

MEETING OF THE LIBRARY COMMISSION
Minutes

DATE: Thursday, January 21, 2021

1. CALL THE MEETING TO ORDER / ROLL CALL

Chair Peter Wilson called the meeting to order at 7:05 p.m.

LASTNAME	FIRSTNAME	TITLE	REPRESENTING	PRESENT	ABSENT	EXCUSED
	Vacant	Library Commissioner	CCC District 1			
	Vacant	Library Commissioner	Town of Moraga			
	Vacant	Library Commissioner	City of Brentwood			
	Vacant	Library Commissioner	City of Martinez			
	Vacant	Library Commissioner	City of San Ramon			
Bracken	Katherine	Library Commissioner	City of Pleasant Hill	X		
Campbell-Miller	Brian	Library Commissioner	City of Hercules	x		
Dozier	Julia	Library Commissioner	City of Pleasant Hill (Alt)	x		
Faye	Vivian	Library Commissioner	City of Brentwood (Alternate)	x		
Ferree	Jacalyn	Library Commissioner	City of Clayton	x		
Fitzpatrick	Arnold	Library Commissioner	City of Oakley (Alternate)	x		
Fischer	Michael	Library Commissioner	City of El Cerrito	x		
Gemmer	Nicole	Library Commissioner	Town of Danville	x		
Harlan-Ogbeidi	Dr. Charlene	Library Commissioner	City of San Pablo (Alternate)		x	
Hildreth	Susan	Library Commissioner	CCC District 2			x
Hoisington	Mary Ann	Library Commissioner	City of Lafayette	x		
Huh	Dr. John M.	Library Commissioner	City of Antioch	x		
Kelly	Juan	Library Commissioner	City of Orinda	x		
Koops	J. Barry	Library Commissioner	City of El Cerrito (Alternate)	x		
LaLanne	Yvonne	Library Commissioner	City of Walnut Creek	x		
LeFrak-Bellici	Zelda	Library Commissioner	City of Pittsburg	x		
Mackey	Lynn	Library Commissioner	Office of Education	x		
Maher	Janette	Library Commissioner	Town of Moraga (Alternate)			x
McCormick	Don	Library Commissioner	CCC District 3	x		
Medrano	Antonio	Library Commissioner	City of San Pablo		x	
Merchant	Kathy	Library Commissioner	City of Orinda (Alternate)			x
Molinelli	Jasun	Library Commissioner	City of Walnut Creek (Alt)	x		
Pena-Mendrek	Yolanda	Library Commissioner	City of Oakley	x		
Pursley	George	Library Commissioner	City of Pinole	x		
Robison	Rich	Library Commissioner	CCCCD		x	
Smith	Alan B.	Library Commissioner	CCC District 4			x
Smith	Tommy	Library Commissioner	City of Concord	x		
Swernoff	Michael	Library Commissioner	CCC District 2 (Alt)	x		
Wichlan	Dan	Library Commissioner	CCC District 4 (Alt)	x		
Wilson	Dr. Peter	Library Commissioner	CCC District 5	x		

Total Commission positions: 24
 Commission positions filled: 19
 Commission positions vacant: 5
 Commission quorum: 13

With eighteen commissioners present, a quorum was established.

2. INTRODUCTIONS

Chair Peter Wilson introduced several new commission members to the group.

3. PUBLIC COMMENT

No Public comment.

4. ACCEPTANCE OF THE MINUTES No changes were suggested. Commissioner Fischer made a motion to accept the minutes from November 2020 as presented. Commissioner Mendrek seconded the motion. By consensus vote of the commission **the minutes from November 2020 were approved.**

5. ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS –

Commissioner Hoisington: Monthly Friends meetings continue via Zoom. The Bookstore is closed but online sales continue. The WOW events (2nd Wed. monthly @ 2pm) and Sweet Thursday author events both continue and details can be found on the Lafayette Learning Center website.

Commissioner Campbell-Miller: Hercules Library sponsored a MLK Day event via Zoom. It can now be viewed on the County website and the Hercules Library Facebook page. Hercules employee Rashida Skaar has worked with the junior High school youth on several events: one was a spoken word performance and the other was a yoga/mindfulness event.

