



[www.ccclib.org](http://www.ccclib.org)

# CONTRA COSTA COUNTY LIBRARY COMMISSION

## A G E N D A

DATE: Thursday, November 17, 2005  
TIME: 7:00 p.m.  
LOCATION: Contra Costa County Library Headquarters  
75 Santa Barbara Road, Pleasant Hill, Administration Conference Room C

 The Library Commission will provide reasonable accommodations for persons with disabilities planning to attend Library Commission meetings who contact Library Administration at least 24 hours before the meeting, at (925) 646-6423.

1. **7:00 p.m. CALL REGULAR MEETING TO ORDER**  
The Library Commission Chairperson will call the meeting to order.
2. **COMMISSION BOOKSHELF**  
Library Commissioners can provide suggestions for current reading.
3. **ROLL CALL**
4. **INTRODUCTIONS**
  - Visitors will have an opportunity to introduce themselves; self-introductions are voluntary
5. **ITEMS FROM THE PUBLIC**  
Speakers from the audience may address the Library Commission on any relevant issue that is not scheduled for the agenda. Public comment can be made on agenda items when the item is discussed. Public comment is limited to three (3) minutes per speaker and all speakers must fill out a speaker card. Public comment on agenda items can also be e-mailed to the Library Commission at [ccclibcommission@ccclib.org](mailto:ccclibcommission@ccclib.org) to be received one day prior to the Library Commission meeting.
6. **ACTION ACCEPTANCE OF MINUTES - *Agenda Attachment 1***  
Approve or amend the minutes of the meeting September 22, 2005.
7. **ACTION APPROVAL OF AGENDA**  
Approve or amend the agenda for the meeting of November 17, 2005.
8. **ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS**  
Commissioners or library staff may make announcements regarding the Library Commission and library or Friends group activities of interest to other Library Commission members including:
  - Viewing the State Library's DVD on literacy that features Project Second Chance's (PSC) literacy student, Kristi Klontz.
9. **CORRESPONDENCE - *Agenda Attachment 2***  
Receipt and referral of Library Commission correspondence.
10. **REPORT FROM COUNTY LIBRARIAN - *Agenda Attachment 3***  
County Librarian will report on items of interest to Commissioners.
11. **BAY AREA LIBRARY & INFORMATION SYSTEM (BALIS) LAY ADVISORY BOARD REPORT**  
Information from the BALIS Advisory Board will be given on items of interest to Commissioners.
12. **7:20 p.m. OLD BUSINESS**

**A. UPDATE ON THE RADIO FREQUENCY IDENTIFICATION (RFID) FEASIBILITY STUDY**

*- Agenda Attachment 4*

At the November 18, 2004 Library Commission meeting, Commissioners learned about Radio Frequency Identification (RFID) and opportunities for the library's handling of material circulation. Patrick McClintock, Vice President of RMG Consultants, Inc. and Cathy Sanford, Deputy County Librarian: Support Services, will report on the Consultant's recommendations for RFID and materials handling/automated sorters implementation and will present highlights from the study.

**13. 8:00 p.m. NEW BUSINESS**

**A. 2005 ANNUAL REPORT & 2006 WORK PLAN - *Agenda Attachment 5***

**ACTION** The Library Commission is required to submit an annual report and work plan to the Board of Supervisors to satisfy the County's advisory body annual report requirements. The Commission will consider the draft 2005 Annual Report and 2006 Work Plan.

**B. DEWEY SUBJECT PICTOGRAMS- *Agenda Attachment 6***

Dewey subject pictograms were implemented at the Oakland Public Library to assist patrons with learning disabilities to navigate the shelves. At the suggestion of Commissioner Parker, the Commission will learn of the pictograms, which the Oakland Public Library produced with a grant from the State Library.

**C. TIPS FOR FRIENDS MEMBERSHIP RECRUITMENT- *Agenda Attachment 7***

**ACTION** At the July 28, 2005 Library Commission meeting, Commissioners requested that recruitment methods for attracting new members to friends of the library groups and library foundations be shared.

