



BOARD MEMBERS
Susan Monroe, President
Dr. Albert Acena, Vice President
Elizabeth De Winter, Secretary
Don Hill
Megan Myers



AGENDA

LIBRARY BOARD OF TRUSTEES MEETING

Monday, January 25, 2016
6:00 p.m.

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

OPENING

- Welcome & Pledge of Allegiance -- Susan Monroe, Library Board President
- Roll Call -- Dena Gomez, Executive Assistant

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 November 23, 2015 and January 9, 2016.
2. FINANCIAL REPORT
Approve the Financial Reports for the months of November and December 2015.
3. GIFTS
Accept gifts received by the San Mateo Public Library during the months of November and December 2015.

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. Comments may be referred to staff for further review.

COMMUNICATIONS

4. CITY COUNCIL'S GOAL SETTING SESSION – FEBRUARY 29, 2016
The City Clerk has announced the date of the City Council Goal Setting Session to be Monday, February 29, 2016 at 6:00 p.m. in the Oak Room of the Main Library.

OLD BUSINESS – None

NEW BUSINESS

5. BOARD EFFECTIVENESS TRAINING

The Library Board will have an opportunity to discuss and reflect on the “Board Effectiveness Training” that was conducted by Alan Smith, trainer with the California Public Library Advocates on January 9, 2016.

6. 2016-2017 BUDGET PREPARATION

Jan Busa, Management Analyst II, will share an overview of the Library’s General Fund accounts; and the Library Board will have an opportunity to provide advisement on the 2016-2017 budget.

7. TECHNOLOGY LENDING SERVICE PROJECT

Deputy City Librarian Elliot Warren will share a progress report on the project to introduce a technology lending service and the Library Board will have an opportunity to provide advisement.

8. OVERVIEW OF THE MONTHLY FINANCIAL REPORT AND LIBRARY TRUST FUNDS

City Librarian Ben Ocón will present an overview of the monthly Financial Report and the Library’s trust funds.

9. REPORT BY COLLABORATIVE COMMITTEE

Trustees Don Hill and Elizabeth De Winter will share a report from the Collaborative Committee that will include recommendations for collaborative activities involving the Library Board and the San Mateo Public Library Foundation Board. The Library Board will have an opportunity to provide advisement.

REPORTS

10. LIBRARY BOARD PRESIDENT

11. CITY LIBRARIAN

12. LIBRARY FOUNDATION REPRESENTATIVE

ANNOUNCEMENTS

13. LIBRARY BOARD MEMBERS WILL SHARE UPDATES OF FUNCTIONS ATTENDED IN THEIR ROLE AS TRUSTEES

AGENDA BUILDING

14. LIBRARY BOARD MEMBERS WILL PROPOSE AGENDA TOPICS FOR FUTURE BOARD MEETINGS

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 libraryboard@cityofsanmateo.org. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



San Mateo
Public Library

**CITY OF SAN MATEO
LIBRARY BOARD OF TRUSTEES
November 23, 2015**

Meeting Minutes

1. CALL TO ORDER

Susan Monroe, President of the Library Board of Trustees, called the meeting to order at 5:32 p.m.

2. PLEDGE OF ALLEGIANCE & ROLL CALL

Ms. Monroe led those in attendance with the Pledge of Allegiance. Roll call was conducted and Library Board members present were Elizabeth De Winter, Susan Monroe, and Don Hill, City Librarian Ben Ocón, and Rada Zarandian, Vice-President, Library Foundation. Library Board members Megan Myers and Dr. Al Acena arrived immediately after roll call.

3. CONSENT CALENDAR ADOPTION

Motion to approve consent calendar was made by Ms. De Winter, seconded by Mr. Hill, and the motion passed 5-0.

4. COMMUNICATIONS

- A. City Council Reorganization Meeting, December 7, 2015: Invitation received from Mayor Maureen Freschet to the City Council's Reorganization meeting on Monday, December 7, 2015, 7:00pm, City Council Chamber, 330 W. 20th Avenue (with a reception in the City Hall Atrium following the meeting).
- B. 2016 California Public Library Advocates Workshop: The California Public Library Advocates (CPLA) association has announced that its annual Northern California Workshop will be held on Saturday, April 23, 2016, at the Redwood City Public Library (8:30am-12:30pm), 1044 Middlefield Rd., Redwood City.

5. NEW BUSINESS

- A. Fines and Fee Schedule (2016-17): Jan Busa, Management Analyst II, shared a draft of the proposed 2016-17 Fee Schedule and presented an overview of the Library's fines and fees. Motion to recommend the proposed 2016-17 Fee Schedule to the City Council for adoption was made by Mr. Hill, seconded by Ms. De Winter, and the motion passed 5-0.
- B. Brainstorming a Collaborative Project with the Library Foundation: The Library Board shared ideas for jointly planning a collaborative project with the Library Foundation. It was suggested that a committee be formed (comprised of Library Board and Library Foundation Board members) to formulate recommendations and report back to the Board. Motion to form this committee was made by Mr. Hill, seconded by Ms. Myers, and the motion passed 5-0. Mr. Hill and Ms. De Winter volunteered to serve on the committee. Library Foundation Board members who will serve on the committee will be designated by the Library Foundation at a future date.
- C. Improving Community's Access to Library Board Meetings: The Library Board discussed ways to improve the community's access to Library Board meetings. The Board advised that the newly formed Collaborative Committee address this interest as part of the committee's charge.

