



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, February 22, 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 January 25, 2016.
2. FINANCIAL REPORT
Approve the Financial Report for the month of January 2016.
3. GIFTS
Accept gifts received by the San Mateo Public Library during the month of January 2016.

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. FLAG CEREMONY AT CITY COUNCIL MEETING, APRIL 4, 2016
The City Clerk's office has confirmed that the Library department is scheduled to conduct the Pledge of Allegiance at the April 4, 2016 City Council meeting.

OLD BUSINESS

5. REPORT BY COLLABORATIVE COMMITTEE
Collaborative Committee members Elizabeth DeWinter and Don Hill will share a progress report on the effort to collaborate with the Library Foundation Board on joint projects.

NEW BUSINESS

6. UPDATE ON THE LIBRARY'S PROGRAMS FOR TWEENS
Librarians Alison Day and Addie Spanbock will provide an update of the Library's services and programs for tweens (youth in grades 5th-8th).
7. OVERVIEW OF THE BRANCH LIBRARIES
City Librarian Ben Ocón will present a general overview of the Branch libraries and share information that was requested by the Library Board.
8. PROPOSAL TO ELIMINATE OF FINES ON LIBRARY CARDS OF CHILDREN AND TEENS
Mr. Ocon will share a report from an ad hoc task force of the Peninsula Library System that recommends the elimination of fines on library cards of children and teens; and the Library Board will provide advisement.

REPORTS

9. LIBRARY BOARD PRESIDENT
10. CITY LIBRARIAN
11. LIBRARY FOUNDATION REPRESENTATIVE

ANNOUNCEMENTS

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

AGENDA BUILDING

13. 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.



**CITY OF SAN MATEO
LIBRARY BOARD OF TRUSTEES
January 25, 2016**

Meeting Minutes

1. CALL TO ORDER

Susan Monroe, President of the Library Board of Trustees, called the meeting to order at 6:00 p.m.

2. PLEDGE OF ALLEGIANCE & ROLL CALL

Ms. Monroe led those in attendance with the Pledge of Allegiance. Roll call was conducted and present were Library Board members Dr. Albert Acena, Don Hill, Elizabeth De Winter, Susan Monroe, and Megan Myers, City Librarian Ben Ocón, Deputy City Librarian Elliot Warren, and Management Analyst II Jan Busa.

3. CONSENT CALENDAR ADOPTION

Motion to approve consent calendar made by Ms. Monroe, seconded by Dr. Acena, and the motion passed 5-0.

4. COMMUNICATIONS

On February 29, 2016 the San Mateo City Council will hold its annual Goal Setting Session in the Main Library's Oak Room, at 6:00 PM.

5. OLD BUSINESS

None.

6. NEW BUSINESS

- A. Board Effectiveness Training: The Library Board reviewed the "Board Effectiveness Training" session that was held on January 9, 2016. Trustees discussed highlights, shared constructive criticism and agreed that conducting the goal setting exercises was the most useful and can be scheduled again by the Board as is necessary.
- B. 2016/17 Budget Preparation: Ms. Busa described the budget process that is currently underway involving all City departments to develop the 2016-17 budget. Each City department will develop a baseline budget for ongoing services and a budget for increased services. Mr. Ocón shared that the Library's proposed service increases which will focus on the Library's greatest priority which is to restore library hours to the 2004 level (before the budget reductions). Board members shared advisement and affirmed support for restoring hours at all three facilities.
- C. Technology Lending Service Project: Mr. Warren provided an update on the Technology Lending Service project that will be implemented in March. Elements of the service will include lending Chromebook laptops, mobile wi-fi hotspots, and iPads preloaded with apps aimed at supporting adult literacy. The latter will be available to Project Read students and tutors. Board members offered advisement and supported the plan to introduce a technology lending service.
- D. Overview of the Monthly Financial report and Library Trust Funds: Mr. Ocón provided an overview of the monthly Financial Report; and explained that the report is comprised of trust accounts derived from donations to the Library. Such donations may be grants from the Library Foundation and Friends of the Library, memorial donations and bequests from the estates of deceased community members who listed the Library as a beneficiary in their will.