**D. CONTRA COSTA COUNTY LIBRARY FACILITY TOURS - *Agenda Attachment 8***

**ACTION** Commissioners will consider dates to tour Contra Costa County Library facilities.

**E. NAME BADGES FOR COMMISSIONERS- *Agenda Attachment 9***

**ACTION** Commissioners will consider Library Commission identification badges.

**F. CONSIDER 2006 LIBRARY COMMISSION DATES - *Agenda Attachment 10***

**ACTION** Commissioners will consider the proposed meeting dates.

**14. ACTION AGENDA SETTING FOR NEXT MEETING**

Commissioners will offer items to consider at their January 2006 meeting including:

- A presentation of the web portal by Sean Silas, Web Portal Specialist, Contra Costa County Office of Education.
- Live Homework Help demonstration. Contra Costa County Library is participating in the California State Library's 2005/06 "remote only" Live Homework Help pilot program with funding provided by a Library Services and Technology Act (LSTA) grant through a partnership with the Metropolitan Cooperative Library System.

**15. 9:00 p.m. ADJOURNMENT TO THE NEXT LIBRARY COMMISSION MEETING**

- Contact telephone number during meeting: (925) 646-6434
- **Library Commissioners**, please call **Corinne Kelly, Executive Secretary**, at (925) 927-3206 by 5 p.m. Wednesday, November 16, 2005 if you will NOT be at the meeting.



www.ccclib.org

# CONTRA COSTA COUNTY LIBRARY COMMISSION

## Minutes from Thursday, September 22, 2005

### 1. CALL REGULAR MEETING TO ORDER

Commission Chair, Walter Ruehlig, called the meeting to order at 7 p.m.

### 2. COMMISSION BOOKSHELF

Commissioners provided suggestions for current reading:

Title	Author
Desert Queen: The Extraordinary Life of Gertrude Bell: Adventurer, Adviser to Kings, Ally of Lawrence of Arabia	Janet Wallach
Fantastic: The Life of Arnold Schwarzenegger	Laurence Learner

### 3. ROLL CALL

LASTNAME	FIRSTNAME	TITLE	REPRESENTING	PRESENT	ABSENT	EXCUSED
		VACANT	City of Richmond			
		VACANT	CCC District 1			
		VACANT	Contra Costa Youth Commission			
Atkinson	Joyce	Library Commissioner	City of Clayton	X		
Austin	N. Earl	Library Commissioner	City of Orinda (Alternate)	X		
Bednarz	Ludwik M.	Library Commissioner	CCC District 2	X		
Boyd	Jeanne	Library Commissioner	City of Clayton (Alternate)			X
Brown	Carol	Library Commissioner	City of Orinda			X
Brown	E. Joy	Library Commissioner	City of El Cerrito (Alternate)	X		
Burstyn	Deborah Prager	Library Commissioner	City of Walnut Creek	X		
Butler	Yolanda	Library Commissioner	CCC District 5 (Alternate)			X
Couzens	Beatrice	Library Commissioner	CCC District 3 (Alternate)	X		
Dudiak	Ted	Library Commissioner	City of Pittsburg			X
Enholm	Greg	Library Commissioner	CCC District 5	X		
Fuller	Kathy	Library Commissioner	City of Martinez			X
Fugazzi	Ron	Library Commissioner	City of Brentwood	X		
Goglio	Joseph	Library Commissioner	Contra Costa Central Labor Council			X
Hoisington	Mary Ann	Library Commissioner	City of Lafayette	X		
Howlett	Patricia	Library Commissioner	City of Concord (Alternate)	X		
Johnson	Wayne	Library Commissioner	City of Pleasant Hill			X
Leffmann	Robert	Library Commissioner	City of Lafayette (Alternate)			X
Loeza	Porfirio	Library Commissioner	City of Pinole	X		
MacAulay	Bruce	Library Commissioner	City of Hercules (Alternate)			X
Madfes	Sherry	Library Commissioner	Friends Council	X		
Marshburn	Peggy	Library Commissioner	Office of Education			X
McClellan	John	Library Commissioner	Town of Moraga	X		
McGrady	Lloyd	Library Commissioner	City of El Cerrito			X
Mengel	Christina	Library Commissioner	Friends Council (Alternate)			X
Myrick	Dennis	Library Commissioner	Town of Moraga (Alternate)			X
Nolte	Pauline	Library Commissioner	City of San Ramon			X
Parker	Eleanor	Library Commissioner	Town of Danville	X		
Pearlstein	Helen	Library Commissioner	CCC District 3	X		
Pricco	Susan	Library Commissioner	CC Central Labor Council (Alternate)	X		
Ruehlig	Walter	Library Commissioner	City of Antioch	X		
Schmalenberger	Carol	Library Commissioner	City of Pittsburg (Alternate)	X		

