

APPROVED MINUTES

CITY OF MILPITAS
LIBRARY ADVISORY COMMISSION
MILPITAS PUBLIC LIBRARY, CONFERENCE ROOM, 160 N. MAIN ST.

September 4, 2012

- I. Call to Order and Roll Call** Chair Estioko called the meeting to order at 7:00 p.m.
Commissioners Present: Chou, Estioko, Mateo, Montano, Pham ,Stephens ,Phan (arrived at 7.15) and Wang
Absent: Aoalin
City Council Liaison Present: None
County Staff Present: Linda Arbaugh and Derek Wolfgram
City Staff Present: Sheldon Ah Sing
- II. Seating of Alternates** Alternates seated: Marie Pham and Hellie Mateo
- III. Pledge of Allegiance** Chair Estioko led the Pledge of Allegiance.
- IV. Approval of Minutes** **Motion** to approve the minutes of May 21, 2012 with one correction.
M/S: Wang, Chou
Ayes: 6
Abstain: 1
- V. Announcements and Correspondence** Commissioner Chou announced the CALTAC award nominations are due by September 20, 2012. The persons or organizations chosen to receive recognition will be honored at the CALTAC luncheon, Saturday, November 3, 2012, Noon to 1:30 pm held during the annual conference of the California Library Association, this year in San Jose, CA.

Chair Estioko introduced new alternate Commissioner Hellie Mateo.

Chair Estioko thanked Commissioners Ha and Chou for their contributions to the TV 26 Commissions program to be replayed on September 9.
- VI. Public Forum** None
- VII. Adoption of Agenda** **Motion** to approve agenda as submitted.
M/S: Montano, Stephens
Ayes: 7
- VIII. Unfinished Business**
- 1. Education Subcommittee Report (2012 Library Week Essay Writing Contest)**

The commissioners discussed the appearance and contents of the flyer for the event, noting that the registration starts at noon. The rules of the event will be posted on the backside of the flyer. Three essay prompts were discussed and generally accepted as good.

The commission agreed after discussion that awards would be given proportionately to the participation levels.

Judges: Marilyn Hay, Paul Hay, Mandy Llamas, Nonie MacDonald, Denis Marks, Hellie Mateo, Carmen Montano, Steve Munzel, Marie Pham, Althea Polanski, Lito Roldan, Margie Stevens, and Becky Strauss.

The commission discussed the judging criteria, which will be decided by the head of each of the three groups with the rubric being distributed to the judges before the contest.

Distribution of information: Commissioners discussed the dissemination of the flyers and promotion of the event. It was agreed that posters with an image of the Kindle will be created. Flyers would be distributed to schools, and a press release has been developed.

Staff, Sheldon Ah Sing, mentioned that the Kindles are purchased and that the refreshment and decorations budget is \$374.

Refreshments: Commissioner Chou and Community Librarian Arbaugh to purchase.

Photographer: Commissioner Chou suggested a volunteer.

IX. New Business

Donation to Milpitas Public Library: Community Librarian Linda Arbaugh received a second donation for \$2,000 from Sumit Minocha. She proposed the following spending plan.

In accordance with the guidelines, the Milpitas Public Library is hereby submitting the following proposed spending plan to the Milpitas Library Advisory Commission for consideration for recommendation to the Milpitas City Council.

Console games:	\$1,000
DVD best seller collection	\$1,000
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	Total: \$2,000

Motion: To recommend the Donation Spending Plan as presented by Linda Arbaugh to the City Council.

M/S: Chou, Wang

AYES: 7

NOES: 0

X. Other Business

1. Friends of the Milpitas Library Report

A booksale will be held between September 28-30.

2. County Librarian Report

Website and Logo *New*

We launched a new website and a new logo. The website has been re-designed to have a fresh, clean look and will be much easier to maintain. www.sccl.org

State Budget

On June 27, Governor Brown signed a budget bill including \$4.7 million for California public libraries. While the former Public Library Foundation and Transaction Based Reimbursement programs that were eliminated last year are still unfunded, some money for Literacy programs (including SCCLD's The Reading Program) and regional library systems was restored. This restoration will also make California libraries eligible for \$15 million in Federal funds that were at risk if the state provided zero funding for libraries in two consecutive years.

New Online Services – Music, Language Learning for Kids and Business Directory Information

Freegal

Music formats are changing and while our CD collection and streaming music collections continue to be very popular, we decided to also add a downloadable music option that is free with your library card.

