

SHASTA PUBLIC LIBRARIES

CITIZENS ADVISORY COMMITTEE

Redding Library Community Room, 1100 Parkview Avenue, Redding, California
January 7, 2009

MINUTES

1. Roll Call:

The regular meeting of the Library Advisory Committee was called to order by Chair Peggy O'Lea at 4:05 p.m. on Wednesday, January 7, 2009, with the following Committee Members present: Steve Brewer, Elaine Grossman, and Patte Jelavich. Committee Member Connie Cleckler could not attend today's meeting. Also in attendance were Library Director Jan Erickson, Library Administrative Assistant Margaret Haas and City of Redding Community Services Director Kim Niemer. Members of the public in attendance were Mr. Jim Ceragioli, President of the Friends of the Shasta County Libraries.

2. Public Comment:

No public comment.

3. Consent Calendar:

a. Corrections made to Minutes from meeting held December 3, 2008:

The sentence midway through the last paragraph on page 4 was changed to: " Carpet tiles were selected for the Library because of their ease of replacement."
Also, per the Committee's suggestion, the extra spacing between paragraphs has been removed to shorten the document.

Chair O'Lea asked for a motion to approve the minutes with said amendments.

Ms. Jelavich made the motion to approve.

Second: Steve Brewer

Ayes: All

Noes: None

Abstain: None

Absent: Connie Cleckler

Chair O'Lea stated motion carried.

4. Customer Service Survey:

Director Erickson thanked all staff members and volunteers who assisted in the Customer Satisfaction Survey that was undertaken between October 13 to November 8, 2008. A very special thank you to volunteer Miriam Weisberg, who was able to provide us with a professional report from the data on the surveys.

Director Erickson said she was very pleased with the level of customer satisfaction and the level of appreciation for the Library facility. Library customers indicated that they loved the building and found it very clean and appealing. The survey also shows that the majority of our Library customers are repeat users of the Library.

In the next survey, Director Erickson will change the first question: "Did you find what you wanted?" as Library users might come into the Library to pick up children or drop off books.

The survey shows that Library customers would like to see more books, periodicals, audio visual material and computers.

Twenty six percent of the customers who filled out the survey indicated they were doing research creating for us a very busy Reference Desk.

Chair O'Lea raised the question of whether or not the Library's check out system was able to capture the information on customers' age and what material is being checked out in order to fine tune future purchases of books, periodicals and audio visual items. Director Erickson would direct that question to the Library's IT department. A suggestion was made to add a question concerning customer age to the next survey.

The survey also revealed that the number one complaint was the noise level in the upstairs computer area, particularly in regards to cell phones. The number two concern was about people loitering and smoking near the Library's front door. Many customers did say they felt the situation was improving and expressed thanks for the security service. Director Erickson suggested having the upstairs of the Library as a "Cell Phone Free" zone in order to address the noise level problem and see first how that would work.

Ms. Jelavich put forth a motion to allow signs to designate the upstairs of the Library as a "cell phone free zone."

Second: Elaine Grossman

Ayes: All

Noes: None

Abstain: None

Absent: Connie Cleckler

5. Budget:

Ms. Niemer from the City of Redding addressed the current budget issues. There have been no other negative impacts as far as budget cuts. In other good news the Library's circulation and collection of fines have gone up. The Literacy Program is still in need of additional funding. Library staff has submitted grant applications to help fill some of the funding gaps.

6. Donation Report:

Director Erickson asked the Committee members if they had any questions about the Library Donation Report FY 2008. Ms. Jelavich commented that the support the Library receives from the Friends of the Shasta County Libraries (FOSCL) is very impressive. Other Committee Members concurred and added that it is important to let the Community know the level of support provided by support groups and organizations. Ms. Niemer added that it was also good for the county and city to know that there is already this level of support for the Library in our community.

7. Literacy Program:

Director Erickson addressed the Committee concerning the status of the Shasta Literacy Program. The figures in the Donation Report show the amount of lost revenue for the Literacy Program from both the State of California and Shasta College. It is a difficult situation to balance because as the funding has decreased, the number of adult learners has increased. In January 2008 there were 28 adults enrolled system wide in the Literacy Program. By January 2009 that figure has increased to 50 adults.

Director Erickson said she was very appreciative of the incredible donations of the Redding area Rotary Clubs of which there is \$6,000 left. Also Director Erickson was happy to report that the Library just learned that the Literacy Program will receive a \$10,000 donation from the Scripps Howard Foundation.

The base donation from Shasta College is currently \$9,600, and can increase based on the number of hours of qualified, supervised adult instruction at the Library. Literacy Coordinator, Marilyn Odegard, is currently training 10 to 15 mentors to assist in this endeavor.

Chair O'Lea said funding for the Literacy Program is particularly challenging as it relies solely on grants and donations for its financial support.

8. Director's Report:

Chair O'Lea introduced the Director's Report and asked to have the Rotary name corrected on page 3, paragraph 3, to read the Redding Sunrise Rotary.

Also to be corrected on page 1, first paragraph is the name of the Library, which should read "Shasta Public Libraries". It was brought to Director Erickson's attention that the Library's wireless network said "Shasta County Library". That has already been corrected so that the name of our wireless network is "Shasta Public Libraries".

Director Erickson said that at the February meeting she would have the yearend Volunteer Hours report. In considering donations, one must consider the donation of the time the volunteers give to the Library. Director Erickson will also provide a dollar amount of what that time is worth.

9. Committee Comments:

Chair O'Lea gave the Committee an update regarding a collaborative project involving the Shasta Library Foundation, Friends of the Shasta County Library and the Redding Library. They are still working on a design for a three sided kiosk to honor its volunteers and donors.

Jim Ceragioli, President of the Friends of the Shasta County Libraries (FOSCL), stated that the name of their organization would remain the same for now. Also Mr. Ceragioli advised the Committee that the "Bucks for Books" donation container was averaging about \$20 a week. First the donations must pay for the receptacle itself. Thereafter, 60 percent of funds collected will go to the Friends for book purchases and 40 percent will go to the Foundation's book fund.

Chair O'Lea asked about procedures for closing Library facilities, such as the Burney Library, due to snow. Director Erickson replied that decisions to close libraries due to inclement weather were made on a case by case basis with first consideration being given to the safety of both employees and customers.

Ms. Grossman reported that she had spoken to the Public Works Department in Burney and their priorities for road plowing are for schools, ambulance and emergency response. Siskiyou Street is one of the last streets to get plowed.

Ms. Niemer suggested that when the Burney Library needs to be closed due to snow conditions Burney Library staff can put a message to that effect on the voicemail and the Redding Library's IT staff could put a notice on our website.

Chair O'Lea asked Director Erickson if she received a lot of complaints the day the Library had to turn all the computers off due to a computer virus. Director Erickson said that people were disappointed but very understanding. She would also like to commend Greg Vogt, our IT manager, for the wonderful job he did in resolving this computer problem.

Chair O'Lea wanted to announce the "Eat Dessert First" event on February 11, 2009, at Turtle Bay. It is a *Record Searchlight* fundraiser with the beneficiary this year being the Library Foundation. Along with assorted desserts there will be a silent auction and various raffles. This was a very successful, sold out event last year.

Director Erickson mentioned that she would be making a significant staff recognition at tomorrow morning's staff meeting.

10. Adjournment:

The Committee adjourned at 5:10 p.m.