# Library Commission MINUTES

September 22, 2005

Page 2

LASTNAME	FIRSTNAME	TITLE	REPRESENTING	PRESENT	ABSENT	EXCUSED
Simutis	John D.	Library Commissioner	City of Concord	X		
Smith	Alan B.	Library Commissioner	CCC District 4			X
Taylor	Stan	Library Commissioner	Contra Costa Council (Alternate)			X
Thiele	Beverly	Library Commissioner	City of San Pablo			X
Villegas	James	Library Commissioner	City of Oakley	X		
Walters	Andrew	Library Commissioner	City of Hercules	X		
Weinberg	Robert	Library Commissioner	CCC District 2 (Alternate)	X		
Wentz	Kelly	Library Commissioner	City of Brentwood (Alternate)			X

Total Commission positions: 29

Commission positions filled: 26

Commission positions vacant: 3

Commission quorum: 14

With twenty Library Commissioners present, a quorum was established.

## VOTING:

According to the By-laws of the Library Commission, in order for a vote to pass, a majority of the city representatives and a majority of the County representatives must approve it. Upon reauthorization of the Library Commission, the five special appointees to the Library Commission draw lots to determine whether their votes count with the cities or the County. Through June 2006 the special appointees will be counted as follows:

Three representatives votes count  
with the cities

- Central Labor Council
- Superintendent of Schools
- Contra Costa Council

Two representatives votes count  
with the County

- Youth Council
- Friends Council

## 4. INTRODUCTIONS

Chair Ruehlig welcomed newly appointed Library Commissioner James Villegas, appointed by the City of Oakley.

Also present at the meeting: Library Patron, Chauncey Lindquist; Alan Marshal; Library Consultant, Joan Frye Williams; Library Administrative Services Officer, Susan Caldwell; Deputy County Librarian: Public Services, Rose Marie Westberg; Deputy County Librarian: Support Services, Cathy Sanford; County Librarian, Anne Cain.

State Librarian, Susan Hildreth, was introduced. Hildreth said that Contra Costa County Library has always been a strong library and does great things. She added that while she was the San Francisco City Librarian, she lived in El Sobrante, Hercules and Clayton, which are served by the Contra Costa County Library.

## 5. ITEMS FROM THE PUBLIC

There were no items from the public.

## 6. ACCEPTANCE OF MINUTES - Agenda Attachment 1

Commissioner Dudiak telephoned in a change to page 4 of the minutes; under announcements to remove his name as the Commissioner complimenting the library's Business Connection Website and said that although he agrees with the compliment, he does not want the credit for being the Commissioner speaking. This change was made to the minutes.

The remaining minutes were approved by the Library Commission..

## 7. APPROVAL OF AGENDA

The agenda for the meeting of September 22, 2005 was approved as submitted.

