



Library Commission Meeting Minutes

Zoom Webinar – Pleasanton, CA April 7, 2022 – 7:00 p.m.

CALL TO ORDER

The meeting was called to order at 7:00 p.m. by Chairperson Sonia Rai.

Pledge of Allegiance

The Pledge of Allegiance to the flag was recited.

Roll Call

Commissioners Present: Pam Cosby, Joanne Hall, Michaela Hertle, Wendy Kimsey, Sharon Murphy, Pranesh Ragu, Cindi Sabatini, and Chairperson Sonia Rai.

Commissioners Absent: Larry Damaser.

Staff Present: Heidi Murphy, Director of Library and Recreation; Renee Freidus, Senior Librarian; Cherie Buenafior, Library & Recreation Coordinator; and Edith Caponigro, Recording Secretary.

AGENDA AMENDMENTS

None.

MINUTES

1. Approve regular meeting minutes of March 3, 2022.

Correction: Call to Order, page 1 - ...by Chairperson ~~Larry Damaser~~ Sonia Rai.

Correction: Introductions/Awards/Recognitions, page 2, para.4 – She ~~discussed~~ *discussed* the decision for...

Commissioner Sabatini had questions regarding the scheduling of a July 7, 2022 meeting and Ms. Murphy advised the issue had not been resolved at the previous meeting.

A motion was made by Commissioner Hertle, seconded by Commissioner Sabatini, to approve the March 3, 2022 meeting minutes as corrected. **The motion was approved unanimously.**

MEETING OPEN TO THE PUBLIC

2. Introductions/Awards/Recognitions/Presentations – Library Programming Update

Ms. Murphy introduced Cherie Buenaflor a new Library & Recreation Coordinator doing a fantastic job with programming.

Ms. Buenaflor advised the commission that she has been in her position for about six months and was happy to be sharing with them information about Library programs. She discussed the strategic plan and program philosophy, noting that the mission of the library is to help members of the community Discover, Connect, and Enjoy. In her role, she executes this mission by identifying, designing, and incorporating programs, plans and services, and delivering exceptional programs and services to meet the needs and interests of the community.

Commissioners were advised by Ms. Buenaflor that the department created a Black history month flyer and promotion that highlighted various programs celebrating events and the diversity of the community in February. She discussed the importance of making sure programs highlight and connect to books and other materials including STEM programs. Ms. Buenaflor noted that many programs are generously funding by the Friends of the Pleasanton Library.

Ms. Buenaflor provided an overview of programs and events for January through March 2022 noting that 21 in-person programs were held both onsite at the library and offsite at other locations and an additional 25 virtual programs were held. She noted that community interest was high with over 800 attendees for in-person programs and 350 for the virtual programs, advising that these numbers did not include literacy programs, tutor trainings, and conversation groups.

Ms. Buenaflor then provided information about recurring programs, including digital storytimes for preschool classes, the hugely popular return of storytimes at the Firehouse Theatre, and a new program called STEAM Saturdays that offers interactive stations based on concepts of science, technology, engineering, art and math. She commented on the library film club that takes place on the third Saturday of each month, the legal services program that allows patrons to connect with attorneys, and the veteran's assistance mobile outreach events.

Commissioners were provided information about the impact of COVID-19 on library programs and services and how staff was able to convert many of them to be provided virtually. Ms. Buenaflor commented on planning flexibility, teen poet laureate workshops, a teen program series, and a partnering program with a career counselor from the Tri-Valley Career Center that allowed teens to learn about resume writing, interviewing guidelines, etc. She advised that program attendees are asked to complete paper surveys so staff can learn how satisfied participants are with programs and 93% surveyed indicated their children felt connected to library staff and 92% of STEAM program attendees stated they learned basic concepts and skills.

Ms. Buenaflor commented on the positive feedback received especially from parents who are pleased with the return of in-person programs and continuance of virtual programming and shared with commissioners some anecdotes and feedback that staff has received. She also noted that parents had indicated feeling empowered by the library's team of volunteers leading coding classes.

Commissioners were provided a preview of programs for April through June. Ms. Buenaflor noted that a total of 41 in-person programs are planned both on and off-site for Earth month in April; Story Times and bi-lingual Story Times in May; and the Summer Reading Program with reading challenges will take place in June.

Ms. Murphy thanked Ms. Buenaflor for her presentation indicating she has done a phenomenal job tying together the strategic plan, the departmental mission, vision, values and goals and making them front and center in programming for the community. She informed commissioners that the Pleasanton Library is far ahead of other libraries in the area on hours of service, service levels and programming, and is the only local library doing in-person programming inside the building. Ms. Murphy stated that the library staff have done an excellent job tracking Alameda County Health orders and planning safely to meet the community needs.