Visit [Freegal Music](#) for thousands of recordings from Sony Music Entertainment's catalog of legendary artists! There is music from every genre, from classical to modern pop to today's hottest artists. Hundreds of additional songs are added daily. All downloads are in MP3 format and are Digital Rights Management free – you can keep them forever! [Freegal](#) works with any MP3 player, including iPods. Library cardholders can download 3 songs per week using their barcode and PIN.

Muzzy

It also got more fun for kids to learn a language online. The Library has just introduced another service, free with your library card.

Muzzy Online offers children an opportunity to learn new languages through an interactive, self-directed program. Languages included are English, French, German, Italian, Mandarin Chinese, Portuguese, Russian and Spanish.

RefUSA:

Provides detailed and current directory information on U.S. and Canadian Businesses, as well as U.S. residents. Use this database to conduct business and consumer research, create marketing plans, research competitive analysis, raise funds, and locate people.

JobScout

[JobScout](#) is a new online platform designed to get people back to work by teaching them important Internet skills and job-hunting techniques. This is a pilot project with the California State Library. You can find JobScout and other online career help on the website.

[JobScout](#) uses social games designed to engage users in self-paced, online activities that

focus on Internet skills applied in a real life context.

- Easy-to-use resume builder
- Basic Internet lessons
- Lessons on LinkedIn, Gmail, Facebook, and more!
- Built-in job search
- Ability to interact with other job seekers

Read!

This summer, we had 5701 children, 1398 teens, and 597 adults participating in Summer Reading, for a total of 7696 participants in the district!

Author events this summer featured panels of historical fiction writers. Details can be found in the “Calendar” section of the new website at www.sccl.org

We had 10 California Reads events at 6 of our libraries in June. The next featured California Reads title is Lost City Radio by Daniel Alarcon. Several exciting activities are planned for the fall, including a photography contest for teens, art contest for children, film programs and book discussions, an author visit by Daniel Alarcon to the Milpitas Library on September 5th, an online book club and a panel discussion at the Saratoga Library on the role of social media in democracy.

Information on all California Reads events is online:

http://www.sccl.org/browse/books/california_reads/calendar-of-events

County Librarian Selection Process

There was a national recruitment to recruit applicants for the County Librarian position. First round interviews were scheduled for August 31. Three Library JPA members participated in the interview process and will advise the County Executive, who is responsible for making the final selection.

September is Library Card Sign-up Month

September is Library Card Sign-up Month. We will be participating with libraries across the country to encourage individuals to get a library card.

Student cards

We are also in the process of renewing student cards. Over 8000 free cards have been issued throughout the year to non-resident youth, pre-school through grade 12. As part of our outreach efforts to local schools, a letter will be sent to school principals so they know their students are eligible for the free card, regardless of residence. A list of eligible private and public schools can be found on our website.

3. Community Librarian Report

Staff news: We have three vacancies for the position of half-time coded page. Also, children’s librarian Diana Lara has been on loan to the Gilroy Library for almost a year now filling in as Children’s Supervising Librarian. Interviews for that position will be this week, so we will soon know whether Diana will be coming back or not.

Outreach: The library had a table at the Fil-Am Festival in June. We handed out brochures about library services and people could register for library cards. In August we teamed up with Bookmobile staff and were part of the food truck event in the Serra

Center parking lot on August 15. About 400 people attended over the 4-hour period, and the staff reports getting good visibility for the library. Later this month we will have a table at the St. James Orthodox Church festival. This is an annual event, and the church is directly across the street from the library.

Library website: There are now a lot of blogs on the library's website. The subjects include library programs, materials and services.

Friends: I encourage each of you to become a member of the Friends. This is the primary support group for our library, and they do an amazing amount of good things for us. Annual membership is just \$5 for an individual or \$10 for a family.

11 City Council Report

None.

5. City Staff Report

Staff mentioned that there is a lot of construction going on in Milpitas. Over 2,000 dwelling units are to be constructed over the next two to three years. Major sewer construction is expected near the Great Mall through November 15. Along the Calaveras corridor, while the Carl's Jr. closed down a Starbucks will replace it and the 76 gas station is currently be re-constructed.

Commissioner Pham asked about the proposed park next to the Library. Staff needed to obtain information on that question.

6. Future Agenda Items

None.

XI. Adjournment

There being no further business, Chair Estioko adjourned the meeting at 8:39 p.m. to the next regularly scheduled meeting on November 19, 2012 at 7:00 p.m. at the Milpitas Library Conference Room.