## 8. ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS

- Commissioner Simutis mentioned the Concord Library's book sale on October 1, 2005.
- Commissioner Walters said that the Hercules City Council approved the construction bids for the new Hercules Library, which should open by the end of December 2006.
- Commissioner Hoisington said that the Lafayette Book Store helps the Friends of the Lafayette Library order books for the monthly Sweet Thursday author series. A new series celebrating children's books begins on September 27, 2005, Tuesday's Child, with Megan McDonald author of the Judy Moody series. Hoisington mentioned that the Lafayette community fundraiser has almost reached its goal of \$11 million for a new Lafayette Library and on October 10, 2005 the community will meet with the architects about the final design plans.
- Commissioner Burstyn announced that Ygnacio Valley Library celebrated its 30th anniversary on September 13, 2005 with a 1975 themed party. Comcast is showing program called Walnut Creek Library, which will air on various channels in the community during the week of October 13-19, 2005. The program includes interviews with City Council members, the City Manager, and the County Librarian.
- Commissioner Atkinson mentioned that Clayton Library will honor its volunteers with a dinner on October 8, 2005 and Clayton Library's book sale is October 14-16, 2005.
- Brentwood's City Council organized a Citizen's Advisory Committee to make recommendations on community facilities. Commissioner Fugazzi shared an update from this Committee that included recommendations for the Brentwood Library and preliminary space estimates and population comparisons with other Bay Area libraries (**attachment # 1 to the minutes**).
- Bay Point Library's second 'Check-it-Out' day will be held on Saturday, October 15, 2005 with children's activities, a book and CD sale and a silent auction. Commissioner Enholm said that the festival atmosphere is created to bring library awareness to the community.
- Friends of the Moraga Library raised \$4,000 from the book sale on Saturday, September 17, 2005.
- Commission Chair Ruehlig said that the Antioch Library received a book donation from the *Images of America* series on *Pittsburg* and *Bay Point*, and schools in Antioch will also receive copies. A presentation of the books was held to recognize the donation. Antioch Library Friends President, Linda Locke, accepted the books for the Antioch Library. Ruehlig announced that the Antioch Library now has wireless Internet access and during the teen reading program, *Like the Movie? Read the Book* movies for teens will be held in the library every Monday at 3:30p.m. Antioch Library's Acting Branch Librarian, Greta Galindo, started a library newsletter. Ruehlig requested that books in good condition be donated to the Antioch school system to accommodate a new school that opened in Antioch with an abundance of shelf space. A Commissioner suggested a program that other schools do, where students donate new books to their school libraries in honor of their own birthday. Ruehlig mentioned his newly formed Antioch Music Foundation, which raises money for instruments for needy kids that cannot afford instruments. He shared information about the Foundation's fundraiser, which will be held at the El Campinal Theatre (**attachment #2 to the minutes**). A request was made to include contact information and details on this information in the next meeting's packet if appropriate.

**9. CORRESPONDENCE - Agenda Attachment 2**

An invitation to a Project Second Chance (PSC) appreciation gathering was included in the correspondence.

**10. REPORT FROM COUNTY LIBRARIAN - Agenda Attachment 3**

County Librarian Anne Cain discussed items in the Commission packet:

Contra Costa County Library's State Library's Business Grant ended in August 2005. The Business Connection Website and the upcoming business workshops are some of the results created from the grant, in addition to business database and resource training that will be given to library staff over the next year.

Last year the Board of Supervisors endorsed the Civic Engagement Initiative and Supervisor DeSaulnier donated unspent office funds to create the Civic Engagement program. Contra Costa County Library had the first program on September 7, 2005 with Ethan Rarick, author of California Rising – the Life and Times of Pat Brown. This event was attended by an audience of thirty-five people consisting of many people who lived in the Bay Area when Pat Brown was Governor. The second in the Civic Engagement Series will be held on October 18, 2005 in San Ramon with

Robert Reich, Former Secretary of Labor during the Clinton Administration and author of Locked in the Cabinet and Reason. Commissioner Hoisington suggested that the Civic Engagement Series be included on city websites in Contra Costa County.

Contra Costa County Library is able to offer free homework help to grades 4-12 through tutor.com and train middle and high school teachers in Antioch, Hercules, and San Ramon on using the library's databases and other electronic resources with the help from a LSTA \$20,000 grant.

The Teen Reading Program, *Like the Movie? Read the Book!*, runs September 26 through November 5, 2005 and is for 6th - 12th graders. Bookmarks and a poster for the program were shared with the group.

Library press releases are posted to the Contra Costa County Library's Website, [www.ccclib.org](http://www.ccclib.org).