Commissioner Hertle thanked Ms. Buenaflor for the presentation indicating she was continually impressed by the presenting abilities of the library staff and the amount of information they provide. She felt it was great to see members of the community participating and taking part at in-person events.

Ms. Freidus advised that when hiring performers staff always makes sure a virtual option is available in case they quickly need to change from an in-person event.

Commissioner Kimsey discussed with Ms. Buenaflor promotion of the summer reading program. Ms. Buenaflor advised the program would be a mix of an approach used the previous year with an intergenerational summer reading event that will include young and older adults, families, and children. She noted that staff has plans in place to promote this and the library card design contest.

Commissioner Murphy stated she was excited to learn about all that is taking place with all the different programs and was pleased to learn about the addition of the program with ECHO Housing and legal assistance to adults. Commissioner Kimsey commented on legal help that had been provided to her ESL student.

Commissioner Sabatini also thanked Ms. Buenaflor for a great presentation that shows how the library is meeting the interests and needs of the community. She questioned when programs are set up if staff has an idea of the number of people who may attend and if they were keeping a record of such. Ms. Buenaflor advised that for Black History Month she had met with Ms. Tao and Ms. Bushong to discuss details of the vision for the program some of which was related to the number of attendees but noted other programs may require more strategic planning and the survey process is about to be streamlined. Ms. Freidus added that a lot of focus groups were put

in place to try and determine the needs of the community. She noted that people are interested in learning more about other cultures and celebrating the diversity of the community.

Ms. Murphy also advised that the library takes numerical measurements on the number of people attending and how programs may be affecting their lives which provides information on how a program is growing and meeting the needs of the community.

Commissioner Ragu agreed it was a great presentation and questioned if it would be made available online allowing for future access. He confirmed for Ms. Murphy that he would be interested in being able to access information on numbers and Ms. Murphy advised that the presentation would be made at commissioner's request.

Commissioner Cosby stated she too had enjoyed the presentation and questioned if people were signing up for portions of a series or for the whole series. Ms. Buenaflor advised they were signing up for topics there were interested in, noting that members of the Youth Commission were interested in learning more about Bitcoin and Crypto currencies.

Commissioner Hall thanked Ms. Buenaflor for providing such a good presentation.

Chairperson Rai agreed with comments from all the other commissioners and indicated she had especially enjoyed learning about feedback received from the community and felt statistical data and qualitative feedback provides information from the heartbeat of the community. She asked about the strategic thought process in determining what programs would be provided for the library now that programs are being provided in-person and how decisions would be made about scaling back on others. Ms. Buenaflor commented on what is required when determining if a program will be provided in-person or virtually, what staffing is required to conduct the program, County Health requirements, calendaring of programs, etc. She noted that the plan is for the summer reading program to be provided in-person, but flexibility is a key factor.

Ms. Freidus thanked Ms. Buenaflor for doing an outstanding job and noted that an extra challenge she has had to face is the uncertainty that has taken place because of COVID and has made summer planning challenging. She advised that the current plans are to do programs in-person and are hoping programs will bring in the number of attendees that attended pre-COVID.

Chairperson Rai thanked Ms. Freidus for providing information on the points she had been asking about. Ms. Freidus advised that the goal of the library is to provide in-person programming with a caveat that adjustments can be made if required and Ms. Buenaflor advised the feedback received when people had been questioned about having programs in-person or virtually was strongly for in-person.

Commissioner Hall discussed how she had become addicted to using her Kindle during COVID and wondered if there were a lot of youth books available on Kindle for young readers. Ms. Murphy advised that eBooks are available for all age levels and during the pandemic the library did see an increase in people wanting eBooks for kids. Ms. Buenaflor noted that the library recently launched access to Tumble Books and the California State Library provided a free

subscription. She noted it is mainly a program for children's books with an audio and animation portion.

Ms. Freidus noted that since opening the library to the public, staff is enjoying seeing families once again coming in and checking out piles of books. Ms. Buenaflor advised Commissioner Kimsey that plans are in place to try and bring back the bootlegger program in the fall and plans to bring back volunteers. Ms. Freidus provided details for Commissioner Cosby about the bootlegger program and the partnership with the Pleasanton Unified School District.

Chairperson Rai thanked Ms. Buenaflor and Ms. Freidus for a great presentation, answering commissioner questions, and providing such detailed information.

MATTERS FOR THE COMMISSION'S REVIEW / ACTION / INFORMATION

4. Review Committee Assignments and Select Alternates for April – December 2022

Ms. Murphy advised that annually the commission needs to review committee appointments and subcommittees for the Library Commission are limited to three or fewer commissioners. She noted that at the August 5, 2021 Library Commission meeting, subcommittees were reviewed and additional members were added. Since only three members can be on a subcommittee, the matter is being brought back to the commission for discussion in choosing commissioners to move to an alternate status position.

