



**YOLO COUNTY
LIBRARY**

DRAFT - Meeting Minutes

Meeting Location:

Mary L. Stephens Branch Library
Blanchard Meeting Room
315 East 14th Street, Davis, CA 95616
Wednesday, December 12, 2018 – 6:30 PM

CALL TO ORDER: 6:30 PM

PRESENT:

- Mark Fink, County Librarian & Chief Archivist
- Stephanie Chavez, District 1
- Anthony Wright, District 2
- Diane Adams, District 3
- Holly Bishop, District 4
- Rosie Ledesma, District 5
- Sharon Hallberg, Chair, City of Davis
- Richard Reed, Deputy Supervisor for District 4
- Sharon Tani, Assistant County Librarian
- Amy McNeely, Outreach & Programming Librarian, Arthur F. Turner Community Library

1. INTRODUCTIONS: Roll call of Library Advisory Board members

- Absent: Susan Martimo, City of West Sacramento
- Vacant seat: City of Winters

2. PUBLIC COMMENT:

- None.

3. APPROVAL OF LIBRARY ADVISORY BOARD MINUTES FROM OCTOBER 10, 2018

- Holly moved, Anthony seconded. Motion passed.

4. COUNTY LIBRARIAN'S REPORT

- Introduction of new staff:
 - Amy McNeely is the Outreach & Programming Librarian at the Arthur F. Turner Community Library. Amy has worked as an Extra Help Librarian for Yolo County Library since September 2017. Amy has held numerous roles in libraries and educational institutions around the county. She was a Graduate Assistant for San Francisco State University's Creative Writing Department, an

Associate Fellow at the National Library of Medicine in Washington D.C., a Metadata Librarian for New York University's Health Sciences Library, and a Librarian for Bookshare.org in the Bay Area. Amy earned a Bachelor's degree in English from Sacramento State University, a Master's degree in Library and Information Science from UCLA, and a Master's degree in Fine Arts from San Francisco State University.

- FY 2018-19 Quarterly Status Update

The library has completed several projects that were initiated during this past year.

Library Website: The new Yolo County Library website launched in the middle of November and the library team has received overall positive response from the public. Five comments were negative and identified areas for improvement, though that feedback rate is proportionally low, given the 30,000 visits to the website since it went live. It's popular to see media rich platforms on websites today, but the intent for this informative library website is to be easy-to-use, data secure and visually clear in its appearance. Next steps include providing website content in Spanish, Russian and Chinese languages.

Fine Forgiveness for Youth: Library accounts that have accrued more than \$10 in overdue fines are blocked, which poses a barrier to fully accessing library materials. Of the approximate 7,000 library accounts for children, 2,700 are currently blocked from usage. In an effort to remove these potential elements of emotional shame and financial burden and to welcome youth back into the library, the County Librarian requested and the Board of Supervisors approved an action to waive overdue fines for youth, beginning January 1, 2019. In addition, they approved a one-time forgiveness of the \$123,000 in collective debt to create the opportunity for children to start the year with a clean slate. Children who damage or lose library materials will still be responsible for these items and will be billed for replacement fees in the future.

Student Success Cards for Esparto Schools: In January 2019, the library will pilot a program that automatically provides a library card for every K-12 student in Esparto Unified School District. Each student's ID number will be included in their unique library barcode and approximately 1,000 students will be able to access library collections from around Yolo County. This new library card, designed by an Esparto student, will replace any previous cards students may have had to avoid account duplication. When a student graduates or leaves the school district, their account will be converted to a regular account. The library will continue to monitor its progress and consider replicating this program to other areas of the county if it proves to be beneficial and successful.

Inactive library cards: Outdated accounts are typically purged from the system if patron library cards are unused for more than 3 years and no money is owed on their record. The library's system hasn't been cleaned up since 2005 and these inflated numbers skew library statistics and misrepresent actual usage data. To modify this problem, the library will pull these accounts, study specific market segmentation categories to learn more about these absent cardholders and the types of library services that might appeal to them, then formulate an email campaign that will reach out to these library patrons and invite to come back and use the library again. From a preliminary look at the data,

it appears that many former library users may have been UC Davis students who have since graduated and/or moved away. Other segments include seniors who may have passed away or support the idea of having a thriving library in their neighborhood but don't necessarily come in to use the physical library themselves. This email campaign is scheduled for February 2019.

Ballot Box Drop Off: Almost 2,000 ballots were submitted to the County Clerk's office through the ballot boxes placed in four branch libraries. Almost 1400 ballots were from Davis, 400 from West Sacramento and the remainder from Esparto and Winters. This effort doubled the amount of submitted ballots from last year at all four regions. Thanks to the three dedicated library staff members who were trained to retrieve and deliver ballots every 72 hours during the voting period. This ballot box service created a positive and collaborative partnership with the County Elections Office.

- Facilities:

Central Services & Archives: Work is well underway in Yolo County Archives right now and will be a great improvement for the space. Central Services is a bit messy at this time, but staff are excited by the progress being made.