Cain said that Commissioner Nolte, who represents the City of San Ramon, is not at tonight's meeting because the Dougherty Station Library, the 24<sup>th</sup> Contra Costa County Library, will have its grand opening on Saturday, September 24, 2005. Commissioners were sent invitations to the opening. Special features of Dougherty Station Library include 24,000 new books, a computer lab and group study rooms. Cain added that the new library is bright, colorful, and attractive.

Contra Costa County's State Fair exhibit, which placed Silver in the State Fair's competition, was on display in the back of the conference room during this meeting. The exhibit focused on literacy and parts of the exhibit can be used for library community events.

Contra Costa County Library's annual withdrawn book give-a-way of books that are not needed in the collection, will run through October 22, 2005 in the Library Administration Shipping and Receiving area.

At the request of the Commission, Chair Ruehlig sent a letter to the Board of Supervisors thanking them for their continued support of the library's budget. At the request of the Commission, County Librarian Cain sent a letter to the State Library thanking them for library school funding of five Contra Costa County Library employees, totaling \$14,000. Copies of both of these letters are included in the agenda packet.

Contra Costa County Library received a grant from the Dean Leshner foundation for \$100,000 for the juvenile hall library, which will be awarded at \$50,000 a year for two years. This grant is to be used to purchase resources for the new juvenile hall library in Martinez, which is a joint project with the County's Probation departments, and the County Office of Education.

**11. BAY AREA LIBRARY & INFORMATION SYSTEM (BALIS) LAY ADVISORY BOARD REPORT**

No report was presented.

**OLD BUSINESS**

**12.**

**STRATEGIC PLANNING UPDATE WITH LIBRARY CONSULTANT, JOAN FRYE WILLIAMS**

Library Consultant Joan Frye Williams updated Commissioners on the Contra Costa County Library's Strategic Plan. She reviewed the plan's development and included the library's history, the City of Pleasant Hill's community and County library needs assessment and preliminary analysis, the creation of the library's goals and objectives with library staff task teams and what brought the library to determine the four initiatives: Reading, Collaboration; Information for Lifelong Learning, and Branding. (*attachment #3 to the minutes*)

Williams explained that library use has increased in the age of the Internet and that there are changes in use patterns and changes in demand for new libraries, technology and techniques. She said that there is competition where people have more choices to gather information and libraries need to work with what is going on in the community it serves.

Joan has shepherd Contra Costa County Library's planning and has received the strong message from County residents that reading tops the list of what the public thinks libraries do best. Through a planning process the library has developed a plan to respond to residents needs and to respect the special character of the individual communities. The plan takes advantage, and leverages, existing resources.

Commissioners participated in a discussion about each of the areas:

How will the library measure success with READING?

- Increased circulation
- Participation / sharing of information about reading – measuring comments, e.g., use of blogs
- Number of reserves placed
- Collaborative filtering
- Evaluation component to online readers' advisory
- Evaluation component to online readers' advisory “ how did we do?”
- Web use statistics
- Satisfaction survey for transactions
- Use external expertise to recreate evaluatory processes
- Teacher feedback as to new collections, services met and school needs
- Programs that create opportunity to ask “what brought you here to day?” (such as book donations with stickers saying if you like this book, try your library for something similar
- Testimonials
- Enlisting teachers to track use of library
- Library's website hits
- Collaborative filtering ‘people who liked’
- Feedback
- Follow up with people – how'd it go for you.

What can Commissioners do to help move forward with READING?

- City newsletters, websites
- Take information to cities and friends newsletters
- PSAs on busses or movie theatres – messages to get at new audiences
- Partnerships with merchants promoting the library webpage
- Send notices to K-12 schools for students and parents

How will the library measure success with COLLABORATION?

- Using BART as kiosk/distribution
  - Use of remote service units
- Number of requests to be partners
- Number of items circulated at remote service units
- Usage
- Integration / formalized relationship with schools
- Art work on the walls of library
- Staff Exchange with schools
- Flyers in Starbucks
  - Library present in the community
  - Community present in the library

What can Commissioners do to help move forward with COLLABORATION?

- Compatible facilities
- Library as destination
- “matchmaker”
- Involvement in other organizations as a venue for matchmaking

How will the library measure success with INFORMATION FOR LIFELONG LEARNING?

