



NATIONAL CITY PUBLIC LIBRARY

Regular Meeting of the Library Board of Trustees

Minutes

June 12, 2017

CALL TO ORDER

The regular meeting of the Library Board of Trustees of the National City Public Library was called to order by Vice-President Rivera-Moreno at 5:27 p.m. on June 12, 2017.

ROLL CALL

BOARD OF TRUSTEES PRESENT: Nidya Rivera-Moreno, Vice-President
Gloria Bird, Secretary
Raymond Juarez, Trustee
Patrice Amon, Trustee

BOARD OF TRUSTEES ABSENT: Deborah Hernandez, President

STAFF PRESENT: Minh Duong, City Librarian

CONSENT CALENDAR

1. Approval of Agenda

Motion to approve the meeting agenda of June 12, 2017.

Motion: Juarez / Second: Amon

Vote: Ayes: 4 Nays: 0

Motion carried.

2. Approval of the Minutes of May 8, 2017 Meeting

Motion to approve the minutes of May 8, 2017 Meeting as presented

Motion: Bird / Second: Juarez

Vote: Ayes: 3 Abstain: Amon Nays: 0

Motion carried.

3. Approval of Library Warrants

Motion to approve the Library and Literacy warrants.

Motion: Amon / Juarez

Vote: Ayes: 4 Nays: 0

Motion carried.

NEW AND UNFINISHED BUSINESS

CITY LIBRARIAN'S REPORT

1. FY2016-17 Strategic Plan Summary
See attached.

- 2. Friends' Pizza Fund Raising Event** – Save the date, Thursday, September 7, 2017, 5:30 – 7:30 p.m., for the Friends of the Library's 2nd annual pizza party. Everyone is invited for an evening of music, food, and fun!

OTHER REPORTS

- 1. Friends of the Library Report** – None

PUBLIC COMMUNICATION – None

BOARD MEMBER COMMENTS AND COMMUNICATION

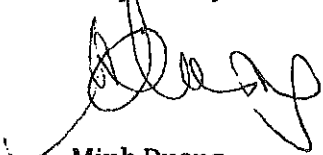
- **Vice-President Rivera-Moreno – Meeting Attendance**
VP Rivera-Moreno expressed concern over declining meeting attendance causing the Library to reconvene meetings on a few occasions lately due to a lack of quorum.
Trustee Amon explained she does not have control over her work schedule. With school being closed for the summer, she'll be able to attend the meeting the next two months. However when school resumes again, it's hard to say in advance. Trustee Amon suggested that maybe she can't continue. Added that she'll contact City Clerk Mike Dalla and is happy to stay until we can find her replacement.

ADJOURNMENT:

Motion to adjourn meeting: Juarez / Bird, 4-0.

Meeting adjourned at 6:23 p.m. The next Board Meeting is scheduled for Monday, July 10, 2017 at 5:00 p.m.

Respectfully submitted,



Minh Duong
City Librarian

4/10/2017

		Balance Sheet					
Vendor Name	Description	Account	Sub-Acct.	Gen. Fund	Acct. 108	Lit Svcs.	Total
Abel Patrol and Guard	Security guard services	104-418-056	299	3,223.80			3,223.80
Amazon	Books	104-418-056	304/399	1,891.18			1,891.18
Amazon	Literacy Collection	320-418-339	304/399			640.97	640.97
Baker & Taylor	Books	104-418-056	304	2,227.76			2,227.76
Matthew Boatman	Mileage reimbursement	320-418-339	258			19.90	19.90
Brodart	Books	104-418-056	304	1,269.74			1,269.74
Dance with Liza	Entertainment Volunteer Apprec.	320-418-339	213			240.00	240.00
FedEx	LHR Photos	104-418-056	250/399	271.48			271.48
Mervin Jensen	Reimbursement portable table	104-418-056	399	77.22			77.22
Midwest	DVD's	108-418-056	304		1,466.11		1,466.11
Staples	Supplies	104-418-056	307/399	416.93			416.93
The Barbecue Pit	Food volunteer appreciation	320-418-339	399			436.43	436.43
U.S. Postmaster	Postage	104-418-056	250	98.00			98.00
Total				9,476.11	1,466.11	1,337.30	12,279.52

