



## Approved Meeting Minutes

**Meeting Location:** Arthur F. Turner Community Library  
1212 Merkley Avenue, West Sacramento, CA 95691  
Wednesday, April 11, 2018 – 6:30 PM

### CALL TO ORDER: 6:35 PM

#### PRESENT:

- Mark Fink, County Librarian & Chief Archivist
- Anthony Wright, Chair, District 2
- Rebecca Fridae, Vice Chair, City of Winters
- Diane Adams, District 3
- Sharon Hallberg, City of Davis
- Holly Bishop, District 4
- Susan Martimo, City of West Sacramento
- Stephanie Chavez, District 1
- Rosie Ledesma, District 5
- Carol Strunk, Assistant Deputy for District 1
- Meredith Beales, Business Services Mgr
- GUEST: Helen MacDonald, Treasurer of WSFoL
- GUEST: Ken MacDonald, Vice President of WSFoL

#### 1. INTRODUCTIONS: Roll call of Library Advisory Board members

#### 2. PUBLIC COMMENT:

- None.

#### 3. APPROVAL OF LIBRARY ADVISORY BOARD MINUTES FROM FEBRUARY 21, 2018

- Susan moved, Sharon seconded. Motion passed.

#### 4. STAFF PRESENTATIONS:

- See Timed Discussion Topic in item 8.

#### 5. COUNTY LIBRARIAN'S REPORT

- Annual LAB, Friends, and Foundation Forum will be on Saturday, October 27, likely from 10:00 – 1:00. This item has been added to the 2018 Calendar of Important Events for the LAB.
- The State Library's California Library Services Board administers cooperative programs between neighboring libraries. Two consortia in which Yolo County Library participates are the NorthNet Library System and the Mountain Valley Library System. The California Library Services Board will have an open meeting in Sacramento at 9:30 a.m. on Tuesday, April 17, and will be reviewing their

rules and regulations. Mark will forward information to the LAB in case anyone would like to attend the meeting. One topic being discussed by consortia in California is coordinating reliable courier services for Link+.

- Budget Update
  - Mark and Meredith will be meeting with the CAO's office on Tuesday, April 17 to go over the requested budget for the 2018-19 fiscal year.
  - Mark provided a handout from the narrative portion of the County's budget document that shows our goals and strategies for the 2017-18 fiscal year and our current list of updates and accomplishments of said goals. Mark will wait to present the 2018-19 fiscal year goals to the LAB until after we receive feedback from the CAO and BOS.
  - Mark talked about some special projects YCL is looking to accomplish in the 2018-19 fiscal year, specifically developing a new independent website, implementing e-commerce and online library card registration, and eliminating overdue fines for cardholders under age 18. To help make up the cost of these special projects and the loss of revenue from eliminating overdue fines for cardholders under age 18, YCL is looking more analytically at our acquisition budget and circulation statistics and making strategic cuts. Susan mentioned the importance of talking to the Friends and making sure they understand how their donated collection dollars will be used. YCL staff are currently doing heavy weeding of the collection, as well as frequently changing displays to help boost circulation. Anthony would like a conversation at a future meeting about circulation and the collection, diving deeper into circulation trend data both at YCL and at the global level.
- Grants/Special Projects
  - ESL Class for Caregivers in Esparto – YCL staff have developed a plan for a 10-week ESL class at the Esparto Regional Library to help caregivers learn basic English so they can communicate with teachers and doctors regarding the children in their care. Food and childcare would be provided for participating students. YCL has applied for two different grants for the program, and is waiting to hear back from both. If not funded through either grant, we could potentially pursue other funding.
  - ESL Class Partnership with Woodland Community College – The Woodland Community College (WCC) will be offering an ESL course at the Esparto Regional Library beginning in the fall of 2018. The course will meet two mornings per week, but will start later in the year than a typical college course, then take a break during November through mid-January, and finish in March 2019. The course offering is tailored to try to reach new students, and will be a good introduction for people who might want to take more courses at WCC. WCC has a \$10 registration cost but we will cover it so that it is free to the public. We will also have related resources available to participating students at the Esparto Regional Library, and will try to have Yolo Reads tutors available on-site after the class gets out.
  - One Stop in Esparto – YCL currently has a One Stop Career Center at the Mary L. Stephens Davis Branch Library that offers assistance to job-seekers. In 2018-19, we will be offering a One Stop Career Center at the Esparto Regional Library one day per week. The One Stop Career Centers are operated with funding through the Yolo County Health & Human Services department.