- D. Debriefing on Aspen Institute Report: "Rising to the Challenge; Re-Envisioning Public Libraries": The Library Board debriefed on the Aspen Institute's report and suggested the following ideas for the Library to consider: makerspace area; outreach to new immigrants; hosting citizenship ceremony; library program in the community; pop-up library; farmer's market; seed library; creating local history; and outreach to 20-something young adult demographic. Mr. Ocón thanked the Board for its advisement and will keep the Board abreast of ideas that can be implemented.
- E. Staff Development Day Compilation of Feedback: Mr. Ocón, City Librarian, shared the compilation of ideas and suggestions recorded at the Staff Development Day event (10/22/15). Mr. Ocón shared that library staff are assessing all of the ideas to determine what can be implemented. Mr. Ocón will share progress reports with the Library Board.
- F. Library Board Meeting Starting Time: The Library Board discussed changing the starting time of the monthly meeting. A motion was made to change the starting time to 6:00pm effective in January 2016 by Mr. Hill, seconded by Ms. De Winter, and the motion passed 5-0.

6. REPORTS

- A. Library Board President: No report.
- B. City Librarian: In the interest of time, Mr. Ocón referred to his written report.
- C. Library Foundation President: Ms. Zarandian, Vice-President of the SMPLF Board shared the following highlights: 1.) the 2016 Author Gala that will be held at the Green Hills Country Club in Millbrae on April 30, 2016, and will feature Michael Chabon as the speaker; 2.) for "Giving Tuesday", a global day dedicated to fundraising for charities on the Tuesday following Thanksgiving, the Library Foundation has created a web link to generate online donations for Project Read; as part of the effort, the restaurant Three will donate 5% of the restaurant's proceeds that are generated on Dec. 1st; and 3.) to save the date for a children's literacy event at the Carolands Chateau on Nov. 20, 2016.

8. AGENDA BUILDING

The following topics are scheduled for future Library Board meetings:

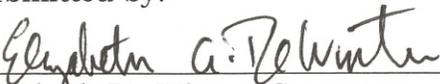
- Update on the Library's Technology Lending Service project-previously approved; scheduled for Jan. 25, 2016.
- Overview of the Financial Report and the Library's trust accounts was approved and scheduled for Jan. 25, 2016.
- Report from the Collaborative Committee (Mr. Hill and Ms. De Winter) was approved and scheduled for Jan. 25, 2016.

9. ADJOURNMENT

Ms. Monroe adjourned the meeting at 7:13 pm.

Next Meeting: The Library Board will next meet on **January 25, 2016**, at the new starting time of **6:00 p.m.** in the **Cedar Room, Main Library**

Submitted by:


Elizabeth De Winter, Secretary

Date: 1/9/2016



San Mateo
Public Library

**CITY OF SAN MATEO
LIBRARY BOARD OF TRUSTEES**

January 9, 2016

Meeting Minutes

1. CALL TO ORDER

Susan Monroe, President of the Library Board of Trustees, called the meeting to order at 8:30 a.m.

2. ROLL CALL

Library Board members present were Susan Monroe, Elizabeth De Winter, Megan Myers, Dr. Albert Acena, and Don Hill. In attendance were City Librarian Ben Ocón, Deputy City Librarian Elliot Warren, and Alan Smith, Library Commissioner at the Contra Costa County Library and trainer with the California Public Library Advocates.

3. NEW BUSINESS

A. Board Effectiveness Training

Alan Smith began the training with an overview of best practices for effective Library Boards. Board members discussed their expectations for the session and identified five interests: improve overall effectiveness; gain a better understanding of how to make a difference in the community; learn skills on how to get the word out to the community about library services; increase library usage through their efforts; and develop a better understanding of the roles of the board, library management and library staff.

Mr. Smith provided an overview of the history of Library Boards in California, describing the range of different types of library systems (e.g. county, municipal, special districts, school) and library boards (e.g. advisory, administrative). Mr. Smith advised that advocacy on behalf of library services is a key role of library trustees and provided insight on how to best communicate the value of libraries with political entities such as local and state elected officials. The board also discussed the differences between the operational responsibilities of library management and the advisory role of the board. Mr. Smith discussed some examples of effective board advisement that helps libraries improve services. He reinforced the idea that effective advisement necessitates ample information provided by library management; and the board discussed examples of such information that is regularly provided (e.g. presentations to the board).

Mr. Smith engaged the board in an exercise designed to help the board identify strengths of current practices and opportunities in relation to current challenges. The participants divided into two groups and brainstormed the following ideas:

Current Strengths:

- A wide range of knowledge and talent potential among board members whose collective experience is very diverse
- Library resources and staff together showcase the library and provide the foundation for good advocacy by the board
- Library management is readily available to support efforts
- Board members are passionate about library services and bring lots of ideas

Opportunities and Challenges:

- Clarify the board's role, particularly in regards to planning and the budget
- Expand awareness of library services to non-users of the library
- More timely information about finances to better connect with planning
- Board members have to balance interests and priorities
- Identification of what the board can champion and bring to the attention of the City Council and other elected officials

Mr. Smith engaged the board in discussing key goals. The team developed eight ideas, then voted on which they believed were the most important as a way of prioritizing. Each board member was permitted to vote for three ideas. All of the ideas are listed below, along with the number of votes each idea received:

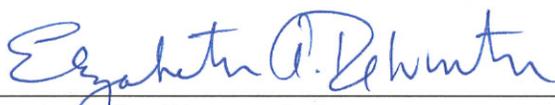
- Expand programs to non-users, especially young adults (e.g. age range of 20-30 something demographic) as well as other underserved residents (3)
- Goal setting for board (3)
- Be more proactive in collaborating with library management in planning process (2)
- Develop a process for effective communication with City Council (2)
- Provide advisement on the upcoming technology lending service (2)
- Provide advisement on budget and trust accounts (1)
- Provide advisement on 2016 fund-a-need ideas (1)
- Promote services to new immigrants (1)

9. ADJOURNMENT

The meeting was adjourned at 11:55 AM.

