

**SHASTA PUBLIC LIBRARIES  
CITIZENS ADVISORY COMMITTEE  
Redding Library Community Room  
1100 Parkview Avenue, Redding, California  
January 6, 2010**

**MINUTES**

**ROLL CALL**

The regular meeting of the Library Advisory Committee (LAC) was called to order by Chair Peggy O'Lea at 3:30 p.m. on Wednesday, January 6, 2010, with the following Committee Members present: Steve Brewer, Connie Cleckler, Elaine Grossman, and Patte Jelavich arrived at 3:45. Also in attendance were City of Redding Community Services Director Kim Niemer, Shasta Public Libraries Director Jan Erickson, and Redding Library Administrative Assistant David Brichacek.

**PUBLIC COMMENT**

Happy New Year!

**APPOINTMENT OF COMMITTEE CHAIRPERSON AND VICE-CHAIRPERSON**

**Motion:** To appoint Committee Member Patte Jelavich to Committee Chairperson and Committee Member Connie Cleckler to Vice-Chairperson (Made by Chair Peggy O'Lea, Seconded by Committee Member Steve Brewer).

AYES: Committee Members Brewer, Cleckler, and Grossman  
NOES: None  
ABSTAIN: None  
ABSENT: None  
MOTION APPROVED: Chair O'Lea

**CONSENT CALENDAR**

The minutes from the meeting on December 2, 2009, were presented.

**Motion:** To approve Consent Calendar with amendments to document including the addition of the word "of" on page three (3) paragraph four (4) second sentence "...does not include the cost (of) materials.", spelling of Bill and (Melinda) Gates Foundation page three (3) paragraph five (5) first sentence "...*Opportunity Online Broadband Summit* supported by the Bill and (Melinda) Gates Foundation...", and the spelling of Daylight Saving Time on page four (4) paragraph five (5) first and third sentences (Made by Committee Member O'Lea, Seconded by Committee Member Grossman).

AYES: Committee Members Brewer, Cleckler, Grossman, and O'Lea  
NOES: None  
ABSTAIN: None  
ABSENT: None  
MOTION APPROVED: Chair Jelavich

## CONSIDERATION OF ADOPTION OF MEETING CALENDAR FOR 2010

The meeting dates and times were discussed. The Committee agreed to hold the Shasta Public Libraries Citizens Advisory Committee (LAC) in the Redding Library's Community Room on the first (1st) Wednesday of each month at 3:30 p.m. unless otherwise noted on the agenda.

**Motion:** To approve LAC meeting calendar dates and times for 2010 (Made by Committee Member Brewer, Seconded by Committee Member Grossman).

AYES: Committee Members Brewer, Cleckler, Grossman, O'Lea  
NOES: None  
ABSTAIN: None  
ABSENT: None  
MOTION APPROVED: Chair Jelavich

## LITERACY UPDATE

Library Director Erickson provided an update on the Redding Library's Literacy Program. Unfortunately, Shasta Community College (College) will not be renewing the contract to provide funding to the Shasta Literacy Program. The amount of this funding was approximately \$19,000 annually. Due to the loss of this funding the Literacy Coordinator's working hours will be reduced from thirty-two (32) hours per week to twenty-four (24) hours per week.

Committee Member O'Lea attended the Shasta College Board Meeting when Shasta Literacy Program's contract was discussed. At this meeting, College President Gary Lewis mentioned that the Shasta Literacy Program is valued by Shasta College, but budget constraints do not allow for a contract at this time.

Kim Niemer, Director of Community Services, mentioned that the College receives funds based on the number of students enrolled, but that the State of California has placed a cap on the amount of monies that the College can receive despite over-enrollment levels. This is a factor in the College's inability to support the Literacy Program this year.

Chair Jelavich asked if there were any other potential sources of funding for the Library Literacy Program.

Library Director Erickson responded that the Literacy Program is funded entirely through grants and donations. The two (2) current sources of funding for staff came from the State Library Literacy Grant and funds received from the College. A grant proposal has been submitted to Scripps Howard and the Library is awaiting response. Previously, Scripps Howard contributed approximately \$10,000 to the Library Literacy Program.

Committee Member O'Lea noted that a grant will be submitted to Wells Fargo Bank for approximately \$2,500.

Library Director Erickson stated that, with the help of volunteers, the Literacy Program is going to maintain a level of seventy (70) students which is a requirement of the State Library Literacy Grant. Due to these funding losses the Literacy Program will not be able to continue growing beyond that level.

Chair Jelavich asked if the Library experiences trouble with attracting volunteers for the Literacy Program.

Director Erickson responded that finding volunteers is not a current problem. Volunteer hours have risen since last year.

Jim Ceragioli from the Friends of the Shasta County Libraries (FOSCL) mentioned that he had placed an

emergency item email to FOSCL to place the Literacy Program's funding cuts on the agenda for the upcoming FOSCL Board Meeting.

Community Services Director Niemer asked Jim Ceragioli approximately how much revenue the vending machine in the Library's lobby produced for the Literacy Program.

Jim Ceragioli responded that it produced approximately \$1,500 per year averaging about \$150 per month.