- Currently the Esparto Regional Library is closed on weekdays from noon – 1:00 p.m. We are expanding our hours to cover this time period. The EUSD campus is an open campus, so students are allowed to visit the library during their lunch break. We believe EUSD will help cover some of the cost of the expanded hours, though the details have not yet been solidified.
- One gigabyte fiber connection coming to Clarksburg Branch Library – YCL signed an agreement with Califa to have Wave build a connection to Clarksburg. This is a very expensive project, but we will receive significant e-rate discounts. We are looking into the possibility of whether the Delta Charter School will be able to use the internet connection. Our contract with Califa is effective July 1, 2018, but we do not know how long the infrastructure build will take or when the connection will be available.
- National Library Week, April 8-14, 2018 – Proclamations were received at the Yolo County Board of Supervisors meeting, Winters City Council meeting, and Davis City Council meeting. Ken MacDonald and Helen MacDonald of the West Sacramento Friends of the Library joined Dana Christy, East Yolo Regional Manager at the West Sacramento City Council meeting to receive their proclamation during tonight’s LAB meeting. The proclamations were written by library staff and tailored to each city, with a general focus on the “Everyone is Welcome” concept. Mark thanked the LAB members and library supporters who attended the meetings.
- Facilities
  - Archives/Central Services –
    - Hoping to have work done by the end of the calendar year.
    - Close to selecting a vendor for the compact shelving.
    - Looking at other needed repairs for the Central Services area, such as HVAC upgrades and ADA upgrades.
    - Will have to move all of the Archives/RC collection offsite, and not sure if we will have access to any of it during the construction phase.
  - Yolo Branch Library –
    - Currently operating in the modular unit.
    - The release of the EIR draft has been pushed back to May, after which there will be a 45-day comment period. After comments have been responded to, the report will go to the BOS recommending building a new facility at the site, then we hope to start the RFP process in the summer of 2018.
    - Hope to be in the newly-constructed building in 2019.
    - Over 100 people attended the farewell event at the Yolo Branch, which was a great turnout.
  - Davis Sorter Project – Pulling out the existing sorter and replacing with a new one. Expected to take 8 weeks, so we are making plans to deal with the logistics during that time (extra return bins, additional staff to provide receipts).
- HR and Operations
  - All Staff Training – “Cracking the Codes: The System of Racial Inequity” – YCL staff will have a facilitated training creating awareness about privilege based on the film. Facilitators are from Solano County Library and Alameda County Library and are trained, and are actually doing a similar training at the American Library Association conference. At YCL’s staff training, we will

watch segments of “Cracking the Codes” and have facilitated conversations in small groups between the film segments.

Monday, April 16th, 8-12 (lunch provided)

Mary L. Stephens Davis Branch Library

- Library Associate vacancy – Still in the process of interviewing candidates.
- Assistant County Librarian vacancy – Finalist will be attending the YCL staff training on Monday April 16 (discussed above) and then at 12:15 do a presentation for staff and be available for staff questions. A final decision will be made after that. LAB members are welcome to attend the presentation and Q&A session.
- Administrative Services Analyst vacancy – This person will be working closely with the Assistant County Librarian, so waiting until the ACL position is filled before we start this recruitment.
- Library Circulation Supervisor vacancy – Vicki Klein is retiring in May after 24 years of service. The recruitment is now open.
- Esparto Regional Library Hours update – See under Grants/Special Projects above.
- YCL in the News
  - On March 20, 2018, Arthur F. Turner Community Library staff welcomed San Francisco 49ers defensive end Arik Armstead for a special story time in West Sacramento. Arik is a Sacramento native and has made it his mission to support and impact change for Education Equality. Watch: <https://goo.gl/8Gaxxi>