Next Meeting: The Library Board will next meet on **January 25, 2016**, at the new starting time of **6:00 p.m.** in the **Cedar Room, Main Library.**

Submitted by:


Elizabeth De Winter, Secretary

Date: 1/21/2016

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

11/01/15 - 11/30/15

Acct #	Description	BALANCE	REVENUE	EXPENSES	BALANCE
		1-Nov-15	1 Nov-15 to 30-Nov-15	1 Nov-15 to 30-Nov-15	30-Nov-15
224903	Crawford Bequest Fund	559.65	0.00	0.00	559.65
224906	Library Collections Accounts				
2000	Branch Media Collection	8,702.15	0.00	0.00	8,702.15
3500	Farsi Materials	400.00	0.00	0.00	400.00
4000	Benson Holocaust Collection	252.58	0.00	45.84	206.74
6000	Adult Collection Branches	520.82	0.00	0.00	520.82
8000	Periodical Subscriptions	1,369.94	0.00	0.00	1,369.94
9000	General Collection	79,629.68	0.00	5,695.33	73,934.35
	Total:	90,875.17	0.00	5,741.17	85,134.00
224909	Multimedia AV Materials	3,259.76	0.00	0.00	3,259.76
224910	Bucks for Business (Donations Through Business License Renewals)	2,312.46	0.00	0.00	2,312.46
224911	Children's Services				
1000	Unrestricted	1,831.37	0.00	500.00	1,331.37
2000	Re(a)d Zone Early Literacy Grant (California Library Association)	3,500.00	0.00	0.00	3,500.00
	Total:	5,331.37	0.00	500.00	4,831.37
224913	Miscellaneous Accounts				
1000	Unrestricted SMPLF Grants	241,952.04	0.00	8,204.68	233,747.36
1100	Teen Services	1,050.12	0.00	0.00	1,050.12
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	657.50	0.00	123.33	534.17
1250	Iranian American Cultural Programs	2,316.28	0.00	0.00	2,316.28
1260	Business Workshops	541.48	0.00	0.00	541.48

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

11/01/15 - 11/30/15

Acct #	Description	BALANCE	REVENUE	EXPENSES	BALANCE
		1-Nov-15	1 Nov-15 to 30-Nov-15	1 Nov-15 to 30-Nov-15	30-Nov-15
1270	African American Cultural Programs	9,156.04	0.00	47.65	9,108.39
1280	Asian Cultural Programs	2,182.47	0.00	0.00	2,182.47
1300	Public Printing - Photocopying	20,454.76	700.20	2,837.87	18,317.09
2700	Memorial Donations	107.37	0.00	100.38	6.99
3100	Misc. Revenue/Honorariums awarded to Library/City Librarian	2,099.38	68.00	631.89	1,535.49
4000	Volunteer Program	2,410.83	0.00	16.28	2,394.55
5100	Tech Services Team Enterprise	2,303.43	0.00	0.00	2,303.43
6000	Robert Weiss Bequest	156,970.72	0.00	400.00	156,570.72
7000	Earl Family Bequest	41,690.10	0.00	0.00	41,690.10
	Total:	485,545.21	768.20	12,362.08	473,951.33
224914	Project Read	20,859.07	0.00	17.74	20,841.33
224917	Foundation Center Collections/Services	22,759.15	0.00	0.00	22,759.15
TOTALS		\$ 631,501.84	\$ 768.20	\$ 18,620.99	\$ 613,649.05

Financial Report -- Revenue

November 1, 2015 - November 30, 2015

ACCOUNT		DESCRIPTION	Date
10-224913		Miscellaneous Accounts	
	\$ 595.10	Main Library APM machines - 10/21-11/24/15	various
	\$ 47.50	Main Library Microfilm - 10/21-11/24/15	various
	\$ 31.05	Marina Library SAM - 10/4-11/17/15	various
	\$ 68.00	Sale of Library promotional & misc. merchandise (flash drives, City of San Mateo logo recycle bags, head phones, & tote bags) - 11/3-11/24/15	various
	\$ 26.55	Hillsdale Library SAM - 10/27-11/16/15	various
subtotal	\$ 768.20		
TOTAL	\$ 768.20		

Financial Report - Expenses

November 1, 2015 - November 30, 2015

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
10-224906		Collections	
	\$ 45.84	Books purchased for Benson Holocaust Collection (Baker & Taylor)	various
	\$ 457.67	150 tote bags with Friends of the Library logo for promotion/sale at Fall Book Sale (Holden Custom Products)	11/12/15
	\$ 17.44	Plastic tarps for rain protection at FOL Fall Book Sale (Gray's Paints)	11/12/15
	\$ 16.28	Balloons to promote FOL Fall Book Sale (Safeway)	various
	\$ 4,770.00	Ancestry.com renewal (Proquest)	11/13/15
	\$ 433.94	Moving of books from storage in garage to FOL Fall Book Sale area (Oak Room)	11/23/15
subtotal	\$ 5,741.17		
10-224911		Children's Services	
	\$ 500.00	Honorarium for Tat Wong Kung Fu Academy for performance of Chinese Lion Dance performance on 2/27/16	11/18/15
subtotal	\$ 500.00		
10-224913		Miscellaneous Accounts	
	\$ 165.00	Tuning of Oak Room piano (Dr. Michael Kimbell)*	11/2/15
	\$ 53.93	Supplies for Tween Night (CVS, Michaels)*	11/12/15
	\$ 53.29	Supplies for various Children's programs (Dollar Tree, Smart & Final)*	11/12/15
	\$ 25.49	Halloween craft supplies for ESL classes and storytimes*	11/12/15
	\$ 175.00	Gift cards for Library Card Sign-Up Month prizes (Barnes & Noble, Books, Inc.)*	11/12/15
	\$ 170.00	Honorarium for Dr. Dulais Rhys for presentation of <i>Downton Abbey: the Music and the Era</i> program on 12/12/15*	11/18/15
	\$ 300.00	Honorarium to Laura Ackley for presentation of <i>Whirlwind Tour of the Panama-Pacific Exposition</i> program on 12/5/15*	11/18/15
	\$ 4,000.00	Subscription to Library Aware email readers advisory tools/newsletters with catalog links (EBSCO)*	11/23/15
	\$ 2,583.00	Annual motion picture site license renewal (Movie Licensing USA)*	11/23/15
	\$ 28.97	Refreshments for early literacy events (Costco)*	11/23/15