Vendor Totals

Vendor	Number of Invoices	Amount	Retained/Withheld Amount	Total
25374 ABLE PATROL & GUARD	1	3,223.80	0.00	3,223.80
12926 AMAZON	21	2,532.15	0.00	2,532.15
07453 BAKER & TAYLOR	14	2,227.76	0.00	2,227.76
25755 BOATMAN, MATTHEW P	1	19.90	0.00	19.90
07546 BRODART CO	10	1,269.74	0.00	1,269.74
25756 DANCE WITH LIZA	1	240.00	0.00	240.00
01402 FEDEX	1	271.48	0.00	271.48
25544 JENSEN, MERVIN A	1	77.22	0.00	77.22
08329 MIDWEST TAPE	19	1,466.11	0.00	1,466.11
20468 STAPLES BUSINESS ADVANTAGE	2	416.93	0.00	416.93
10073 THE BARBECUE PIT	1	436.43	0.00	436.43
05868 U S POSTMASTER	1	98.00	0.00	98.00
Grand Total:	73	12,279.52	0.00	12,279.52

FY2016-17 Strategic Plan Goal Recap

Strategic Plan 2014-2019

Objective 1: Evaluate Community Needs and Expectations

Assess and understand what the community needs, where and how they need to receive services, and how they will utilize the library to meet their needs

Goal 1: Conduct a needs assessment that looks at the needs of the WHOLE community of the City of National City

Goal 2: Institute ongoing customer service surveys/assessment (online and paper) to gauge customer satisfaction with services offered/received

Objective 2: Encourage Use of Library as a Community Gathering Place

Ensure the library is a space where community members come to safely participate in social gatherings, celebrate the cultural heritage of the City of National City, as well as utilize the resources available to them.

Goal 1: Offer a variety of social programs that create a space for community members to enjoy themselves, network, build relationships, and celebrate the cultural heritage of the community

Goal 2: Ensure the facility is well-maintained (suitable lighting for a library, regular cleaning and building maintenance/repair/upgrade)

Goal 3: Increase safety and security measures for library users and staff (Security Guard, Surveillance Cameras)

Goal 4: Improve library signage for way-finding

Goal 5: Expand shelving space

Goal 6: Expand library's outdoor spaces to allow for physical fitness and outdoor programming

Goal 7: Create gallery space to exhibit/display children's and local artists' artwork and collaborate with ARTS (A Reason To Survive)

Goal 8: Raise user awareness of library rules and regulations

Goal 9: Cultivate a stakeholder attitude among users

Objective 3: Achieve Fiscal Sustainability

Increase the resources the library has access to in order to support the ongoing efforts to improve and enhance library services.

Goal 1: Pursue additional grants that specifically support our strategic efforts to improve and enhance library services

Goal 2: Consider opportunities for generating revenue

Goal 3: Partner with non-profit organizations to gain funds through their fundraising efforts

Goal 4: Improve staffing to better support the library's ability to serve the community

Objective 4: Deliver High Quality Service to Users

Maintain current services and increase/enhance services and programming to better serve the community.

- Goal 1: Design and offer programs and services that meet the needs of the community, as ascertained via the needs assessment conducted under Objective 1
- Goal 2: Reinstate services that have been eliminated or paused due to reduced staffing/resources (i.e. Local History Room) that are in alignment with the needs of the community as expressed through the needs assessment conducted under Objective 1
- Goal 3: Offer training and development opportunities for staff to increase their knowledge and capabilities to create and deliver programs and customer service and expand their knowledge of best library practices
- Goal 4: Maintain a current and up-to-date collection
- Goal 5: Expand computer and Internet access to all areas
- Goal 6: Expand efforts to enhance technology in terms of online access/support, mobile applications, Wi-Fi access, and computer/technology assistance to customers
- Goal 7: Update the Library's Technology Plan to avail of significant E-rate discounts provided by the Federal Communications Commission (FCC) to libraries that use telecommunications and information technology to improve library services

Objective 5: Strengthen Library's Visibility in the Community

Increase awareness of library offerings and opportunities and engage in mutually beneficial partnerships with community organizations

- Goal 1: Expand marketing efforts to increase awareness of events, programs, and services at the library
- Goal 2: Increase the number of collaborative partnerships with other agencies, libraries, or organizations to share resources or expand services
- Goal 3: Investigate use of technological tools such as mobile apps (email notification, text Messaging), blog, social media to stay more connected with users across all walks of life
- Goal 4: Increase community involvement and engagement in the delivery of library services (create a Volunteer Corps/Club)

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FY2016-17 Goal Recap

Objective 2:1 – Offer a variety of social programs that create a space for community members to enjoy themselves, network, build relationships, and celebrate the cultural heritage of the community

Objective 4:1 – Design and offer programs & services that meet the needs of the community as ascertained via the Needs Assessment conducted under Objective 1:1

- Launch an art program showcasing local artists (Face behind the Art)
Status: Completed