## 6. YOLO COUNTY LIBRARY FOUNDATION

- The Foundation just received its 501(c)(3) status from the IRS.
- Foundation members are working on developing a brand, using the same graphic designer who designed the new YCL logo.
- Next they will be talking about how to approach fundraising.
- Rosie asked for some background on the Foundation, and Mark explained that it was formed about a year ago, and intends to provide support for system-wide initiatives in future years.

## 7. NEW BUSINESS

- New District 5 representative: Welcome Rosie Ledesma. Rosie and her family reside in Yolo. She is the Conservation Coordinator for the Environmental Services Division of Public Works in Woodland. She is a graduate of University of California Santa Barbara with a B.S. in Physical Geography. Rosie is a Board Member and Secretary for the Friends of the Yolo Branch Library.
- LAB committee reports
  - Finance Committee – No report.
  - Hospitality Committee – No report.
  - Legislative Committee – No report.
  - Facilities Master Plan Committee –
    - Holly is interested in having a group or committee of facilities guardians, so that each project (South Davis, Yolo Branch Library, and Archives) has an assigned representative, and others could be called on to substitute if the assigned representative could not

attend a meeting or function. Holly has been filling this role for 15 years for the future South Davis Library, and Sharon for the Yolo Branch Library, and they substitute for each other when needed. Possible duties would be:

- Advocate for the project.
  - Keep track of project progress.
  - Network with people in the community.
  - Attend meetings and celebrations.
  - Share tips/tricks with other committee members.
  - Report back to the LAB as needed.
- Holly wants to make sure the LAB is forward-thinking about library projects and people are able to learn from each other's experiences in advocating for facilities projects.
  - Susan suggested LAB members could benefit from training on how to network with influencers in the community, since not everyone is well-known and networked.
  - Last week, Mark, Holly, and two County Supervisors went to the Davis Joint Unified School District (DJUSD) meeting, and the supervisors both addressed the DJUSD school board during public comment and asked that two school board members join the Davis City Council's subcommittee for the future South Davis Library (2x2x2).

## 8. OLD BUSINESS

- Timed Discussion Topic – Community outreach in rural Yolo County
  - FERL did a survey in their community about the library and had almost 500 responses. FERL members developed a paper survey and took it to different places to solicit community input, such as Catholic Mass. YCL Staff created an online survey tabulation tool to help FERL staff record and evaluate their survey responses.
  - Market segmentation –
    - Analytics on Demand (AoD) is a product paid for by the State Library, that uses census data and spending habits information (as provided by credit card companies) to categorize households into various market categories.
    - YCL can take the top 5 market segments in a community and identify what would appeal to them, and then align our services and resources with their interests and needs.
    - AoD market segment categories break down households by level of technology skills, as well as ethnicities and languages, to help identify the best way to reach people. As an example, one market segment might be best reached through a postcard, while another would be best reached through an email in Spanish and English.
    - Holly thought the information would be a great topic for the LAB retreat.
    - Stephanie asked if there are examples of other libraries who used market segment data to advise their outreach or services. Mark would like to use it to reach out to our Latinx communities, as well as to promote our services and programs to older customers and non-customers.
    - Market segment analytics could also be used to target communities to find tutors and learners for Yolo Reads.

- Rebecca suggested a bulletin from the County Librarian to go to the Friends groups.
- Anthony thinks the market segmentation analytics would be helpful for both identifying underserved communities and helping to attract new customers.

## 9. LAB DEVELOPMENT

- Scheduling a retreat for the Library Advisory Board –
  - Probably will be a Saturday in May, June, or July.
  - Mark will send a Doodle poll to check on availability.
  - Possible topics based on tonight’s meeting:
    - What is the best role for the LAB?
    - Market segmentation data
    - Training on networking/advocating with community influencers
    - Rebecca mentioned that in the past, new board members went on a tour of the libraries.

