855	50%	12,512	9,024	39%
Hillsdale Branch	573	429	34%	1,678	1,363	23%
Marina Branch	318	224	42%	968	738	31%
Computer Use	29,570	23,264	27%	85,457	72,119	18%
Main Library	27,494	21,496	28%	78,292	65,951	19%
Hillsdale Branch	1,345	1,014	33%	4,768	3,761	27%
Marina Branch	731	754	-3%	2,397	2,407	0%
Library Website Visits	30,780	20,739	48%	93,463	65,316	43%
Circulation of eBooks	3,683	2,073	78%	11,262	6,394	76%