- E. Report by Collaborative Committee: Ms. DeWinter and Mr. Hill summarized the first meeting of the Collaborative Committee (comprised of Library Foundation Board members and Library Trustees); and shared short term recommendations that include hosting a naturalization ceremony in the Oak Room and organizing a book discussion group to promote this year's Gala book, *The Amazing Adventures of Kavalier and Clay* by Michael Chabon. The Library Board expressed support for these ideas and encouraged the committee members to proceed with planning.

7. REPORTS

- A. Library Board President: No report.
- B. City Librarian:
- Assistive Technology Center: Mr. Ocón described a new text-to-speech device, the SARA CE unit that allows people to scan a text or book and immediately listen to an auditory version or to save the file in a storage device. This enhancement of Library services for people with sight disabilities was made possible by the funding support of the San Mateo Public Library Foundation.
 - Family Read Aloud Program: The Library's annual Family Read Aloud Program started on Monday, January 25 and runs through March 2. Participating children will receive a free book. The program culminates with a special read-a-thon in the Main Library's Book Bubble space on Wednesday, March 2, as part of Read Across America Day (that commemorates Dr. Seuss's birthday).
 - Upgrading Library RFID Technology: The City Council approved the purchase of new self-checkout machines, security gates and other RFID technology that will enable SMPL to offer improved self-service functions for the community and better align services with other PLS Libraries. Installation of a new automated materials handling technology will occur later in the year.

8. ANNOUNCEMENTS

- A. Trustee Dr. Albert Acena shared details of his attendance at a Library program "Downton Abbey: The Music and the Era" that took place on Saturday, December 12 at the Main Library.

9. AGENDA BUILDING

Two proposed agenda topics were unanimously approved for February 22, 2016:

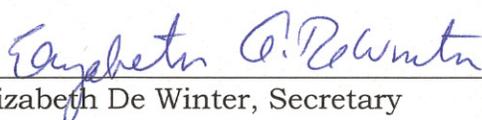
- A. Overview of the Hillsdale and Marina Branches.
B. Update on the Library's services to "tweens" (youths in grades 5 to 8).

10. OTHER BUSINESS

- Ms. Monroe adjourned the meeting at 7:37 p.m.

Next Meeting: The Library Board will next meet on **February 22, 2016, 6:00 p.m.**
Cedar Room, Main Library

Submitted by:


Elizabeth De Winter, Secretary

Date: 2/11/2016

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

1/01/16 - 1/31/16

Acct #	Description	BALANCE	REVENUE	EXPENSES	BALANCE
		1-Jan-16	1-Jan-16 to 31-Jan-16	1-Jan-16 to 31-Jan-16	31-Jan-16
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	150.00	0.00	550.00
4000	Benson Holocaust Collection	206.74	1,012.80	241.77	977.77
6000	Adult Collection Branches	520.82	0.00		520.82
8000	Periodical Subscriptions	1,369.94	0.00	0.00	1,369.94
9000	General Collection	23,934.35	0.00	2,764.00	21,170.35
	Total:	35,134.00	1,162.80	3,005.77	33,291.03
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	25.91	1,305.46
2000	Re(a)d Zone Early Literacy Grant (California Library Association)	3,500.00	0.00	3,500.00	0.00
	Total:	4,831.37	0.00	3,525.91	1,305.46
224913	Miscellaneous Accounts				
1000	Unrestricted SMPLF Grants*	67,966.35	24,000.00	4,201.19	87,765.16
1100	Teen Services	1,050.12	0.00	11.19	1,038.93
1210	Branch Library Programs	480.32	0.00		480.32
1220	Public Internet Instruction	1,172.37	0.00		1,172.37
1230	Latino Cultural Programs*	1,096.67	0.00	168.60	928.07
1250	Iranian American Cultural Programs	1,333.08	250.00	67.56	1,515.52
1260	Business Workshops	541.48	0.00		541.48