## 10. LIBRARY ADVISORY BOARD MEMBER REPORTS

- Rebecca
  - Winters Friends of the Library (WFoL) raised almost \$6k at their annual fruit tree sale.
  - There is a “Why I Love the Library” interactive display at Winters Community Library as part of National Library Week.
  - Winters Community Library had its third session of the four-part Lest We Forget series about Yolo County’s role in World War I.
  - The English Conversation Class at the Winters Community Library is going well, and is being run by WFoL volunteers.
  - Melina Sempill Watts, author of *Tree*, will be speaking about her novel at the Winters Community Library on April 24 at 6:00 p.m.
  - WFoL will be participating in the Big Day of Giving on May 3.
  - WFoL met with library staff at the Winters Community Library to talk about their “wish list” projects, and has elected to fund upgrades to the teen area and the children’s area, including additional computers for each. Other projects discussed but not chosen for funding at this time include a new circulation desk since the current one is very high and deep, and removal of the grating over the lights that makes the library feel dark inside.
  - The Youth Day Parade in Winters is on April 28 at 10:00 a.m., preceded by a pancake breakfast. The theme is “Oh the Places Youth Go” and WFoL members are making Seussical instruments for the parade. WFoL will also be giving away books on Youth Day.
  - Rebecca’s LAB service ends in June 2018.
- Holly
  - There was an amazing turnout at the farewell event at the Yolo Branch Library, and it really demonstrated that the library is the “living room of the community.”
  - Holly showed pictures of Book Fair signs that covered up the library sign at the South Davis Montgomery Library.
  - The Davis Friends of the Library (DFoL) raised \$7,880 at its book sale on April 6 – 8.

- The DFoL budget for 2018-19 includes expenditures of \$109k, and much of that benefits the entire library system (collection support for books, e-materials, etc.).
- Diane
  - Diane was on the leadership panel for the Assistant County Librarian interviews.
  - There is a Literacy Council 501(c)(3) that is being revived/revamped. Elizabeth Gray from YCL's Yolo Reads program will be meeting with Diane and staff from Woodland Public Library and Woodland Joint Unified School District.
  - Yolo County will have a new supervisor for District 3 as Supervisor Matt Rexroad is not running for reelection.
  - Diane provided a correction for the calendar, as the next Friends of the Yolo County Archives meeting is on May 3 and not May 4.
- Rosie
  - The Día de los Niños/Día de los Libros event for the Yolo Branch Library was combined with the Easter celebration at Cache Creek High School and had a great turnout.
  - The Friends of the Yolo Branch Library's annual car show is on August 25. This has become a popular event for the town and a great fundraiser for the Friends.
  - The Friends of the Yolo Branch Library will probably do a community garage sale in the fall of 2018.
  - Yolo Branch Library will be doing the StoryCenter project, as described in the County Librarian's report handout.
- Stephanie
  - Stephanie will be meeting with Alex Hirsch, WSFoL President, to have a one-on-one meeting since she's not able to attend many of the WSFoL meetings.
  - She will also be meeting with Mark to talk about the Law Library. She wants to provide outreach for the Law Library and hopes that as part of her service on the LAB, she can help more people understand what the Law Library offers to the people of Yolo County.
- Susan
  - The WSFoL book sale has been moved to June 16 & 17.
  - WSFoL is participating in the Big Day of Giving on May 3.
  - WSFoL had a half-off sale in the alcove after the last book sale and made almost \$900, and they are happy to report higher-than-usual sales each month so far in 2018.
- Sharon
  - No report as Sharon had to leave earlier in the meeting.
- Anthony
  - No additional items to report.

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

- Carol
  - None

**12. ACTION ITEMS**

- None

**13. NEXT MEETING**

**Wednesday, June 13th, 6:30 p.m.**

Clarksburg Branch Library  
52915 Netherlands Avenue  
Clarksburg, CA 95612  
916-744-1755

**14. ADJOURNMENT at 9:07 p.m.**