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

Financial Report - Expenses

November 1, 2015 - November 30, 2015

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
	\$ 650.00	Design of logo for Family Read Aloud program outreach and marketing pieces (Ellen Silva Creative Services)*	11/23/15
	\$ 23.33	Refreshments and supplies for Loteria Game Night Program (Safeway, Trags)	11/12/15
	\$ 100.00	Honorarium for Lizabeth Angel for Mexican Folklorico dance performance for <i>Las Posadas</i> program on 12/16/15	11/18/15
	\$ 47.65	Refreshments for AALAC Fall Music Recital on 11/14/15 (Smart & Final)	11/18/15
	\$ 2,837.87	24 refabricated HP toner cartridges for printing public information and program flyers, brochures, posters and public printing. (One Source)	11/2/15
	\$ 100.38	Books purchased in memory of Betty J. Clausen (Barnes & Noble)	11/12/15
	\$ 521.88	144 coffee cups with Library logo for promotional use at outreach events (Your Choice or Mine)	11/23/15
	\$ 110.01	8 GB flash drives for sale to public (Outlet PC)	11/23/15
	\$ 16.28	Get Well cards for Library volunteer (Draegers)	11/12/15
	400.00	16 - \$25 gift cards for Staff Development Day raffle (Philz Coffee, Hillsdale Mall, Books Inc., Draegers)	11/12/15
subtotal	\$ 12,362.08		
10-224914		Project Read	
	\$ 17.74	Supplies for English Tutoring class (Target & Walgreens)	11/12/15
subtotal	\$ 17.74		
TOTAL	\$ 18,620.99		

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



GIFTS LIST: NOVEMBER 2015

No gifts were received during the month of November 2015.

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

12/01/15 - 12/31/15

Acct #	Description	BALANCE	REVENUE	EXPENSES	BALANCE
		1-Dec-15	1 Dec-15 to 31-Dec-15	1 Dec-15 to 31-Dec-15	31-Dec-15
224903	Crawford Bequest Fund	559.65	0.00	0.00	559.65
224906	Library Collections Accounts				
2000	Branch Media Collection	8,702.15	0.00	0.00	8,702.15
3500	Farsi Materials	400.00	0.00	0.00	400.00
4000	Benson Holocaust Collection	206.74	0.00	0.00	206.74
6000	Adult Collection Branches	520.82	0.00	0.00	520.82
8000	Periodical Subscriptions	1,369.94	0.00	0.00	1,369.94
9000	General Collection	73,934.35	0.00	50,000.00	23,934.35
	Total:	85,134.00	0.00	50,000.00	35,134.00
224909	Multimedia AV Materials	3,259.76	0.00	0.00	3,259.76
224910	Bucks for Business (Donations through Business License Renewals)	2,312.46	0.00	0.00	2,312.46
224911	Children's Services				
1000	Unrestricted	1,331.37	0.00		1,331.37
2000	Re(a)d Zone Early Literacy Grant (California Library Association)	3,500.00	0.00	0.00	3,500.00
	Total:	4,831.37	0.00	0.00	4,831.37
224913	Miscellaneous Accounts				
1000	Unrestricted SMPLF Grants	233,747.36	0.00	164,781.01	68,966.35
1100	Teen Services	1,050.12	0.00	0.00	1,050.12
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	534.17	0.00	437.50	96.67
1250	Iranian American Cultural Programs	2,316.28	0.00	983.20	1,333.08
1260	Business Workshops	541.48	0.00	0.00	541.48

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

12/01/15 - 12/31/15

Acct #	Description	BALANCE	REVENUE	EXPENSES	BALANCE
		1-Dec-15	1 Dec-15 to 31-Dec-15	1 Dec-15 to 31-Dec-15	31-Dec-15
1270	African American Cultural Programs	9,108.39	0.00	140.35	8,968.04
1280	Asian Cultural Programs	2,182.47	0.00	0.00	2,182.47
1300	Public Printing - Photocopying	18,317.09	566.45	681.96	18,201.58
2700	Memorial Donations	6.99	0.00	0.00	6.99
3100	Misc. Revenue/Honorariums awarded to Library/City Librarian	1,535.49	291.00	10.00	1,816.49
4000	Volunteer Program	2,394.55	0.00	0.00	2,394.55
5100	Tech Services Team Enterprise	2,303.43	0.00	0.00	2,303.43
6000	Robert Weiss Bequest	156,570.72	0.00	1,565.00	155,005.72
7000	Earl Family Bequest	41,690.10	0.00	0.00	41,690.10
	Total:	473,951.33	857.45	168,599.02	306,209.76
224914	Project Read	20,841.33	50.00		20,891.33
224917	Foundation Center Collections/Services	22,759.15	0.00	0.00	22,759.15
TOTALS		\$ 613,649.05	\$ 907.45	\$ 218,599.02	\$ 395,957.48

Financial Report -- Revenue

December 1, 2015 - December 31, 2015

ACCOUNT		DESCRIPTION	Date
10-224913		Miscellaneous Accounts	
	\$ 487.20	Main Library printing fees - 11/25-12/15/15	various
	\$ 13.50	Main Library microfilm - 11/25-12/15/15	various
	\$ 3.00	Marina Library printing fees - 12/2 -12/15/15	various
	\$ 41.00	Sale of Library promotional & misc. merchandise (flash drives, City of San Mateo logo recycle bags, head phones, & tote bags) - 11/25 - 12/21/15	various
	\$ 62.75	Hillsdale Library printing fees - 11/17-12/21/15	various
	\$ 250.00	Donation from McHugh Family Charitable Trust	2/29/15
subtotal	\$ 857.45		
10-224914		Project Read	
	50.00	Donation from Claire Sunny Grotsky	12/31/15
subtotal	\$ 50.00		
TOTAL	\$ 907.45		