- How do we add value?
- What do we do better?
- Attendance at programs
- Variety of programs
- Follow up and feedback same as for reading
- Its about the user always
- Number of subscribers
- Referrals
- Web use statistics, e.g., databases
- Most circulated books – tie to location
- New materials updates on Web

What can Commissioners do to help move forward with INFORMATION FOR LIFELONG LEARNING?

- Commissioners could do outreach into the community
- Presentations at teacher meetings
- Publicize at other organizations - Re: new gardening books to garden clubs
- Newsletter for historical society
- Refer others to library resources
- Teen reading – advertise at movie theatres (Commissioners make connection with theatres connecting with chambers and other organizations).
- Partnering with local merchants
- Print on fast food wrappers
- Message: Read to your children
- Arts commission - taking pictures of people reading

Commissioners decided to continue this discussion at a future meeting.

### **13. NEW BUSINESS**

#### **TIPS FOR FRIENDS MEMBERSHIP RECRUITMENT- *Agenda Attachment 4***

At the July 28, 2005 Library Commission meeting, Commissioners requested that recruitment methods for attracting new members to friends of the library groups and library foundations be shared. Commissioners decided to table this item to the November 17, 2005 Library Commission meeting because of time constraints. A handout was distributed (*attachment #4 to the minutes*)

#### **HURRICANE KATRINA AND WHAT THE COMMISSION CAN DO TO HELP**

Commissioners discussed Commissioner Smith’s suggestion to consider how Contra Costa County Library can help those libraries affected by Hurricane Katrina. The American Library Association’s (ALA) Website contains ongoing coverage on affected libraries (<http://www.ala.org/>) and the most current information available at the time the Commission packets were mailed is included in the packet.

A suggestion was made that the Commission wait before considering another relief program. Victims have a great need and

material items given to them at this time may be difficult to accept.

ALA has created numerous ways to help the victims of Hurricane Katrina including dues relief to people living in the affected area, a relief fund, designated locations that will accept donated books and computers, and created an *Adopt a Library* program (form is in the Commission packet). A suggestion was made that Contra Costa County Library disseminate ALA's information by posting a direct link to the hurricane relief efforts being put forth by ALA to the Contra Costa County Library's Website, which has been done. This is a way that Contra Costa County Library can encourage patrons to support relief efforts that are already in place.

One Library Friends group plans to have a collection jar at their next book sale for collecting funds for the hurricane victims. Friends groups can do whatever they wish to assist the relief efforts.

Commission Chair Ruehlig acknowledged the ideas presented and requested that the Commission be kept informed about affected libraries and various relief efforts. Contra Costa County Library's Website provides emerging news through the link to the ALA Website.

**NAME BADGES FOR COMMISSIONERS**

This item was tabled because this meeting's schedule did not allow time for discussion.

**2005 ANNUAL REPORT AND 2006 WORK PLAN PLANNING WORKSHEET - *Agenda Attachment 6***

The Library Commission is required to submit an annual report and work plan to the Board of Supervisors to satisfy the County's advisory body annual report requirements. Commissioners were asked to complete the form in the packet and submit it to Executive Secretary Kelly before October 24, 2005. The draft 2005 Annual Report and 2006 Work Plan will be in the November 17, 2005 Library Commission agenda packet incorporating the information submitted by Commissioners.

**14. AGENDA SETTING FOR NEXT MEETING**

Commissioners will offer items to consider at their November 17, 2005 meeting including:

- Radio Frequency (RFID) Review Of The Feasibility Study From Consultants, RMG
- Review 2005 Annual Report and 2006 Work Plan draft
- Plan Contra Costa County Library tours for 2006
- Set the 2006 Library Commission meeting dates
- Tips for Friends Membership Recruitment
- Name badges
- Hurricane Katrina update
- Continue Strategic Plan discussion
- Library Commission Orientation

**15. ADJOURNMENT TO THE NOVEMBER 17, 2005 LIBRARY COMMISSION MEETING**

-----  
Submitted by Corinne Kelly  
Executive Secretary  
Contra Costa County Library