SAN MATEO PUBLIC LIBRARY

**Library Board of Trustees
FINANCIAL REPORT**

1/01/16 - 1/31/16

Acct #	Description	BALANCE	REVENUE	EXPENSES	BALANCE
		1-Jan-16	1-Jan-16 to 31-Jan-16	1-Jan-16 to 31-Jan-16	31-Jan-16
1270	African American Cultural Programs	8,968.04	0.00		8,968.04
1280	Asian Cultural Programs	2,182.47	0.00		2,182.47
1300	Public Printing - Photocopying	18,201.58	662.80		18,864.38
2700	Memorial Donations	6.99			6.99
3100	Misc. Revenue/Honorariums awarded to Library/City Librarian	1,816.49	301.00		2,117.49
4000	Volunteer Program	2,394.55			2,394.55
5100	Tech Services Team Enterprise	2,303.43			2,303.43
6000	Robert Weiss Bequest	155,005.72			155,005.72
7000	Earl Family Bequest	41,690.10	0.00	0.00	41,690.10
	Total:	306,209.76	25,213.80	4,448.54	326,975.02
224914	Project Read	20,891.33		11.97	20,879.36
224917	Foundation Center Collections/Services	22,759.15	0.00	0.00	22,759.15
TOTALS		\$ 395,957.48	\$ 26,376.60	\$ 10,992.19	\$ 411,341.89

*Beginning balances of sub-accounts 1000 and 1230 adjusted to reflect transfer of \$1,000 from SMPLF Unrestricted Grants account to Latino Cultural Programs account.

Financial Report -- Revenue

January 1, 2016 - January 31, 2016

ACCOUNT		DESCRIPTION	Date
10-224906		Collections	
	\$ 150.00	Donation from Persian American Society for Farsi Collection	1/23/16
	\$ 1,012.80	Donation from Lillian S. Benson for Holocaust Collection	1/23/16
subtotal	\$ 1,162.80		
10-224913		Miscellaneous Accounts	
	\$ 541.60	Main Library printing fees - 12/16/15 - 1/20/16	various
	\$ 35.50	Main Library microfilm - 12/16/15 - 1/20/16	various
	\$ 76.25	Marina Library printing fees - 12/16/15 - 1/25/16	various
	\$ 9.45	Hillsdale Library printing fees - 1/22/15 - 1/5/16	various
	\$ 46.00	Sale of Library promotional & misc. merchandise (flash drives, City of San Mateo logo recycle bags, head phones, & tote bags) - 12/22/15 - 1/27/16	various
	\$ 5.00	Donation (anonymous)	12/23/15
	\$ 24,000.00	Grant of unrestricted funds from SMPLF	1/23/16
	\$ 250.00	Donation from Persian American Society for general support	1/23/16
	\$ 250.00	Donation from Persian American Society for Iranian-American cultural programs	1/23/16
subtotal	\$ 25,213.80		
TOTAL	\$ 26,376.60		

Financial Report - Expenses

January 1, 2016 - January 31, 2016

ACCOUNT	AMOUNT	DESCRIPTION OF ITEM	DATE
10-224906		Collections	
	\$ 241.77	Books for Benson Holocaust Collection (Baker & Taylor)	1/8/16
	\$ 2,764.00	Five Grolier online children's informational databases (Scholastic)	1/13/16
subtotal	\$ 3,005.77		
10-224911		Children's Services	
	\$ 3,525.91	Books for Family Read A Loud program give-aways (Scholastic)	1/14/16
subtotal	\$ 3,525.91		
10-224913		Miscellaneous Accounts	
	\$ 697.35	Refreshments and supplies for Tween Craft Nights on 10/30, 11/23 and 12/10, 1/8 and 2/11 (Pizza Hut, Michaels, Safeway, Amazon, Oriental Trading Co., Dollartree, Walgreens, Joann's)	various
	\$ 112.53	Supplies for holiday crafts and decorations for the English tutoring and early literacy programs and Children's library areas (Dollartree, Michaels, Morrison's, Oriental Trading Co.)	various
	\$ 175.89	Books for ESL literacy families (Scholastic)	12/16/2015
	\$ 2,835.79	Final payment for EV Chargers in Main Library parking garage (REJ Electric)	12/31/16
	\$ 270.47	Printing of 1,000 Family Read A Loud reading logs (Print Copy Xpress)	1/14/16
	\$ 109.16	Puppets for Children's Storytimes	1/14/16
	\$ 11.19	Snacks for Teen Advisory Group meeting (Safeway)	1/14/16
	\$ 168.60	Refreshments and supplies for <i>Las Posadas</i> program on 12/16 (Smart & Final, Dollartree, Safeway, Starbucks)	various
	\$ 67.56	Refreshments for <i>Yalda</i> program on 12/20 (Pirooz Market, Mr. Pickles)	various
subtotal	\$ 4,448.54		
10-224914		Project Read	
	\$ 11.97	Refreshments for Tutor Training (Smart & Final)	12/15/15
subtotal	\$ 11.97		
TOTAL	\$ 10,992.19		