Financial Report - Expenses

December 1, 2015 - December 31, 2015

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
10-224906		Collections	
	\$ 50,000.00	Transfer of SMPLF grant funds from Friends of the Library Book Sales to Library General Fund publications account for purchase of new library materials in 2015-16.	11/18/15
subtotal	\$ 50,000.00		
10-224913		Miscellaneous Accounts	
	\$ 75,000.00	Transfer of SMPLF unrestricted grant funds to Library General Fund publications account for purchase of new library materials in 2015-16*	11/16/2015
	\$ 40,000.00	Transfer of SMPLF grant funds from 2015 Gala "Fund A Need" to Library General Fund in support of the Library's restoration of service hours at Main, Hillsdale & Marina Libraries in FY 2015-16*	11/16/2015
	\$ 45,000.00	Transfer of SMPLF grant funds from 2015 Gala "Fund A Need" to Library General Fund to launch the Technology Lending Service in 2015-16*	11/16/2015
	\$ 629.00	Touring performance of Hamlet on 3/13/16 (S.F. Shakespeare Festival)*	12/7/15
	\$ 600.00	Underwriting partner share of Quartet San Francisco Family Concert on 1/23/16 (Music at Kohl Mansion)*	12/22/15
	\$ 1,585.46	Steelcase adjustable height desk for public assistive technology workstation on 2nd floor (One Workplace)*	12/22/15
	\$ 1,041.55	Printing of 5,000 copies of Library marketing brochure (Print Copy Express) *	12/23/15
	\$ 75.00	Annual subscription for free museum passes through Discover & Go (San Jose Museum of Art)*	12/23/15
	\$ 850.00	Design of reading log for Family Read Aloud program (Ellen Silva Creative Services)*	12/29/15
	\$ 400.00	Honorarium for Trio Tarasco for music program for Las Posadas program on 12/16	12/7/18
	\$ 37.50	Refreshments for <i>Las Posadas</i> program on 12/16 (La Flor Panaderia Market)	12/29/15
	\$ 600.00	Honorarium for Michael Nejad for musical performances at Yalda program (12/20)	12/15/15
	\$ 383.20	Refreshments for Yalda program on 12/20 (Costco)	12/29/15
	\$ 140.35	Postage stamps for various AALAC program mailings (USPS)	12/15/15

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

Financial Report - Expenses

December 1, 2015 - December 31, 2015

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
	\$ 412.53	Refabricated HP toner cartridges for printing public information and program flyers, brochures, posters and public printing at Main (One Source)	11/2/15
	\$ 269.43	Plotter printer paper for printing posters (Pacific Computer Supply)	12/7/15
	\$ 10.00	\$10 gift card awarded to 6,000th JobSeekers patron along with library tote bag and coffee mug (Starbucks)	12/29/15
	\$ 100.00	Four \$25 gift cards for Staff Development Day raffle (Pacific Catch)	12/22/15
	\$ 1,465.00	Design of Library marketing brochure (Lauren Wohl Design)	12/23/15
subtotal	\$ 168,599.02		
TOTAL	\$ 218,599.02		



GIFTS LIST: DECEMBER 2015

<i>Funding Source</i>	<i>Amount</i>	<i>Description</i>
McHugh Family Charitable Fund (National Philanthropic Trust)	\$250.00	Donation for general support of Library services and programs
Claire Sunny Grotsky	\$50.00	Donation for Project Read
Total	\$300.00	

Technology Lending Service Project: Progress Report

The Technology Lending Service task force has developed the following set of recommendations for a “pilot” program to lend devices to the public. There are three elements of the pilot: the lending of Chromebooks to the San Mateo library cardholders; the lending of mobile wireless hotspots (MiFi) to San Mateo library cardholders; and the lending of iPads pre-loaded with literacy tools to Project Read students and instructors.

Chromebooks: To facilitate easy patron access to laptops, the team recommends piloting with a purchase of 20 Chromebook Laptops (4 at each branch, 12 for Main) at an estimated cost of **\$12,780**, including carriers, mice, & management console licensing). Benefits of Chromebooks include quick turnaround-time once returned; lack of need to license further software; no patron access to operating system elements that could compromise security; lack of patron ability to save documents or programs that could damage computer; easy management of device for Automation staff; public’s growing familiarity with and interest in cloud computing for document development and application use.

Chromebooks will check out for three weeks, and will not be renewable. Chromebooks will be stored at the Circulation desks at each site, in a secured location. Patrons will be expected to sign a user agreement (see attached) and minors will be expected to have their parents sign that agreement. A note will be added to the patron record. Patrons must have an San Mateo Public Library Card in good standing, with current address information. If the Chromebooks are so popular that access is limited, rather than address this via limiting circulation time-periods, the Library will investigate funding sources for additional devices.

Mobile Wireless Hotspots (MiFi): The Library will lend 30 *Manage Mobility* Mobile Wireless Hotspots that will allow internet access for both the borrowable devices and for anyone with a mobile device who needs access to the internet. Check out time will be three weeks, no renewals. MiFi devices will be located near or behind (TBD) the staff desks and training will be provided to support patron use of these. Estimated price per device per month is \$50.00. Device cost is negligible (\$.99 each). Total annual cost estimate is **\$18,000** annually.

iPads: Unlike the Chromebooks and MiFi, the iPads will be available for borrowing only to Project Read tutors and clients. 10 iPads will be purchased (with cases) and will be preloaded with apps and eBooks appropriate for adult learners. Check-out will be performed in project Read either manually or via the ILS (TBD). Estimated cost for iPads and the management system (which is more extensive per item lent due to iPads not being designed for institutional management, unlike the Chromebooks), will be **\$12,325**. This includes an additional Apple computer with the necessary management software.

Additional costs: \$3,000 to \$5,000 for protective bags, cases, cleaning supplies and storage solutions.

Total estimated costs for pilot: ~\$49,000 Funding has been provided by the San Mateo Public Library Foundation from the “fund-a-need” at the 2015 Author Gala (coordinated by The Literary Society).