### **BURNEY LIBRARY UPDATE**

Committee Vice-chair Cleckler provided an update on efforts to acquire the Lyon's Pharmacy building on Main Street in Burney from the Shasta College Foundation for a new location for the Burney Library. Friends of the Intermountain Libraries (FOIL) met on December 6, 2009 and discussed this possibility. At this meeting FOIL voted to hire an engineer to inspect the Lyon's Pharmacy building. The inspection brought up a tentative list of thirty-two (32) items that need to be addressed. Estimates for these renovation items are currently being generated. High Country Realty is working on a market analysis to be used during negotiations with the Shasta College Foundation. A six-foot by eighty-foot (6' x 80') easement, located in the Lyon's Pharmacy parking lot, was looked into and will not affect acquisition of the property. Presentations to seek monetary support for the relocation campaign have been made to the Burney Rotary Club, the Burney Chamber of Commerce, American Association of University Women (AAUW), Parent Teacher Association (PTA), and Soroptomists. Many groups responded positively. A letter was sent to Shasta County Supervisor Glenn Hawes requesting that funds from the recent Hatchet Ridge Windmill agreement be available for the property acquisition and renovation. Additionally, Burney's local businesses and public are very supportive of this project. A preliminary report from the consulting engineer will be available soon. With this report, a decision can be made whether to proceed. Applications for grants are being completed. Members of various organizations and community leaders have also agreed to both advocate and assist on this project.

Committee Member Grossman inquired about the ownership of the six-foot by eighty-foot (6' x 80') easement located in the Lyon's Pharmacy parking lot. Committee Vice-chair Cleckler stated that this easement has been utilized as "right-of-passage" for many years which applies public prescriptive rights to the easement. Committee Member Grossman mentioned that the owner of the easement should be contacted to see if it could be donated to avoid possible legal issues later on.

Community Services Director Niemer asked if the Hatchet Ridge Windmill agreement is a realistic source of funds for this project.

Committee Vice-chair Cleckler added that next steps include getting cost estimates for any needed renovations and updates. If renovation costs are in excess of one-half the value of the property then the purchase would need to be reconsidered.

Community Services Director Niemer mentioned that renovation costs exceeding one-half the value of the property may trigger new building code requirements.

Chair Jelavich asked if the inspector had found signs of mold. Committee Vice-chair Cleckler responded that he had not found mold.

Chair Jelavich and the LAC Committee gave kudos for all the forward movement on this project.

### **STRATEGIC PLAN**

Library Director Erickson presented staff suggestions for possible changes and additions to the Library's

Strategic Plan. She solicited and received input from staff members, particularly the Libraries' Management Team, who reviewed the Strategic Plan and discussed changes and additions to the goals and objectives for 2010. **1) Information Literacy - Objective 2.1:** "350 adults per year will learn basic computer skills in classes offered at the Library" will be reduced to 150 adults per year. This is a more realistic figure, and still provides growth in this area. **2) Basic Literacy - Objective 3.2:** "At least 40 learners annually will prepare to take the G.E.D", will be added; **3) Basic Literacy - Objective 4.2:** "The Library will model techniques during programs to 300 adults per year to teach them skills to be their child's first teacher." This objective will become **Objective 4.2** and **Objective 5.2** will be changed (see below). This Objective better fits with **Goal 4:** "Preschool-age children in the community will enter school reading or ready to read."; **4) Basic Literacy - Objective 5.2:** "The Library will partner with Reading Education Assistance Dogs (R.E.A.D.) program to foster reading skills in 100 school age children"; **5) Best Sellers and Hot Topics - Objective 6.3:** "Staff will collect audiovisual materials in a variety of formats that appeal to a wide-range of community interests" will be added; **6) Public Spaces - Objective 7.2:** This Objective will become "The Computer Center will be utilized 350 times annually". Objective 7.2 and Objective 7.3 will become Objectives 7.3 and 7.4, respectively.

Committee Member O'Lea asked if reducing Information Literacy Objective 2.1 from 350 adults to 150 adults would foster growth in this area. Library Director Erickson responded that the program was receiving many sign-ups and even over-enrollments, but that many who pre-register do not show for the classes. The new figure of 150 adults per year did incorporate an increase from previous years while being more realistic.

Community Services Director Niemer asked if the forty (40) learners to prepare for the G.E.D. mentioned in Objective 3.2 would be included with the objective of having seventy (70) active students in the Literacy Program. Library Director Erickson responded that they would come from the Literacy Program. She added that students participating in the Literacy Program are showing more interest in getting their G.E.D. Community Services Director Niemer asked if this is a new objective to be added to the Strategic Plan. Library Director Erickson affirmed that this objective would be a new addition.

Community Services Director Niemer inquired about the objective of having the Computer Center utilized 350 times annually. She asked if this would be individual users or from scheduled Library classes. Library Director Erickson responded that the number combined both individual uses and classes. Community Services Director Niemer asked if it would be based on how many times the room was reserved. Library Director Erickson responded in the affirmative.