GIFTS LIST: JANUARY 2016

<i>Funding Source</i>	<i>Amount</i>	<i>Description</i>
San Mateo Public Library Foundation	\$24,000.00	Grant of unrestricted funds
Persian American Society	150.00	Donation to Farsi Collection
Persian American Society	250.00	Donation for general support
Persian American Society	250.00	Donation for Iranian-American cultural programs
Lillian S. Benson	1,012.80	Donation to the Benson Holocaust Collection
Anonymous	5.00	Donation for general support
Total	\$25,667.80	

COLLABORATIVE COMMITTEE – LIBRARY FOUNDATION & TRUSTEES

Summary of February 8, 2016 Meeting

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

Naturalization Ceremony:

- We discussed the upcoming naturalization ceremony that will take place in June at the San Mateo Public Library. US Representative Jackie Speier will be presiding over the ceremony. We expect there to be approximately 25 participants plus their family and friends.
- We've asked Ben Ocon to talk briefly about his personal story as it relates to becoming an American citizen.
- We will invite a prominent member of the community to lead the audience in the Star Spangled Banner.

Book Clubs:

- We would like to begin creating a network of book clubs in the community by inviting interested clubs to provide the email address of one member. Library staff will create a way to publicize this opportunity, including flyers, posters, and web site blurbs. The network will facilitate sharing book recommendations, encourage the reading of the Gala featured author every year, and publicize library support for book groups, including the ordering of additional library copies of book selections.
- We also decided to set-up a book group to discuss *The Amazing Adventures of Kavalier and Clay*. This book group will meet in the library's Cedar Room on Wednesday, April 6th, from 12-1:30pm for a bring-your-own-lunch discussion. Members of the Library Foundation, Library Board, and the general public will be invited to take part in this meeting. Facilitation of the meeting will be decided at our next meeting.

Next Meeting: March 10, 9:30am, Library

Overview of the Branch Libraries

San Mateo Public Library

Historical Timeline

The history of the branch libraries of San Mateo is delineated in the timeline below:

- The first branch of the San Mateo Public Library was the South Branch Library that was established in 1949 at Beresford Elementary School and opened with only 200 circulating books. The branch was moved in 1951 to rented quarters at the Patio Shops on 25 25th Avenue.
- The East Branch Library was established in 1954 in the Shoreview subdivisions at 550 S. Norfolk Ave.
- Hillsdale Branch Library opened on May 23, 1957 (replacing the South Branch) [Note: David Bohannon of the Bohannon Development Co. donated the land parcel]
- Marina Branch Library opened on April 17, 1966 (replacing the East Branch).
- Hillsdale and Marina Branches were closed for major renovation (June 2003-August 2004); temporary service was provided at 1100 Park Place in the Bay Meadows Phase 1 development.
- Hillsdale reopened on Aug. 4, 2004; and Marina Branch reopened on Aug. 11, 2004.

Role of Branches

The role of the branch libraries has evolved from the time when branch libraries were first introduced in San Mateo over 60 years ago. When the San Mateo Public Library existed as a single, small Carnegie library located on 2nd Avenue (pre-1968), the role of the two branches were essentially replications of the Carnegie library mirroring similar collections, services and usage. It was also logical to approach strategic planning with the mindset that a branch library was needed in the South and East quadrants of the City.