Evaluative milestones:

As a pilot project, an important task for the committee overseeing implementation will be measuring the efficacy and efficiency of initial offerings and practices; and developing improvements based upon metrics and customer feedback. To do so the team will gather quarterly circulation statistics; work closely with Circulation, Literacy and Information services team members to gather anecdotal feedback about the service; and will also develop methods to get feedback directly from users, likely via surveys.

Work to be done: The following requires additional investment of labor:

1. Purchase and inventory of equipment, and initiation of subscription for MiFi
2. Cataloging /labelling/processing of devices
3. iPads loaded with content
4. Development of item types and location codes for the Integrated Library System
5. Finalization of lending policies/integration into fines/fees/lending policy documents
6. Finalization of User Agreement
7. Purchase of cleaning supplies, and development of best practices documents for checking materials once received
8. Marketing materials on website and paper
9. Training staff
10. Determining secure locations for storage of all devices when not checked out

Task Force members: The Technology Lending Service task force included the following staff--Elliot Warren (Chair), Nicol White, Eric Groth and Gary Welte.

Overview of the Financial Report

San Mateo Public Library

Background

The Financial Report is comprised of the Library's trust accounts. The trust accounts pertain to funds received by the Library through donations. Some of the funds are restricted for specific purposes or programs; and some accounts are unrestricted. Funding sources may include the Library Foundation, Friends of the Library, California State Library, or a variety of businesses, foundations and sponsors. Trust funds may also include memorial donations or bequests from the estate of deceased individuals who designated the Library as a beneficiary.

Unlike the General Fund monies which need to be spent by the end of the fiscal year (June 30), trust funds do not have an expiration date. Per the administrative guidelines governing the City's treasury, trust funds do not earn interest (which also applies to General Fund accounts).

The Library Board of Trustees formally accepts donations made to the Library at the monthly Library Board meeting. Stewardship of the trust accounts is responsibility of the Library Board.

I. Crawford Fund [No. 224903]

The Crawford fund was established in 1937 through a bequest from the estate of Inez Crawford, former City Librarian. The Library Board administers this fund and has regularly drawn from the account to cover expenses related to registration at workshops for Trustees.

II. Collection Accounts [No. 224906]

2000 Branch Media Collection: This fund was created in 2006 for media expenditures at the two branches. The funds came from the fees collected at the former Media Center enterprise at the Marina Branch when it operated using a fee based model. The Library received permission from the Finance Dept. to establish a trust account for the purchase of media titles at the branches. Media selectors oversee this fund.

3500 Farsi Materials: Donations made to the Library for the development of the Farsi Collection are deposited in this account. Selector of Farsi materials oversees this fund.

4000 Leon Benson Holocaust Collection: Donations made to the Library for the development of the Leon Benson Holocaust Collection are deposited in this account. An Adult Services Librarian oversees this fund.

6000 Adult Collection Branches: Funds from booksale revenue for adult collections at the Branches. Adult Services Librarian oversees this fund.

8000 Periodical Subscriptions: Donations for periodical subscriptions. Information Services Librarians oversee this fund.

9000 General Collections: Funds from booksale revenue for all library materials (adult, teen, children's collections). This fund is administered by the Collection Development Team which is comprised of Librarians from the various departments.

III. Multimedia Audio Visual Materials [224909]

Funds are derived from book sale revenue that has been dedicated for the purchase of media and music recordings; and is administered by the Media Audio Visual selector.

IV. Bucks for Business [No. 224910]

Donations made by local businesses through business licenses and renewals at City Hall comprise the Bucks for Business account. This fund is administered by an Adult Services Librarian who draws from the account to purchase business related library materials.

V. Children's Services [No. 224911]

1000 Unrestricted: This fund is supported from Library Foundation grants; and the Children's Team utilizes this fund for the Summer Reading Program, collections and services.

2000 The Re(A)d Zone Early Literacy Grant: This fund supports the Family Read Aloud Program; funding support was provided by Fund 50, a legacy fund per Bowl 50 Host Committee and the California Library Association.

VI. Miscellaneous Grants [No. 224913]

1000 Unrestricted SMPLF Grants: Grants from the Library Foundation that can be used for a wide spectrum of needs that are identified by the City Librarian—new services, programming, technology, collections, etc.

1100 Teen Services: This fund is supported by grants from the Rotary Club of San Mateo and the Library Foundation to enhance services to teens. The Teen Services Librarian oversees this fund.

1210 Branch Library Programs: This fund supports a variety of programs at the Branches. This fund was created with a Library Foundation grant.

1220 Public Internet Instruction: This fund supports the computer literacy classes. This fund was created with a Library Foundation grant. The Information Services Librarians oversee this fund.

1230 Latino Cultural Programs: This fund supports the Latino cultural programs (*Las Posadas, Día de los Muertos, Día de los Niños*) coordinated by the Latino Library Advisory Committee. The Librarian who coordinates the activities of the Latino committee administers this fund.

1250 Iranian American Cultural Programs: This fund supports the Iranian American cultural programs (*Yalda, Nowruz*) coordinated by the Iranian American Library Advisory Committee. A library staff member who coordinates the activities of the Iranian American committee administers this fund.

1260 Business Workshops: This fund was established to support the business workshops at the Library on topics such as "Starting a Small Business" and "Individual Retirement Accounts (IRA) Basics." An Adult Services Librarian administers this fund.