- Create Board @ the Library, twice a month gathering of young adults (grades 7 to 12) to promote socialization, creativity, and information literacy thru the use of board and card games. *Status: Program changed in Oct to target the 18 and up demographic due to a lack of interest in the previous age demographic. Program eventually died of low attendance. Will re-evaluate for the future.*
- Create a video game club to encourage appreciation of the video game industry. Club will feature discussions about the industry, career paths to computer science jobs, trends in games and the latest news. Will promote information literacy thru the playing of video games, socialization thru game based activities (tournaments, contests) and the history of the industry thru retro gaming events. Club meets twice a month and open to young adults & teens, grades 7-12. *Status: No yet completed*
- YA Photo Workshop. Provide fun yet educational opportunities & creative outlets for the YA community (14-18). The workshop will give students an opportunity to use the skills learned by working with the LHR in the digitization and cleaning of the photos thru community service hours. *Status: Completed, facilitated by Rebecca Goldshmidt*
- Greeting Cards. Series of programs that cater to adults & seniors' hobbies. Craft program where participants will make greeting cards, bookmarks & other items from patpers, punches, and stamps. Led by Jamia Binsfield, a volunteer with the Friends *Status: Program halted in May 2017 due to health of instructor.*
- Connect kids with senior community through a holiday craft program. *Status: Completed. We had a craft program where the kids made two dozen Christmas ornaments which we delivered to the Kimball- Morgan Towers to put on their Christmas trees.*

Objective 2:4 – Improve library signage for wayfinding

- Relabel book classification numbers on the stacks signage as staff continues with the weeding process *Status: Ongoing*

Objective 2:5 – Expand shelving

- Remove unnecessary shelving by the Folio Area *Status: Expected to complete by June 2017.*

Objective 2:7 – Create gallery space to exhibit/display children's & local artists' artwork

- Acquire a display case to show projects made in Lego Club *Status: Completed. We have the case and it's a popular focal point for children's attention, as well as serving as a promotion for the Lego Club.*
- Solicit more California mission model projects for display in the Children's Room *Status: Completed. We now have five mission models displayed atop our shelves, where they receive a lot of attention and serve as inspiration for children who have been assigned the mission-building project in their schools.*

Objective 4:3 – Offer training & development opportunities for staff to increase their knowledge & capabilities to create/deliver programs and customer service and expand their knowledge of best library practices.

- Staff training and self-improvement to use as a basis for developing new programs.
Status: Completed. Children’s Librarian finished attending a beginning drumming class, and will incorporate create a new program – Drum Circle – which will start in June.
- Create a Tutor Resource Center where all tutor training binders, professional development materials, and lesson planning resources will be located. In order to increase the chances of tutor success and retention.
Status: Completed
- Re-evaluate Literacy staffing responsibilities in order to improve communications, workflow, and efficiency.
Status: Partly completed. Still have to cross-train staff and rotate duties.
- Redesign the Tutor Training Program in order to improve tutor teaching skills and confidence.
Status: Partly completed. Still need to get approval from City Librarian.
- Technical Services Department staff shadow circulation desk staff once a week to develop their Circulation Desk skills. This will enable them to be up to date with any changes occurring at the circulation desk. Circulation Department will benefit as these staff members will be ready to serve as back-up when needed
Status: Completed. During the year Ana and Teresa shadowed Circulation Staff to train in the different areas of circulation desk.

Objective 4:4 – Maintain a current up-to-date collection

- Continue with the weeding of the collection
Status: Ongoing. During fiscal year 2016/2017, a total of 12,000 items were deleted from collection. This project entailed deleting MARC and Holding records from Horizon Data Base, Remove Property of Labels; and physically discard items. Discarded items were dispersed to Friends of the Library Store.
- Place AR reading levels in all Juvenile Easy Reader books to help kids select books in their school-determined reading ranges.
Status: Completed. The JER books now have reading-level stickers, which has proven very useful in assisting parents and kids who come to the library seeking books of a specific reading level.
- Update process for adding and removing new books from New Book Shelves. Currently new books coming in are shelved in the New Book Shelf section. Reworked the process so that a staff member will physically go in to remove the new books from the New Book Shelf after 3 months, update the status in the database, remove “New Book” label, and re-shelve them in the regular stacks.
Status: Ongoing.

Objective 4:6 – Expand efforts to enhance technology in terms of online access

- Activate Holds functionality in the system to allow patrons to place holds online
Status: Completed.

Objective 5:1 – Expand marketing efforts to increase awareness of events, programs, and services at the library

- **Create Events website to better market programs**
Status: Used Wix (aesthetically pleasing to the user) to link to our own website. But the use of Wix has been cancelled. Teen and Adult websites have been upgraded with the City's.
- **Upgrade the Public Access Catalog Computers**
Status: Not yet completed. Computers have been ordered and the IT Department is working with Public Works to determine the best way to install.
- **Upgrade the Audio Visual Equipment in the Large Meeting Room**
Status: Not yet completed. Have met with 3 different vendor to obtain quote. Will be meeting with one vendor for a demo of their product.