Commissioner Ferree: Friends group met for the first time since March 2020 last evening. Will become more active as conditions loosen up. They will have their annual meeting with the city council in March 2021. Book sales continue outside the library as usual.

Vice Chair Fischer: Michael put together some documents for the two recent additions to the El Cerrito city council and met with them in person (Zoom) to go over the docs as well. BART has selected a developer for the El Cerrito Plaza development project that includes space for a library. Next up will be planning for a bond measure.

Alison McKee: Juvenile Hall is looking for gently used soft-cover books for the youth there. They are unable to borrow from the Library now so the library is looking for donations to fill the gap.

Commissioner Bracken: Work on the new PH Library is on target. The developer is hitting all the timing milestones, so everything is going well.

6. MARKETING & COMMUNICATION UPDATE -

PIO Brooke Converse' PowerPoint slides are attached to these minutes.

At the end of her presentation, she invited the commissioners to be the first social media ambassadors for the library. Walter will follow up with everyone over the next few days. Commissioner Campbell-Miller inquired if Tik-Tok had been considered as another social media outlet to use. Brooke said it is on the library's radar but there isn't sufficient bandwidth to employ each platform available.

7. 2020 BROWN ACT UPDATE -

Management Analyst Lauren Hull's PowerPoint is attached to these minutes.

Once the presentation concluded and the floor was opened for questions, Chair Wilson described a situation in which he posts an opinion on a topic that the Library Commission is considering and another commissioner gives that comment a "thumbs up"...is this a violation of the rules just described? The answer is "yes", that would be an incorrect use of social media and would be considered a violation.

Commissioner Kelly asked for a 25 words or less statement of best practices for commissioners about what to do (or not do) in this area. Lauren stated that if you see another commissioner's post online and it has anything even remotely to do with commission business, do not interact with it.

Several other commissioners described various scenarios, the bottom line of which is that social media can be used to express your views as a commissioner but otherwise the hands-off idea of not interacting with other commissioner's posts is the wisest strategy to remain in compliance with the revised Brown Act rules.

8.A. Legislative Working Group –

Chair Wilson shared with the commissioners a conversation he had with Commissioner A. Smith. Alan has been a one-man advocacy committee for years now and Peter felt it would be helpful to the commission to expand the membership of this group to lift some of the burden off of Alan and also to create some depth for this committee. Peter had already spoken with new commissioner Susan Hildreth (former California State Librarian and Director of the IMLS) if she would have interest in being a member of this group and she said she would. Peter then asked the commissioners if any others would like to be part of this expanding group. Commissioners Dozier and Gemmer both volunteered to participate along with Susan and Alan.

8.B. Annual Report Working Group –

Vice Chair Fischer described the role of this group for the new commissioner's benefit, then suggested that in 2021 the group not wait until near year end to begin to put the work plan and annual report together but do so as the year goes along. By doing so, the report in progress becomes a living document which commissioners can view and decide if the things other commissioners are doing would be something they could do as well.

Michael asked Walter if he would be willing to keep the list of actions by the commission. He said yes, and suggested that if the commissioners would reference which part of the work plan their action pertains to when they send their submissions to him it would be a big help.

8.C. Countywide Library Foundation–

Chair Wilson asked Commissioner McCormick if he would be willing to share an update on the effort to establish a countywide library foundation. Don shared a brief history of the idea of a countywide foundation, beginning as an east county idea initially and becoming a full county effort over time. Recent efforts to obtain funding necessary to become a 501-(c)-3 organization have been hampered due to Covid needs for funds but this year Don's sponsor, Supervisor Diane Burgis, is the chair of the Board of Supervisors so he is hopeful she might be able to help find the necessary investment to get the effort up and running. At a recent meeting with new CAO Monica Nino, Don brought up the need for funding to her also.

9. County Librarian Search –

Chair Wilson had asked Commissioner McCormick if he would be willing to share an update on the County's search for a new County Librarian. Don, as previous commission chair, volunteered to participate in the search if there was a part for him to play. His PowerPoint slides are appended to these minutes.

10. COUNTY LIBRARIAN REPORT -

County Librarian Alison McKee began by welcoming the new members of the commission. Next she stated that there was nothing new to add to her report but there was one correction. One of the grants mentioned in the report was shown as coming from Calix rather than being correctly identified as coming from the California State Library.