When the first version of a central Main Library opened in 1968, the role of the branch libraries changed dramatically as the Main Library provided a much larger space (37,000 sq. ft) than the Hillsdale Branch (5,791 sq. ft.) and the Marina Branch (5,281 sq.ft.). Yet, it was the construction of the new Main Library (93,806 sq. ft.) in 2006 that introduced a new era of library service for the San Mateo community and fully transitioned the branch libraries to a new role. The new Main Library was built for current and future generations (50 yrs. into the future). Branch libraries are no longer expected to be replications of a Main Library as it is not possible to provide the same level of services, collections, technology, space, meeting rooms, parking, etc., that the larger, enhanced facility provides to the community.

Branch services now emphasize immediate access to new books, popular movies, current magazines, public computers, and wi-fi . The branches are safe community gathering places, convenient places to pick up holds, and provide an easy way for young families to participate in seasonal reading programs. Due to limitations of space, library programming at the branches focuses on a variety of children's storytimes. Community members who need a greater depth of services--titles, reference services, meeting rooms, study space, assistive technology, passport services, and special programs--are referred to the Main Library. The Link+ service and interlibrary loan service also make it convenient for branch patrons to order titles from other libraries to be delivered and picked up at the branch.

The current complement of a Main Library and two branches is more than adequate for a municipality the size of San Mateo. Compared with other jurisdictions, the overall square footage of library space per capita in San Mateo remains very high (San Mateo Public Library ranks as high as 22nd

out of 124 California municipal public libraries in this regard). Coupled with the wide spectrum of services and resources provided by the Main Library is the greater accessibility to library services that the branch neighborhoods have through interlibrary loan, online connectivity and the ease of public transportation. From a strategic standpoint, it is no longer feasible for the City of San Mateo to consider expanding the number of branches.

Management of Branches

The branch libraries are managed jointly by the library managers: Supervising Library Assistant oversees Circulation services; the two Supervising Librarians oversee Adult-Teen/Information Services and Children’s Services; and the Management Analyst II oversees the business operations of the branches. The ranking staff at each branch is a fulltime Librarian who serves as the lead staff at the respective branch.

Current Schedule

The current schedule was the result of budget reductions enacted in 2009-10 and with input from community members. The Library conducted three community meetings to present information about the Library’s proposed budget reductions. Each library location hosted one community meeting and attendees were encouraged to share viewpoints and suggestions. In response to the input received from community members and the advisement of the Library Board, an effort was made to include two mornings and one evening at each Branch in the schedule and also retain the storytime programs.

Schedule of hours in 2009-10:

<i>Branch</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>	<i>Total Hrs.</i>
Hillsdale	1-5 pm	2-8 pm	10am-5pm	1-5 pm	Closed	11am-5pm	Closed	27
Marina	2-8 pm	10am-5pm	1-5 pm	Closed	1-5 pm	11am-5pm	Closed	27

In 2014-15, two hours were restored at the Branches when the City Council ended cost savings measures. The evening schedule added one hour at each Branch (Marina could open at 1:00 p.m. on Mondays; and Hillsdale could open at 1:00 p.m. on Tuesdays); and another hour was added on Saturdays so that both branches could open at 10:00 a.m.

Schedule of service hours in 2014-15:

<i>Branch</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>	<i>Total Hrs.</i>
Hillsdale	1-5 pm	1-8 pm	10am-5pm	1-5 pm	Closed	10am-5pm	Closed	29
Marina	1-8 pm	10am-5pm	1-5 pm	Closed	1-5 pm	10am-5pm	Closed	29

Restoring Hours to 2004 Level in 2016-17

The Library’s proposed budget for 2016-17 requests that service hours at the Branches be restored to 40 hours per week at each branch which was the service level before budget reductions (2004). The restored hours would open the Hillsdale Branch on Fridays (currently closed) and the Marina Branch on Thursdays (currently closed); and will provide the consistency in the service hours that has been much requested by the community. In the restored schedule, the branches will open at 10 a.m. on most days and the current evening service will be retained (Mondays at Marina; and Tuesdays at Hillsdale).

