

CITY OF YORBA LINDA
YORBA LINDA PUBLIC LIBRARY
18181 Imperial Hwy. Yorba Linda, CA 92886
MINUTES: LIBRARY COMMISSION MEETING
June 9, 2015

CALL TO ORDER

The meeting of the Yorba Linda Public Library Commission was called to order at 6:30 p.m. by Chair Marilyn Adams.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Vice Chair Natalie Odebunmi.

ROLL CALL

Members of the Commission present at the time of roll call were Carin Benner, Ryan Bent, Deborah Burks, Randie Noell, and Natalie Odebunmi. Also present were Carrie Lixey, Library Director and staff member Sandra Hanson.

APPROVAL OF MINUTES

Vice Chair Odebunmi moved and Commissioner Burks seconded to approve the May 7, 2015 Library Commission Meeting Minutes. The motion was approved unanimously.

COMMENTS FROM THE PUBLIC

None

CORRESPONDENCE

None

MATTERS PRESENTED BY STAFF

Director's Report

Carrie thanked Commissioner Noell for making the Summer Reading Program announcement at the last City Council meeting. She also reminded the Commissioners that the Kick-Off Festival will be held on Saturday, June 13th and thanked Commissioners in advance for offering to come and help out.

The Yorba Linda Relay for Life will be held June 26th and 27th from 5:00 p.m. Friday until 10:00 a.m. Saturday at the Yorba Linda Middle School. The Yorba Linda Library is proud to have fielded a team for every year the Relay for Life has been held in Yorba Linda.

The Star Wars event was held on May 16th, and there were 2,404 visitors in attendance.

The Friends' Book Store has experienced a 10-15% loss in book sales from last year at this time. Since they support all of our programs, our staff is looking at ways to reduce programming costs. They are also brainstorming ideas to help the Friends in other ways. A community member is trying to help them set up a Paypal account for direct, online donations and will assist them with selling books on eBay. Other ideas include: accepting credit cards, online memberships and renewals, a social media page to connect to our page, sending email blasts, speaking at Council meetings, newspaper ads, raising their prices in terms of membership dues, and giving out flyers and bookmarks at the Circulation desk. Carrie asked the Commissioners to come to her with any suggestions they might have in order to help the Friends with different ways of marketing.

Commissioner Noell attended the last Friends Board meeting and shared some information about what she learned at the Serving With A Purpose Conference. One of the Board members had a suggestion that the Library Commissioners become members of the Friends and possibly even life members. This would be a way to show their support.

Carrie spoke about the Budget meeting that was held last week before the next City Council meeting. She gave the Commissioners a copy of the library's slide. The meeting has been continued, and as yet Carrie has not had to answer any questions regarding the library's budget. The budget will remain the same with the exception of the purchase of an RFID in 2016/2017 which will cost around \$122,000.

In the closed session report, Carrie has been asked to provide Council with a copy of the needs assessment for the new building and present key elements in a new facility. The Council will meet back in closed session on July 2nd.

Carrie talked about the May program statistics and explained why the Childrens' numbers were low. It was because of the way the dates landed showing fewer programs, and actually there was an increase in a couple of the programs.

The statistics sheet given out gave a monetary value under passport services. This number should have been the actual number of passports generated in the month May which was 139.

OLD BUSINESS

Report from Foundation Ad Hoc Committee

Nothing to report.

Meetings with Council Members

Commissioners Adams talked of how in the past the Commissioners would get together with the individual Council members. Commissioner Noell expressed an interest in meeting with the new Councilwoman Peggy Huang and called Commissioner Adams to see if they both could schedule a meeting with Councilwoman Huang sometime in July to talk about the library from a commissioner's point of view.

NEW BUSINESS

Process and Procedures

Commissioner Adams refreshed all commissioners on processes that have been followed in the past when scheduling meetings with anyone in the community. She wants the commissioners to work as a team and have a shared vision and goals and to be able send a unified message when these meetings are scheduled. Carrie stated the past practice of having more than one commissioner at any of these meetings as everyone has a different perspective. Commissioner Adams stated that Carrie should always be called first if a meeting is to be scheduled. Then, as a courtesy, the Chair person should be called to see if she is interested in attending. Up to three commissioners are able to attend these meetings. The discussion continued with each commissioner stating their opinions as to how these meetings should be handled. Commissioner Bent would like to know what other commissioners do, and Carrie recommended Parks and Recreation as they are the only other department within the City who do similar things in the community as the library.