Committee Member O'Lea asked what the reason could be for customers not showing up to computer classes they had signed-up for. Computer Services Director Niemer responded that it may be because the classes are free of charge and no actual commitment is made. She added that over-enrolling participants in these classes could help. Library Director Erickson responded that they have been over-enrolling, but people still are not always showing up.

Committee Member O'Lea inquired about **Objective 1.1:** "The Library will circulate at least 73,000 non-fiction items annually from a well-balanced non-fiction collection that appeals to a wide-range of community interests and information needs." O'Lea felt 73,000 non-fictions items circulated annually seemed low in comparison to the Library's statistics of circulating approximately 500,000 total items annually. Community Services Director Niemer mentioned that next month they will be looking further into the statistics. The purpose of this agenda item was to share input from Library staff regarding the Library's Strategic Plan. Community Services Director Niemer noted that the statistics would be reviewed and compared to the strategic plan's goals and objectives. Library Director Erickson emphasized that once 2009 statistics become available she will be reviewing them and comparing to the year's goals and objectives set forth in the Strategic Plan.

#### **DIRECTORS' REPORTS AND STATISTICS**

Library Director Erickson presented the Director's Report. The Redding Library has planned a number of

winter activities for the community's enjoyment. The Library will be showing Art House films followed by discussions beginning in February, and continuing on the third (3rd) Saturday of each month. These Art House titles are acquired through a monthly subscription to *Film Movement* which includes one public showing of each movie, which is then added to the Library's collection. The Library will be participating in the *Art in the City* Exhibition, featuring the digital photography of Scott Arnaz and the glass art of Jan Scanlin. The Library will also participate in the *Cultural Cruise*. Beginning January 9th, 2010, from 1:00-3:00 p.m. the Library will sponsor a new Chess Club for youth ages 17 years and under. The Chess Club will be taught by Library Volunteer Stu Taylor. Many tax forms are now available in the Library. Year-end statistics for the Library are being prepared. Current statistics available include circulation for 2008 at 553,262 items circulated and, circulation for 2009 at 552,073 items. The Library's Community and Reading Rooms usage totaled 1,513 accepted reservations. Volunteer hours for 2008 totaled 20,741 hours while volunteer hours for 2009 totaled 24,499.8 hours. Next week interviews will be conducted for the Volunteer Coordinator position. Computer access restrictions have been implemented for customers having \$5.00 or more in outstanding fines. The implementation of computer access restrictions has gone relatively smoothly, and has led to increased collection of outstanding fines. Library Director Erickson presented a thank you letter from the U.S. Department of Commerce thanking the Library for having the Community Rooms available for use during the United States Census. Erickson visited the Anderson Library and noticed their new carpet and window-tinting. She noted that the Anderson Library looked very good and was very busy. She presented January's copy of Record Searchlight's '*W*' *Women's Magazine* featuring Community Services Director Kim Niemer "Creating Positive Opportunities for Kids." Additionally, Outreach Coordinator Megan Owens contributed to January's edition of '*W*' *Women's Magazine*.

Community Services Director Niemer reported that she had a positive meeting with Anderson City Manager Dana Shigley discussing Library operations and funding agreements between Shasta County, the Cities of Redding and Anderson, and Library Systems and Services (LSSI). Analysis of the Library Branches showed break-even for next year and some deficits for the following year. Anderson Library's water bill has been high. Due to an increase in this bill, inspections will be conducted. An annual update report to the Anderson City Council will be presented in February. At January's Municipal Library Board Meeting a request will be made to direct staff to work directly with LSSI on the new management contract.

Committee Member Grossman asked if the LSSI contract allows changes if there is a decline in financial support. Community Services Director Niemer responded that the current contract mandates the open hours of each Library. New contracts could possibly effect the hours of operation. Niemer mentioned that Committee Member O'Lea, Chair Jelavich, and she have had discussions pertaining to these contracts, and thought that the Library's Strategic Plan could be utilized during these contract negotiations.

Committee Member O'Lea asked if there was any way to make the Library's approximate \$100,000 in outstanding fines into a more productive revenue stream. Library Director Erickson responded that the newly implemented computer access restrictions given to customers with outstanding fines in excess of \$5.00 has helped to increase fines collections. Additionally, the Library is utilizing the services of *Unique Management* for collections.

Chair Jelavich asked when the computer restriction policy was first implemented. Library Director Erickson responded that this policy had first been implemented December 23rd, 2009. Community Services Director Niemer added that the \$100,000 figure for outstanding fines needs to be adjusted since this figure goes back further than three (3) years. Since the figure is old it could be deceptive as to what amount could actually be collected.

## COMMITTEE COMMENTS

Jim Ceragioli mentioned that Sacramento County has opened a new Branch Library in Sacramento (North

Natomas) with approximately 20,000 square feet of floor space and 100 computers.

Committee Member O'Lea noted that the computer usage statistics are great and show how needed the Library's public access computer services are in the community.

Library Director Erickson mentioned that often when an individual loses his or her job they may lose their ability to pay for internet access. The Library is a means for people to access needed internet services free of charge.

#### **ADJOURNMENT**

There being no further business, at the hour of 4:37 p.m., Chair Jelavich declared the meeting adjourned.