Proposed schedule of service hours in 2016-17

<i>Branch</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>	<i>Total Hrs.</i>
Hillsdale	10am-5pm	1-8 pm	10am-5pm	10am-5 pm	12-5 pm	10am-5pm	Closed	40
Marina	1-8 pm	10am-5pm	10am-5pm	10am-5pm	12-5 pm	10am-5pm	Closed	40

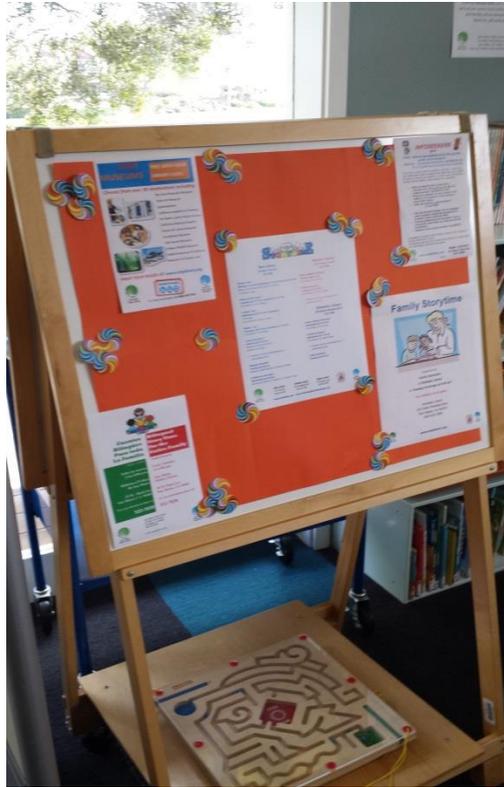
Space for Publicizing Events

Currently, each branch publicizes events held at the Main Library in a variety of ways.

- a.) The Marina Branch has display units at the public desks, an easel in the Children’s area and a wall over the picture books collection.



Flyers at the Accounts Desk



Easel in the Children's area



Posters publicizing children's programs are displayed near the picture books.

- b.) Both branches promote flyers using display units located at public service desks or on counter tops of shelves and utility tables.



Display unit on counter top of shelf at Hillsdale



Display unit on utility table at Hillsdale

c.) Display units at the Main Library [Note: This vendor no longer fabricates these models]



Display spinner in the Main Library lobby



Wall mounted display unit in Main Library

City Librarian's Report February 2016

StoryCorps is Coming for National Library Week

The Library will host StoryCorps as part of the Library's activities during National Library Week. StoryCorps is a nonprofit whose mission is to record the stories of persons from all backgrounds. Interviews are preserved at the Library of Congress's American Folklife Center. Occasionally, National Public Radio broadcasts a sampling of stories some of which are truly inspirational. The theme of the 2016 National Library Week is "Libraries Transform." In concert with the theme, community members will be able to share their stories of how the Library has been a transformative resource in their lives.

Wounded Warriors Amputee Football Charity Game

The Library participated as an exhibitor at the "Wounded Warriors Amputee Football Team" charity event on Saturday, February 6, at the College of San Mateo stadium. The Wounded Warriors Amputee team is comprised of armed forces veterans who lost limbs during their military service and who are now using a prosthetic device to engage in everyday life activities. The team's mission is to raise awareness and support for disabled veterans and their families. The charity event was part of the Super Bowl 50 activities and featured the Wounded Warriors team playing against former NFL players.

The event well attended by over 7,500. Approximately 350 attendees visited the Library's booth, received information about the Library's services and children received a free book. Library staff Gabriel Marino, Jenilee Malibiran, Lynn Schaaf and Ben Ocón took part at this unique outreach event.