A motion was made by Commissioner Odeunmi to table this item and formalize it in September when all Commissioners are present. Commissioner Noell seconded the motion. The motion was approved unanimously.

Community Outreach

Carrie and Commissioner Burks met with a couple of the staff members to discuss ways to communicate more with the community and get them involved with the library. One of the ideas Carrie had was to expand the One Book One City program by getting opinions and feedback from community leaders. This would make this a true One Book One City event. Carrie wants to send letters out sometime in July to all the community leaders and asked the Commissioners for a list of names of people they might know that could be a part of this.

Commissioner Adams expressed a desire to get more involved in organizations within the community; i.e., Rotary, Chamber of Commerce, Historical Society, Women's Club, Friends of the Library, etc. She asked who might be interested in pursuing any of these groups. Incoming Chamber of Commerce President Brian Moore told her she could invite two or three commissioners to one of their luncheons to give a 12-minute presentation. Commissioner Benner said she would be interested in helping with this.

Commissioner Burks made contact with the President of the Women's Club and will try to attend their next meeting. She also made contact with a member of the Rotary Club, and they told her they are always looking for people to conduct a program at their meetings.

At the Friends' Board Meeting, they expressed a desire to have each of the Commissioners write an article for their quarterly newsletter. Commissioner Adams wrote the first one, and Commissioner Odebunmi agreed to write the next one. July 15th is the next Board meeting, and Commissioner Adams will ask for feedback from the Friends on the article she wrote to see if they would like something different or specific for their next newsletter.

Strategic Directions

Carrie gave the Commissioners a draft of the formal. She asked for any comments or suggestions they might have. Commissioners Bent and Noell made a couple of suggestions for changes. A motion was then made by Vice Chair Odebunmi to approve the document with the changes as noted, and Commissioner Noell seconded. The motion was approved unanimously.

MATTERS PRESENTED BY COMMISSIONERS

Update on the General Plan Advisory Committee-Commissioners Adams, Bent and Hansen

Commissioner Bent reported that there has been no change. They are still awaiting the draft to be completed in order to schedule the next two meetings.

Library and PYLUSD – Commissioner Bent

Commissioner Bent attended the Friends Volunteer Luncheon and talked with Councilwoman Huang who expressed an interest in meeting with PYLUSD. Ryan contacted several key members of the school board to set up a meeting with Councilwoman Huang, and City Manager Mark Pulone. Councilwoman Huang asked Commissioner Bent to attend that meeting although he was there more as an observer. Commissioner Bent contacted Carrie Lixey to meet and discuss how the library and the school district are currently working together. Children's Services Manager Lucy Salvado was also invited to be a part of this meeting. During this time, Dorie Staack, Director of Elementary Education, contacted Carrie Lixey to set up a meeting with the Placentia Library and the school district in August.

Meeting with Crosspointe Church – Commissioners Adams and Bent

Commissioners Bent and Adams and Carrie met with Pastor Brian Moore of Crosspointe Church. Marilyn shared that Pastor Moore wanted to make two main points. He wanted to build a new church on the Tank Farm site, and his concept was to provide 500 parking spaces that the new library could use if the decision was made to move the library to that location. Commissioner Adams told him of the pros and cons of that site versus the Strawberry Field. Pastor Moore thought there might even be a possibility of a land swap,

but Commissioner Adams again stated the cons of that idea and that their present site would not provide an economic anchor for the Town Center. Commissioner Bent expressed that he thought it was a good meeting anyway just to be able to make that community contact.

Making a Difference Conference – Commissioners Adams, Bent and Noell

Commissioners Adams, Bent and Noell provided the Commissioners with notes they had taken at the conference. Commissioners Adams and Bent highlighted a couple of items from their notes that they were particularly impressed with.

ADJOURNMENT

Vice Chair Odebunmi moved and Commissioner Benner seconded to adjourn the meeting at 9:03 p.m. to August 6, 2015. Motion carried unanimously.