

UNAPPROVED MINUTES

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

March 18, 2013

- I. Call to Order and Roll Call** Chair Estioko called the meeting to order at 7:07 p.m.
Commissioners Present:, Estioko, Wang, , Pham, and Phan
Absent: Aoalin, Mateo, Stephens and Chou
City Council Liaison Present: Esteves
County Staff Present: Linda Arbaugh and Nancy Howe
City Staff Present: Sheldon Ah Sing
- II. Seating of Alternates** Alternates seated: None.
- III. Pledge of Allegiance** Chair Estioko led the Pledge of Allegiance.
- IV. Approval of Minutes** **Motion** to approve the minutes of January 14, 2013.
M/S: Pham/Wang
Ayes: 4
- V. Announcements and Correspondence** Commissioner Pham mentioned that high school-aged and college freshmen foreign students are looking for host families for a two week period.
- VI. Public Forum** Betty Reutter, commissioner with the Emergency Preparedness Commission mentioned upcoming response training on April 20, 27 and May 4.
- VII. Adoption of Agenda** **Motion** to approve agenda with the following changes:
Move “City Council Report” after “Adoption of Agenda” and move “Library Advocacy” item to the top of the “Presentation” agenda. Continue Item VIII “Election of Officers” to the May 20, 2013 meeting.
M/S: Wang/Pham
Ayes: 4
- VIII. City Council Report** Mayor Esteves reported that the Alviso Adobe Park is now open. Staff is to distribute information about the park electronically. City Hall has an exhibition on Chinese brush paintings until March 23. There is an upcoming Commissioners Recognition event to be held at the Community Center on April 13 at noon. There will be a Memorial Day Service on May 27 and that

there are also plans for July 4 celebrations. The BART project is progressing towards completion in 2017; the city is in discussions with VTA about the carpool lane on Highway 237 and that the Council will be considering the Fire Department overtime issue at their next meeting.

VIII. Election of Officers

Item continued to May 20, 2013 under “Adoption of Agenda” by the commission.

IX. Presentations

1. Library Advocacy

Jane Kronkhite, Los Altos Branch Community Librarian described effective advocacy in five steps.

1. “Bringing value to the community” by describing how the library impacts/benefits the things a community already values;
2. “Need” by defining what is needed for the library to meet community expectations;
3. “Cost” by identifying the costs associated with the need;
4. “Benefit” by describing what the community receives as a result of supporting the library; and
5. “Call to action” by calling the audience to take a specific action.

Ms. Kronkhite showed a promotional video regarding the library district and described the informational packet distributed to the commission.

Commissioner Wang commented that it may be a good idea to have the video shown on the Local Access channel (Milpitas 26).

Commissioner Pham commented that it would be a good idea to show the video at an upcoming City Council meeting in April.

2. Modern Day Slaves Vol. 1

Ted Unarce, Producer introduced four trailers:

1. Modern Day Slaves
2. Lines of Tribe
3. Education and Entertainment
4. Mendicant Society

Commissioner Pham asked how much the films each were. Mr. Unarce responded that the films are primarily distributed to educational establishments and libraries and that each cost \$199.

Commissioner Wang asked how long it took to make each film. Mr. Unarce stated that it took three years to complete.

Commissioner Pham asked if there was a budget to purchase these films. Community Librarian Arbaugh stated that there is a process and the district would need to look at the reviews for the films.

IX. Unfinished Business

1. Development of Commission Work Plan for 2013

Staff mentioned given the resources of the commission it may be in the commission's best interest to develop a work plan for 2014 with the emphasis on having an event during April for Library Month and in October for the essay contest.

Commissioner Phan moved to agendize for the next meeting.

M/S: Phan/Wang

Ayes: 4

X. New Business

1. Donation to the Milpitas Public Library

None.

XI. Other Business

1. Friends of the Milpitas Library Report

Community Librarian Arbaugh mentioned that the next book sale is on June 8 through 9.

Commissioner Pham asked if text books are available for sale. Community Librarian Arbaugh stated that people donate text books and text books are for sale.

Commissioner Wang asked when the Friends of the Library started and if they were an independent organization. Community Librarian Arbaugh stated that the "Friends" started in the 80's and they are an independent organization.