In review of the Policy Subcommittee, Commissioner Hertle proposed that she become the Alternate and that Commissioners Sabatini, Cosby and Hall be the Regular members. All commissioners agreed to this suggested change.

In review of the Outreach Subcommittee Commissioner Kimsey agreed to become the Alternate with Commissioners Rai, Murphy, and Ragu remaining as the subcommittee Regular members. All commissioners agreed to this suggested change.

5. Receive a progress report on Library-focused projects from the Pleasanton Library and Recreation Department Strategic Plan 2019-2024

Ms. Murphy reviewed with commissioners the Implementation Action Plan (IAP) Update for Library Projects March 2022 based on the guidelines of the 2019-2024 Pleasanton Library and Recreation Department Strategic Plan.

Commissioners were advised that the updated IAP was developed through a collaborative process that included all staff members. It was noted that an integrated Library and Recreation team set about to develop a combined Strategic Plan focusing on mission, vision, values, and the five-year goals for the new formed department.

Ms. Murphy advised that the four goals in the Strategic Plan included a) Programs, Plans and Services, b) Community Engagement, Customer Services and Communications, c) Facilities and Technology, and d) Organization Effectiveness and Talent Management. Within these goals

Ms. Murphy advised that the department has a total of sixty-nine strategies they are endeavoring to achieve which includes:

- Library Collection Development Policy
- Library Program Plan for Teens and Adults
- Implementation of an Internal Communications Plan
- Better Marketing and Promotions using Facebook, Instagram, etc.
- Applying for Grants – allowing for purchase of laptops and mobile vehicle
- Partnerships with Recreation on Outdoor Programming at Parks, Pacific, and State Libraries
- Library Mobile Vehicle
- Analyzing Staffing Needs – summer job application and interview process
- Modification and Updating of the Organizational Structure – recruitment of two full-time library clerks

Commissioner Hall asked Ms. Murphy if young people working at Lifetime Tennis were hired by the city or Lifetime Tennis. Ms. Murphy advised that hiring is done by Lifetime Tennis.

Commissioner Kimsey questioned if the grant received for a library mobile vehicle meant that the city would be buying something like a bookmobile from which books will be loaned. Ms. Freidus advised that staff is in the process of hiring a consultant to help in the selection process of choosing a vehicle that will meet the needs of the library. She advised that a goal is to have a vehicle that will be modular allowing for items to be removed when hosting programs and activities, but also allow for having books available to lend.

Commissioner Kimsey discussed steps for returning books and whether people would need to return them to the library. Ms. Freidus felt this was an excellent question and something staff would consider further. Ms. Murphy commented on the wide range of programs and services the vehicle might be used for and the adaptability to change over time. Staffing was something that would factor into the type and times of service to be provided by the vehicle. Ms. Freidus noted that the grant required a commitment be made to visiting certain sites for a specific number of hours each week which includes the Senior Center and partnering with Axis Community Health. Additionally, she advised that a staff goal was to have the vehicle present at festivals and special events.

Commissioner Cosby asked about the target date for having this mobile vehicle available. Ms. Freidus advised it was going to be a lengthy process as the grant process goes through 2023, but staff's aim is to place an order for the vehicle this year. However, with COVID there is a big delay in the industry in filling orders.

Commissioner Sabatini had questions about the Integrated Library System goal indicating she did not understand what this meant. Ms. Murphy advised it is what powers the whole library, including patron database, library cards, book cataloguing, etc. She indicated it was the brains behind the library and is called a library management system. She noted that plans are in place to launch a new system within the next few months that will be a cloud-based server with many more features.

Commissioner Sabatini commented on the hiring for new positions and questions if any positions were being eliminated. Ms. Murphy advised there were no plans to eliminate any positions.

MATTERS INITIATED BY THE COMMISSION

None.

FUTURE AGENDA ITEMS

Goal setting: Chairperson Rai questioned how the commission should proceed with this. Ms. Murphy discussed having discreet goals underneath the three large goals that the commission had previously chosen. She suggested the subcommittees meet and bring their suggestions back to the commission at the May or June commission meeting.

Ms. Murphy informed commissioners that they would be invited to the May 12, 2022 Mayor's Awards Dinner and Commissioner Sabatini commented on the May meeting being a joint meeting with members of the Civic Arts Commission. Ms. Murphy noted that the focus of this joint meeting would be on the Teen Poet Laureate selection.

Commissioner Hertle asked about a California State Parks Access Pass. Ms. Murphy advised that staff could put something together and share with commissioners via email about this service.

ADJOURNMENT

There being no further business a motion was made and seconded to adjourn the meeting at 8:18 p.m.