

**OAKLAND PUBLIC LIBRARY  
LIBRARY ADVISORY COMMISSION (LAC)  
DRAFT MINUTES – September 26, 2011  
Main Library Brad Walters Community Room**

**CALL TO ORDER:** Chairperson Tidrick called the meeting to order at 5:20 p.m.

**Roll Call:**

Commissioners Present: Steven Tidrick, Jill Broadhurst, Sylvester Grisby, Linda White-Taylor, Jessica Leavitt, Tom Manley, Muhammad Alabi, Carolyn Mixon, Kathryn Sterbenc, Ruby Bernstein, and Gen Katz.

Commissioners Absent:

Staff: Library Director Carmen Martínez, Associate Director Gerry Garzón, Winifred Walters, Gene Tom, Jamie Turbak, and Executive Assistant/Recorder Rosalía A. Romo.

Members of the Public present: 4

**1. Approval of Minutes**

Commissioner Katz had a correction for the minutes of June 20, 2011, and made a motion to approve the minutes as amended. Commissioner Sterbenc seconded the motion. Minutes were approved unanimously: Yes - 11; Noes – 0; abstentions - 0

Commissioner Katz made a motion to approve the minutes of July 25, 2011, as recorded. Commissioner Bernstein seconded the motion. Minutes were approved unanimously: Yes - 11; Noes – 0; abstentions - 0

**2. Chairperson report:**

Chairperson Tidrick reported that a Commission sub-committee worked on a letter campaign to the community, recognizing and thanking individuals for their efforts during the last budget process.

**3. OPL Staff Activities Reports**

**Director's report**

- In a joint effort with the school district, the Library offered a free lunch program at four branch libraries: 81<sup>st</sup> Ave., Chavez, King, and Elmhurst. The lunch program was possible through a City of Oakland's federal and state grants, along with the Alameda County Food Bank. This was an extension of the lunch program that schools provide to low income families, and the school wanted to continue the program during the summer. The program ran from mid-June to mid-August and was very successful; we hope to expand to other branches next year.

Lunch distribution numbers: 81<sup>st</sup> Ave - Total 889; Eastmont - Total 870; ML King - Total 683; Chavez - Total 1145.

- We currently have a wonderful display in the Oakland History Room in remembrance of the 20<sup>th</sup> Anniversary of the Oakland Firestorm.
- Circulation has increased at 10 branch locations in the previous year, with small decreases at 6 locations. Overall circulation has risen consistently over the last 10 years, even in the face of reduced library hours. Although E-books still comprise a small portion of library circulation compared to physical materials, circulation is growing rapidly, and as of last week, library e-books are now available for use on Amazon Kindle, which represents roughly 50% of the US e-reader market.
- Newsweek has named Oakland the 2<sup>nd</sup> most “Can do City in the Nation.”
- In an effort to try to combat crime and keep youth off the street in East Oakland, the Mayor has proposed alternatives by offering programs and keeping venues open in the summer time (recreation centers, libraries) for children and teens. The 81<sup>st</sup> Avenue Library stayed open Fridays and Saturday nights (fully operated by on-call staff) as a place to hang out. It was not a resounding success, but it was worth the effort. It was a test and the Mayor was happy we tried it, not sure if the mayor will do it next year due to funding. Gerry Garzón added that we primarily used part-time staff, and the cost was under \$5000. Circulated about 600 items; with computers use high; other activities included showing movies, games on wii and x-box. Comments from the commissioners included: the LAC supports the Library to continue this program next year and commissioners can help; reach out to private partnerships with private industries in the neighborhood and ask for donations and volunteers; also, reach out to library school students for internships opportunities.

#### **4. Measure Q Expenditure Report for FY2010-11**

Gene Tom (Chief Financial Officer) presented Measure Q expenditure report for FY2010-11 for the Commission’s approval. He referred to the handout and explained that revenue from the Parcel Tax has been steady and consistent. The total actual expenditure is \$12.2 million, and appropriation has increased significantly; also, the Library is hiring 9 new on-call librarians. Questions followed.

Commissioner Grisby made a motion to accept the report as presented. Commissioner White-Taylor seconded, all approved.

Measure Q expenditure report was approved unanimously: Yes - 11; Noes – 0; abstentions - 0

#### **5. Continuation of LAC Retreat Debriefing/Next Steps:**

##### **i. LAC Responsibilities**

Commissioner Leavitt presented a handout for review. She attempted to gather all the information from the retreat and put it in a workable format.