Request for Proposals to Operate Library's Café

The Library has launched a "request for proposals" (RFP) process to select a new vendor to operate the café located on the 3rd floor of the Main Library. Proposals to provide coffee, other drinks, pre-packaged foods and fresh foods are due March 4, 2016. Catering for groups using the library's meeting rooms may also be included in the contract. The estimated starting date for the selected vendor to start the new café service is May 1, 2016.

New Marketing Collateral

As part of the effort to improve the promotion of the Library's services, the Library has introduced new marketing collateral:

- Marketing brochure: A new marketing brochure has been created to help promote the Library's services at community outreach events, community centers, City's recreation centers, Home Owners Association meetings, Chamber of Commerce welcome center, businesses, and adult school to name a few. The brochure uses the Library's tagline "Discover, Connect, Enjoy and Learn @ the San Mateo Public Library" to highlight services and resources. The brochure integrated ideas and advisement provided by the Library Board.
- Monthly e-newsletter: A new monthly electronic newsletter has also been launched to share quick updates of the Library's services and programs. This first issue included information about the Family Read Aloud Program, Flipster (access to digital magazines), the Black History Month music program featuring the Marcus Shelby Trio, children's storytimes and the current art exhibit featuring the watercolors of Jane Henri. The e-newsletter is created using the Library Aware subscription software made possible through funding support of the Library Foundation.

AARP Tax Assistance Program

The Library will once again partner with AARP to provide *free* tax assistance during the 2016 tax season. Every Friday (11:00 a.m.-4:00 p.m.), the AARP tax assistance volunteers will assist community members of *all age groups* in preparing and submitting their tax returns. Tax assistance volunteers are also conversant in Spanish, Cantonese, and Mandarin. The service will run thru April 15.

New Library Staff

Recent hires at the Library include the following appointments:

- **Michelle Baute** was appointed to the Librarian I/II position assigned to the Information Services Division at the Main Library
- **Matthew Conciatori** was appointed to the Librarian I/II position assigned to the Information Services Division at the Hillsdale Branch
- **Deanna Lopez** was appointed to the Accounting Assistant II position assigned to the Administrative Services Division.

Calendar of Forthcoming Events

- Art Exhibit (1st Flr. Gallery): Photography by Beate Amler, 2/25/16-3/30/16
- Art Exhibit (2nd Flr. Display Case): African American Culture, 2/1/16-3/16/16
- Financial Workshop: Access Capital for Small Business, 2/23, Main Library, 6:30 p.m.
- City Council Goal Setting Session, 2/29, Oak Room, Main Library, 6:00 p.m.
- Anime Club, 3/1, Teen Lounge, 4:00 p.m.
- Yarn Weaving for Tweens, 3/3, Main Library, 4:00 p.m.
- Family Concert, "The Aurio Trio" 3/5, Main Library, 3:00 p.m.
- Paws for Tales (Read-to-a-Dog), 3/9, Children's Book Bubble, 4:00-5:00 p.m.
- Historical, Cultural & Social Links from Jane Austen to Downton Abbey, 3/12, Main Library, 12:30 pm
- Beginning Internet Workshops, Computer Lab, Main Library, Tuesdays at 11:00 a.m.-12:30 p.m.
 - "Computer Basics," 3/15
 - "Introduction to the Internet, Pt. 1," 3/22
 - "Introduction to the Internet, Pt. 2," 3/29
- Library eBook Instruction: Learn How to Download eBooks, 3/16, Computer Lab, 2-4 p.m.
- Teen Advisory Group, 3/15, 4:00pm, Teen Lounge, Main Library
- Book Discussion: *Storied Life of A. J. Firky* by Gabrielle Zevin, 3/16, Laurel Room, 6:45 p.m.
- Better Choices, Better Health presented by Health Trust every Wed 3/23-4/27; 1-3:30 pm Laurel Rm.
- Children's Movie: "Hotel Transylvania 2," 3/24, Oak Room, 3:30 p.m.
- Eggstravaganza Outreach, 3/26, Central Park, 9:00-12:00
- Cultural Spotlight Program: *Nowruz, Iranian New Year*, 3/27, Main Library, 2:00 p.m.
- Library Board Meeting, 3/28, Cedar Room, Main Library, 6:00 p.m.