2. County Librarian Report

Joint Powers Authority (JPA) actions

The Joint Powers Authority (JPA) met on February 28, 2013 and approved the recommendation of the Election Subcommittee to start a public education program in anticipation of the renewal of the special library tax that will expire in June 30, 2015. The total revenue from this tax is over 17% of the Library budget and exclusively funds staffing for open hours and materials. In addition to the public education program, the JPA will need to establish a new Community Facilities District (CFD) which allows for the Library to collect such a tax. The JPA noted that polling supported a renewal of the tax that has been in existence for nearly 20 years, but not an increase of the amount. The date of the election and other election details are not yet determined.

The JPA also accepted the Five-Year Financial Forecast for Fiscal Years 2012-2013 to 2016-2017. Modest increases in property tax are anticipated and renewal of the special tax is also assumed. A reduction in lease costs for the Winchester office is anticipated. It also assumes the State will not be in a financial position to reinstate support for either Public Library Foundation or Transactional Based Reimbursement.

The JPA welcomed new member Courtenay Corrigan from Los Altos Hills.

Vice-Chair Jason Baker reported that Los Altos City Council voted on February 26, 4-1,

not to ratify a task force to study alternative library management options other than being part of the Santa Clara County Library District.

The JPA also heard a brief report on the upcoming March soft opening of the Tech Tool Bar pilot at the Cupertino Library. The Tech Tool Bar, supported by the Cupertino Library Foundation as a District pilot, will display a variety of e-readers and tablets on which you can access free library content. The counter includes a large screen display and trained volunteers that can answer basic questions while library patrons experiment with the new devices and learn more about library digital services. The volunteers are trained to refer questions to reference librarians who will continue to assist library patrons. Based on the pilot, the Library will determine if this is a model of service that can be replicated at other locations. National studies show even library the majority of library customers do not realize that most public libraries offer free e-books. And library staff acknowledges technical interfaces can be hard to use so we are looking for friendly ways to help our patrons.

3. **Community Librarian Report**

Staff news: We have filled three of our four half-time coded page vacancies. Venessa Burciaga, Rupert Rosales and Eileen Watley have already started work. We expect to be able to fill the fourth vacancy soon. Long-time clerk Jason McInerney has left to accept a full-time position at library headquarters. Two of our extra help pages are leaving; one is taking a leave of absence, and the other has a new job.

Outreach: Four elementary schools are interested in having us conduct library card campaigns at their schools. Karen Armendariz is the point person on this project and will attend a meeting of the principals this week.

We were invited to participate in a resources fair at Heald Business College on March 21. We will take flyers and brochures about library services and also be ready to issue library cards.

Last week two of our librarians made a presentation at Parent University. This is an event the school district sponsors twice a year. The librarians demonstrated Brain Fuse, which is an online tutoring service, and some of our databases which are designed for students.

Programming: We have a wonderful series of programs this spring called **Focus on Food**. A week ago we had an Indian cooking demonstration which was really fun, and we have four more programs coming up very soon. Earlier this month we had concert presented by Ken O'Malley who is an Irish singer and songwriter. Coming up on April 7 we welcome Christopher Dean back. Chris plays Celtic folk songs on his guitar. Both of these musicians are very accomplished and have produced CDs. We are very fortunate that they like to perform at libraries – for much less than they are paid elsewhere. Yoga continues to be very popular. In addition to our weekly Friday morning classes we now also have a Monday evening class. The Friday class is ongoing, but the Monday class will run for 4 weeks. We are also once again offering free tax preparation help. This happens every Saturday through April 13.

Library closed days: We will be closed on Sunday, March 31 for Easter and Monday, April 1 is a county holiday in honor of Cesar Chavez' birthday.

4. **City Council Report**

Moved earlier in the agenda.

5. City Staff Report

Staff mentioned that their will be a Commissioner's Recognitions event on April 13, 2013.

The City has drafted a Climate Action Plan that will reduce the City's greenhouse gas emissions by 16.2% below the 2005 baseline by 2020. The CAP is available for public review through the end of the month. It is expected that the Planning Commission will make a recommendation on the document to the City Council in April for a May adoption.

6. Future Agenda Items

1. Election of Vice Chair
2. By-laws—Officer term limits
3. Work plan for 2014
4. Essay Contest for 2013
5. Membership for Friends of Library
6. Polo Shirts for Commissioners

XII. Adjournment

There being no further business, Chair Estioko adjourned the meeting at 8:49 p.m. to the next regularly scheduled meeting on May 20, 2013 at 7:00 p.m. at the Milpitas Library Conference Room.