- 1270 African American Cultural Programs: This fund supports the African American cultural programs (Black History Month, Juneteenth Film Festival, etc.) coordinated by the African American Library Advisory Committee. A Librarian who coordinates the activities of the African American committee administers this fund.
- 1280 Asian Cultural Programs: This fund supports the Asian cultural programs coordinated by the Asian Library Advisory Committee. A library staff member who coordinates the activities of the Asian committee administers this fund.
- 1300 Public Printing & Photocopying: This fund is an account that was created to manage the increased use of the public printers. The Library received permission from the Finance Dept. to retain the funds generated by the automatic payment machines at the Main Library to offset the costs of paper and toner of the public printers.
- 2700 Memorial Donations: Donations made to the Library in memory of a person who has deceased or to honor someone still living. A memorial bookplate with the name of the honoree is added to each title purchased through these funds.
- 3100 Miscellaneous Revenue & Honorariums: This fund was established by honorariums awarded to the Library or the City Librarian as well as from miscellaneous revenue such as the sale of Library coffee mugs and book bags. This fund is administered by the City Librarian.
- 4000 Volunteer Program: This fund was established by a grant from the Library Foundation to support the Library's Volunteer Program. Funds are used to plan the annual Volunteer Appreciation function and to support the Volunteer Program.
- 5100 Tech Services Team Enterprise: This fund was created through a reimbursement for services performed by the Technical Services staff as trainers and speakers on the topic of reengineering. Workshops were conducted for PLS libraries and the California Library Association; and the team also assisted in helping organize a local school library. The fund is administered by the Technical Services Team.
- 6000 Robert Weiss Bequest: A bequest fund from the estate of Robert Weiss, a longtime volunteer at the Library. Funds may be used to fill a variety of programmatic needs.
- 7000 Early Family Bequest: A bequest fund from the estate of the Earl Family. Funds may be used to fill a variety of programmatic needs.

VII. Project Read Programs [224914]

This fund was established by a Library Foundation grant to support Project Read's adult literacy program; and has also received funding support from other funding sources. The fund is administered by the Literacy Program Coordinator.

XI. Foundation Center Collection

Established in 2007 with a grant from the Silicon Valley Community Foundation to house and oversee the Foundation Center Collection. An Adult Services Librarian administers this grant.

COLLABORATIVE COMMITTEE LIBRARY FOUNDATION & TRUSTEES

Summary of January 11, 2016 Meeting

Attendees: Liz De Winter, Don Hill, Sue Lempert, Ben Ocon, and Ann Rarden

We discussed our **mission** of increasing collaboration between the Foundation and Trustees to continually improve access to and usage of the library so that it is truly available 24 hours a day, 7 days a week. We recognize the importance of the library being accessible both on-line and in-person. It is a gathering place for the community that is especially important to our seniors and youth.

We identified four **short-term goals** that we would like to achieve by the annual Gala on April 30.

1. Expand the previously planned **book club** to include not just Foundation and Literary Society members, but also the larger San Mateo/Hillsborough community. This book club may be jointly sponsored by the Board of Trustees and the San Mateo Foundation. We may want to provide information to the San Mateo Senior Center (2645 Alameda De Las Pulgas). This year's book is Michael Chabon's *The Adventures of Kavalier & Clay*.
2. Mention the Annual Gala (April 30) and Book Club at the **April 4 City Council Meeting**. The Library already is on the agenda for this meeting.
3. Set a goal to increase the number of Facebook "likes" on our San Mateo Public Library FB page by 200 by the end of January 2016.
4. Pursue the idea of the Library hosting Naturalization Ceremonies as is done at the Hartford Public Library in Connecticut. Request (in our respective January meetings) approval of the Board of Trustees and Foundation Board to contact Jackie Speier, Department of Homeland Security (US Immigration & Citizenship Services) and other government entities as needed to find out what is required in order for the library to host the ceremonies. More information is available at this link to Hartford's library website: <http://www.hplct.org/library-services/immigration-citizenship>.

Longer-Term Ideas for Consideration

1. Explore what Los Gatos and other libraries do to support community reading groups.
2. Set up volunteer opportunities for our younger tech community aged 20-35. Ideas include helping with Project Read, teaching Hour of Code classes, teaching technology to seniors.
3. Set up a panel of 20-35 year old tech workers for high school students (request Meghan Myers for the panel).
4. Provide classes to users on new library automated on-line systems.
5. Work with Friends of the Library to ensure books slated to be discarded are given to San Mateo community groups as appropriate.

Other Ideas Possibly for Literary Society/Foundation

1. Create a book exchange (fundraiser) where attendees bring a favorite book to talk about and exchange.
2. Request the Literary Society become involved with the Chamber of Commerce activities to spread the word about the Library.

Next Meeting: February 8, 9:30am, Kaffeehaus (93 E. Third Avenue, San Mateo)

**City Librarian's Report
January 2016**

Assistive Technology Center

The Library has enhanced the Assistive Technology Center with a SARA CE unit (Scanning and Reading Appliance, Camera Edition) for the blind and those with low vision capability. The unit can scan a printed page under a camera and instantly start reading it with RealSpeak human-sounding speech. Users can select from various features: pause reading, move forward and backward, hear a word spelled out; change the reading speed and volume; select a different voice; or read in one of 18 languages. Librarians are on hand to assist users learn how to use the SARA CE unit. The Assistive Technology Center is located on the 2nd floor of the Main Library. Funding support for this service enhancement was provided by the San Mateo Public Library Foundation

Family Read Aloud Program

The Library will host the third annual Family Read Aloud Program starting on January 25 through March 2. This program is designed to encourage participants, regardless of age, to read aloud to each other as a means of spending time together and to promote lifelong literacy. Every child who completes the program will receive a free book of their choice, and families will be eligible to win prizes in a drawing. Prizes include a Kindle and gift cards to local bookstores.

The Library will also host special programs throughout Family Read Aloud Program:

- Lotería Family Game Night, 1/27, Main Library, 6:30 p.m.
- Puppet Arts Theater Company, "The Three Billy Goats Gruff," 2/6, Oak Room, 2:00 p.m.
- Valentine's Day cards, 2/13 (11:00 a.m. –2:00 p.m. @ Main Library; and 2:00-4:00 p.m. @ Hillsdale and Marina Branches).
- San Francisco Opera Guild "Cinderella" 2/21, Main Library, 2:00 p.m.
- Chinese New Year, 2/27, Lion Dance/Tat Wong Kung Fu Academy, Main Library, 2:00 p.m.

