



LIBRARY COMMISSION MINUTES

Regular Meeting

Tuesday, July 7, 2009 5:30p.m.

Woodland Library

1975 Grant Road, Los Altos, 94024

ROLL CALL

Commissioner Lai called the meeting to order at 5:39pm

Present: Chairperson Lai; Commissioners Struthers, Tucker, Smith, Gerich and Suelzle

Absent: Commissioner Poulos

Also Present: Peggy Ford; City Staff Liaison, Paul Miller, Community Librarian; and Derek Wolfgram; Deputy County Librarian

MINUTES

COMMISSIONER GERICH MOVED that the minutes of June 2nd, 2009 be approved with changes. THE MOTION WAS SECONDED BY COMMISSIONER SUELZLE AND PASSED UNANIMOUSLY BY VOICE VOTE.

PUBLIC COMMENT

REPORTS

Derek Wolfgram, Deputy County Librarian

The Library JPA board adopted the FY2010 Library Budget on Thursday, June 4.

The Library has engaged OrangeBoy, Inc. to conduct a telephone survey to identify reasons why non-cardholders do not use the Library. The results will be used to generate new cardholders, increase usage, and provide opportunities for targeted marketing, as well as future service model development and facility design. The information gathered through this process will be very useful in the Library's achievement of the goals of its strategic plan.

The Library is in the process of providing statistics to help OrangeBoy develop an understanding of our communities and our cardholders. OrangeBoy will also analyze community demographics, which will be combined with the statistics to form the basis for a survey of approximately 3000 residents. The survey will likely be conducted in August or September. Based on the survey results, they will provide an analysis of the behaviors and attitudes of specific groups of non-users, recommendations for actions to:

*Identify changes or improvements that might incent non-users to use the Library in the future

*Determine what marketing techniques should be used to increase the number of library users

After hearing the County Library report, the commissioners requested that they receive an electronic copy of the current fiscal year budget.

Paul Miller, Community Librarian

The renovation for Woodland Library is moving forward and is still on schedule to begin towards the end of August or early September. Room will be expanded for the children's area along with new windows, new HVAC and should be completed in about 5 months time from begin date.

Friends of the Library

Conducted their annual meeting and new board members were elected. Pat Johnson is the new president. The Friends of the Library will once again have the book cart available at the Los Altos Community Picnic.

LALE

On August 26, the Whipple Collection will be dedicated at an early morning event. LALE has invited all Library Commissioners and others to attend.

NCLA

Commissioners discussed the findings from the Godbe poll that took place in June concerning the parcel tax to fund the Library. The next NCLA meeting will take place at 5:45pm on August 5. NCLA will decide the details for the parcel tax election: amount to request, whether to include an escalation figure, and length of time to run. The election is tentatively scheduled for March 2010 as a mail-in ballot. NCLA will also hear a proposal for information services from Tramutola.

BUSINESS

DISCUSSION AND ITEMS OF INTEREST

2. Update/Discussion of Community Center Master Plan
The Commission discussed parking concerns surrounding the Community Center Master Plan.

COMMISSIONER SMITH MOVED that the Commission appoint a sub committee of three to write a recommendation to Council that addresses the Community Center Master Plan shortcomings. THE MOTION WAS SECONDED BY COMMISSIONER STRUTHERS AND PASSED UNANIMOUSLY BY VOICE VOTE.

3. Los Altos Hills Picnic Report
The picnic was successful. Commissioners should continue to attend the Los Altos Hills Picnic. Having the Community Librarian in attendance worked out well and was a great idea.
4. Los Altos Picnic Discussion and Preparation
The picnic will take place on September 13 from 1-5pm. Commissioners discussed having better signage provided such as: "Other Parking Available", "Parking for

Disabled”, “Library is Open during Event”, and signage for Book Mobile if it will be returning this year. Paul Miller will follow up with Greg Milano, Recreation Supervisor in charge of the Community Picnic.

FUTURE AGENDA ITEMS

Set August 4th Meeting Agenda

ADJOURNMENT – 7:12p.m.

Respectfully Submitted by

Peggy Ford, Senior Recreation Supervisor

Liaison to the Library Commission