Yolo Branch Library: A public meeting was held in Yolo a few weeks ago to communicate the project status and to provide updates. A few residents expressed a desire to preserve the old building. In the coming weeks, an advertisement in the local paper will list the building for sale. Interested parties can come view the building on the designated date, ask questions, and have the opportunity to make a formal bid that specifies future plans for the building and steps for relocating it off the premises safely and securely. If the building isn't sold, the County will have to demolish the structure. In the meantime, the Board of Supervisors has certified the Environmental Impact Report. Next steps include reviewing architectural drawings and determining actual costs from those detailed plans and beginning fundraising efforts to achieve the projected 4 million project costs. The Friends of the Yolo Library have committed to contributing \$40,000 in addition to the County's 2.5 million. The library will be hiring a consultant with experience in capital fundraising campaigns to advise stakeholders about how to obtain the remaining funds needed.

Esparto Branch Library: The library received approximately \$40,000 from the Yocha DeHe Wintun Nation and the Friends of the Esparto Library to purchase chairs and digital signage for the Community Room and Chromebooks for the library collection.

Winters Branch Library: The Friends of the Winters Library have donated \$40,000 to enhance the children and teen areas. The library is in the process of purchasing several items and plan to make improvements quickly in the coming weeks.

Stephens-Davis Branch Library: A new community library isn't high on the list of many other city priorities at this time, but the Board would like to convey how well used and loved the current Davis library is in hopes that the South Davis community will gain more library access in the future. Sharon Hallberg and Holly Bishop plan to attend the upcoming City Hall meeting on December 21st.

Clarksburg Branch Library: The library was awarded a \$10,000 grant from the California State Library to modify the children's and adult reading areas. The grant provides an interior designer and project manager to work with staff towards accomplishing the project goals.

- **HR and Operations**

The library is working towards fulfilling several open positions at this time. The first round of interviews has been conducted for the Outreach & Programming Librarian and Office Support Specialist. The Library Assistant position for Technical Services has received many applicants and the required testing phase has begun. The Library Associate for the Stephens-Davis Branch position is currently posted and the closing date is December 20, 2018.

Also, four staff members at Central Services and West Sacramento are retiring. Job responsibilities are being shifted to other staff members during the interim. The library's Analyst position is also in the process of being reallocated to fulfill other positions needed within the library system.

5. YOLO COUNTY LIBRARY FOUNDATION REPORT

Sharon Hallberg reported that the Foundation would like to present an event in June 2019 that showcases the authors of the book, *Our Town*, which features a chapter about the city of Winters, but still have to coordinate the details. She also reported that they have a Foundation logo now and are continuing to develop their online presence.

6. OLD BUSINESS

- **Life Skills and Workforce Development**

Holly Bishop suggested that members of the Advisory Board meet in small groups a few times a year to talk about issues within the community and to support each other in different areas.

- **Friends, Foundation, Library Advisory Board Annual Forum recap**

Mark Fink thanked the Board for participating in the Annual Forum. The Board commented that this year's event and workshop were very productive. They mentioned that the Woodland Library Friends group were appreciative of being invited and that the scheduled session for mingling with other Friends groups was useful and meaningful. In the future, they'd like to provide workshops for free instead of making it a separate event. Mark Fink reported that he received positive feedback from many attendees and will plan another event in the Fall per attendees' request.

Mark Fink also expressed thanks for the Board's survey comments and will compile the results towards the end of the month. He indicated that this information will be helpful towards develop a better survey to be offered to community members. Next steps will include small group or individual conversations with the stakeholders that the Board recommended, dependent upon whether the library is able to hire a consultant to assist with this process. Mark will keep the Board informed as the process unfolds.

7. NEW BUSINESS

- **Design Thinking Exercise**

All Board members received a stack of 20 images that illustrated a variety of library services. Within a 10 minute timeframe, they were asked to select their top 5 high priority choices and their bottom 5 lesser priority choices. Each stack had identical images, though in random order. The group was told that there weren't any right or wrong answers and their selections should be based on what's important from their own perspectives. Following this exercise, the Board Members were paired up, given some time for discussion and asked to report out to the larger group the rationale behind their selections.

The overall trend for the top 5 included: "free books to borrow," "adult (or family) literacy," "fun programs for children and youth," "multicultural and multilingual services," "community meeting rooms," and "free computer workstations." The overall trend for the bottom 5 included: "tool lending," "free health screenings," "book vending machines," and "bookmobile."

This exercise stimulated a discussion about core services for the library to focus upon as well as potential areas that may have to wait for exploration should limited resources pose constraints upon the library's budget in the future. A few Board members expressed difficulty in making their choices, as they understood that communities within Yolo County have different needs and desired levels of service.

8. BOARD OF SUPERVISOR'S REPRESENTATIVES: Opportunities to comment on issues

- a. None.

9. ACTION ITEMS

- a. None

10. NEXT MEETING

Wednesday, February 13, 2019, 6:30 p.m.

Central Services

226 Buckeye Street

Woodland, CA 95695

11. ADJOURNMENT at 8:55 p.m.