The Family Read Aloud Program will conclude with a special read-a-thon in the Main Library's Book Bubble on Wednesday, March 2nd in honor of Read Across America Day.

The Family Read Aloud Program is made possible through the funding support of the San Mateo Public Library Foundation, the George Archer Memorial Foundation for Literacy, and the Re(A)d Zone (an initiative of Fund 50, a legacy fund of the Super Bowl 50 Host Committee and the California Library Association).

Dewey Award Winners (October-December)

Congratulations to the following library employees who were acknowledged by a coworker during the second quarter (Oct.-Dec.) with a "Dewey Award" for their exceptional work. The Dewey Award was established by the Library department in 2013 as an award that library staff can bestow on fellow coworkers.

<i>Svetlana Beery</i>	<i>Debbie Goldman</i>	<i>Mary Kwan</i>	<i>Carol Stults</i>
<i>Chelsea Bell</i>	<i>Dena Gomez</i>	<i>Valentina Lerman</i>	<i>Donya Sultani</i>
<i>Barbara Blegen</i>	<i>Eric Groth</i>	<i>Yann Ly</i>	<i>Connie Sutton</i>
<i>Joan Biederman</i>	<i>Gina Haldane</i>	<i>Jenilee Malibiran</i>	<i>Paul Vaughn</i>
<i>Danijela Brekalo</i>	<i>Dara Haldane-Lindley</i>	<i>Gabriel Marino</i>	<i>Lucy Walsh</i>
<i>Jan Busa</i>	<i>Kelle Han</i>	<i>Tom McEntee</i>	<i>Elliot Warren</i>
<i>Anna Cao</i>	<i>Sarah Jolley</i>	<i>Norsiba Morsy</i>	<i>Aisha Washington</i>
<i>Thomas Carrieri</i>	<i>Jonathan Jung</i>	<i>Ben Ocón</i>	<i>Gary Welte</i>
<i>Cathy Cocolos</i>	<i>Youshen Ke</i>	<i>Lynn Schaaf</i>	<i>Nicol White</i>
<i>Alison Day</i>	<i>Azita Keshmiri</i>	<i>Rukshana Singh</i>	<i>Marcia Wick</i>
<i>Maynard Ewing</i>	<i>Gary Kong</i>	<i>Addie Spanbock</i>	<i>Dennis Yuen</i>

Upgrading the RFID Technology

The Library is on schedule to upgrade the RFID technology at each SMPL location this year. At the January 19th meeting, the City Council approved the purchase and installation of 3M RFID technology (self-checkout machines and security gates). The new technology will greatly enhance the customer experience as recommended by a Circ Team task force that evaluated the 3M products through site visits at various PLS and Bay Area libraries. The new technology will also align SMPL with the other PLS member libraries to enhance the interoperability of circulation operations throughout the consortium.

This acquisition is part of a major project that will also replace the materials handling system at the Main Library. SMPL staff will work closely with PLS to conduct a request for proposal (RFP) process in the selection of a vendor and a new system. More details will be forthcoming.

Calendar of Forthcoming Events

- Art Exhibit (1st Flr. Gallery, Main Library): Watercolors by Jane Henri, 1/22/16-2/24/16
- Art Exhibit (2nd Flr. Display Case, Main Library): African American Culture, 2/1/16-3/16/16
- Library eBook Instruction: Learn How to Download eBooks, 1/27, Computer Lab, 2-4 p.m.
- SAT/ACT Practice Test, 1/30, Oak Room, Main Library, 12:00-4:30 p.m.
- Paws for Tales (Read-to-a-Dog), 2/8, Children's Book Bubble, 400-5:00 p.m.
- Music Program: Boreal Trio, 2/12, Oak Room, Main Library, 7:00 p.m.
- Teen Advisory Group, 2/16, 4:00pm, Teen Lounge, Main Library
- Book Discussion: *Confederacy of Dunces* by John Kennedy Toole, 2/17, Laure Room, 6:45 p.m.
- Children's Movie: "Minions," 2/18, Oak Room, 3:30 p.m.
- Black History Month Program: Marcus Shelby Trio, 2/20, Oak Room, Main Library, 2:00 p.m.
- Library Board Meeting, 2/22, Cedar Room, Main Library, 6:00 p.m.
- City Council Goal Setting Session, 2/29, Oak Room, Main Library, 6:00 p.m.

Statistical Highlights

Statistical highlights during the first half of the fiscal year included increases in circulation of library materials (+4%), library card registrations (+13%), title holds filled (+30%), computer sessions (+47%), and circulation of eBooks (+34%). The other output measurements reflected no change (number of visitors) or measured a slight decrease (count of reference questions, -3%).

	FY 15-16	FY 14-15	% Change
Circulation	469,187	449,005	4%
Main Library	362,785	345,343	5%
Hillsdale Branch	61,328	60,054	2%
Marina Branch	45,074	43,608	3%
Library Cards	3,374	2,993	13%
Main Library	2,988	2,713	10%
Hillsdale Branch	219	201	9%
Marina Branch	167	79	111%
Visitors	278,076	278,720	0%
Main Library	236,829	236,957	0%
Hillsdale Branch	23,554	24,434	-4%
Marina Branch	17,693	17,329	2%
Reference	21,834	22,481	-3%
Main Library	16,827	17,065	-1%
Hillsdale Branch	3,004	3,257	-8%
Marina Branch	2,003	2,159	-7%
Title Holds Filled	41,400	31,747	30%
Main Library	34,257	26,266	30%
Hillsdale Branch	4,740	3,459	37%
Marina Branch	2,403	2,022	19%
Computer Use	293,788	199,754	47%
Main Library	273,992	185,014	48%
Hillsdale Branch	11,511	10,022	15%
Marina Branch	8,285	4,718	76%
Circulation of eBooks	29,106	21,641	34%