Document is divided into three major areas:

- 1) Measure Q
- 2) Advocate for the library: educate ourselves
- 3) Act as Library Ambassadors/advocates: Advocate for libraries

ii. Measure Q Format - - Discussion followed and recommendations made: Keep current format for now, make it in color, provide power point presentation; include narrative/background information (i.e. high points, revenues, etc.); break down totals for personnel, salaries and materials, and create a sub-report. Can we add a % of total expenditures, and chart? Gene Tom will work to include these recommendations into his reports. Some of this information is contained in the Measure Q audit.

iii. LAC Frequency of Meetings - - the pros and cons of changing frequency of meetings: If meetings are held monthly sometimes there are not enough agenda items for discussion; fewer commissioners attend, there are more meeting cancellations for lack of quorums. Chairperson Tidrick noted that we were able to manage and advocate during the budget process without having to meet monthly.

Due to time constrains, discussion of these issues will be tabled at the next meeting.

## 6. Advocacy Reports:

- Commissioner Manley - would like to have an updated LAC membership list
- Commissioner Leavitt – none
- Commissioner White-Taylor Linda – joined the library writing group at Rockridge Branch; joined the book club at Dimond Branch. Regarding the frequency of meetings: would like monthly meetings to have more presentations and shorter meetings.
- Commissioner Grisby – none
- Commissioner Broadhurst - - she and her family visit and attend various libraries and programs; a video store in the Rockridge area went out of business, and the Rockridge Library Friends donated the videos to the library.
- Commissioner Katz – Commissioner Katz received a conflict of interest form and was informed she was required to file it with the City Clerk’s Office as a member of the LAC. She also reported that FOPL encourages all libraries to have a friends groups, FOPL wants to incorporate all branch friends group linked to a web site presence. FOPL started out this project with only a couple of libraries on its website; there are now 10 branches on the FOPL website. It is important for people in the community to be able to access their library friends groups, and this is the perfect tool.
- Commissioner Bernstein – Rockridge branch is her home library. Branch Manager Pat Lichter invites everyone to visit the branch after completion of the Teen Zone construction.
- Commissioner Sterbenc – stated that when she was approached to join the LAC, she had not visited all of branches. She has now visited AAMLO and was very impressed with the exhibit and reference materials; staff was very warm and enthusiastic, not a lot of people there that day. She is a Second Start literacy tutor and wants to make sure there are flyers about this program at all branches; also looking for spaces available for tutoring at the branches; Second Start moving to the Main Library in December. Visited 81<sup>st</sup> Avenue Library which was glorious and emotional (someone had smashed the window and stolen computers); a great “Our Oakland Stories” website, discovered a Measure Y meeting upstairs. Joined FOPL; saw story in the news about the lunch program at the branch libraries. She also plans to contact the crime prevention person in her area to promote Second Start; completed a mindfulness workshop at one of the branches (taught

at many schools to teach kids to handle stress. Finally, would like to see surveys about library usage. Would like to have monthly LAC meetings.

- Commissioner Mixon –Temescal Tool Lending library saved her day. She borrowed tools, and the librarian got information for her about a diplomat that was visiting the area. It was all great and very useful! Prefers bimonthly meetings.

## **7. Agenda Building**

- Continuation of LAC Retreat Debriefing/Next Steps
- Frequency of LAC Meetings
- Children’s Services Presentation
- Circulation Statistics

## **8. Announcements**

- Staff is negotiating with the School District on a lease for the Piedmont Avenue Library, after rent was increased at the current library site. The plan is to stay at current location until December 31, and move into a modular unit on the school grounds at the Piedmont Avenue Elementary School.
- Director Martínez announced that Commissioner Simmons submitted her resignation from the LAC. Peggy had a conflict being library staff and a commissioner, which does not allow her to vote on Measure Q related issues.
- Director Martínez acknowledged the teens from the Library’s Youth Leadership Council, and Shanthi Gonzalez (community member) who came to observe the meeting and are interested in joining the LAC.

## **9. Open Forum/Comments - None**

## **10. Adjournment**

- Meeting adjourned at 7:22 pm.

Submitted by:

Carmen Martínez  
Library Director