Alison then called attention to the recent passage of Measure X, a half-cent sales tax. A citizen's advisory board will be put in place to determine how the proceeds of the measure will be distributed around the county. Vice Chair Fischer asked if the library might be able to write up a proposal to possibly get in line for some of the funds available. Alison said she would have to look into whether or not this was appropriate. The library is not a general fund participant that has to fight for funds annually. Instead the library has a dedicated revenue stream from property tax collections.

Commissioner LaLanne asked if the commissioners would be offered the opportunity to take the Equity, Diversity and Inclusivity training that library staff were involved in. Alison thought that was a good suggestion and agreed to look into it.

Alison ended her presentation with a bit of sad news; Deputy County Librarian Nancy Kreiser has announced her retirement and her last day will be January 29th. Nancy was the lead staff person of the "Good-Bye to Fines" initiative and was a leading voice behind the scenes for establishing a Lucky Day collection. Alison described her as a force for good and said she would be missed by many.

11. AGENDA SETTING FOR NEXT MEETING AND FUTURE TOPICS –

Commissioner Faye asked about a presentation about reopening the library.

12. ADJOURNMENT TO THE March 18, 2021, 2021 LIBRARY COMMISSION MEETING.

The meeting was adjourned at 9:00 p.m.

Submitted by Walter Beveridge
Executive Secretary, Contra Costa County Library

Marketing and Communications

CONTRA COSTA COUNTY LIBRARY

1

Public Information Officer – Brooke Converse

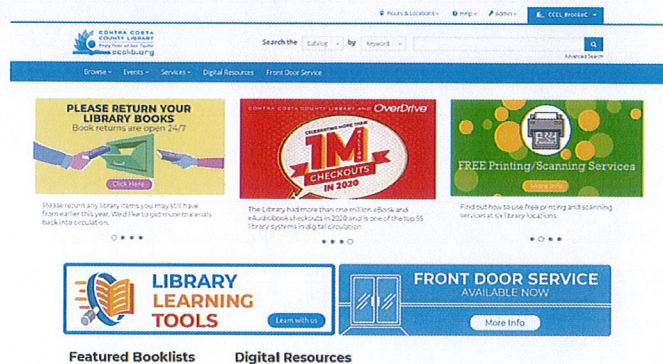
- ▶ Media relations, press opportunities, Library spokesperson
- ▶ Newsletters, social media and public communications
- ▶ Graphic design, photos, videos
- ▶ Outreach materials and events
- ▶ County, city/town and community partnerships
- ▶ Policies, guidelines, reports, talking points



2

ccclib.org

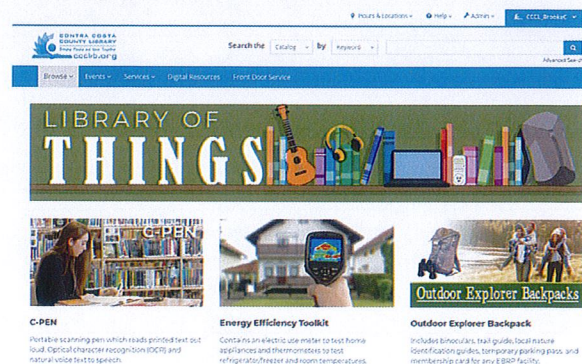
- ▶ Our main source of information sharing
- ▶ Emergency messages
- ▶ Featured services, news, resources
- ▶ New books, staff booklists, staff blogs
- ▶ Much more...



3

We are still learning

- ▶ Launched in December 2019
- ▶ Lots of pivoting due to the cyber-attack and COVID.
- ▶ Making changes every week
- ▶ Modifying and improving navigation
- ▶ Adding more content
- ▶ Changing the layout
- ▶ Tracking usage



4

Email Messaging

► Newsletter

- 325,208 cardholders (December)
- Opens 29%
- Clicks 3.98%
 - County Librarian's Message
 - Service updates and news
 - Programs and Events
 - Resources
 - Booklists and blogs



On average, more than 40% of those reading the newsletter do so on a mobile device.

► Targeted Messaging

- By cluster
 - Page Turners
 - Digitarians
 - Bedtime Stories
- By zip code
- By home library
- By event
- By usage

5

East Bay Times Column

- Since 2011 in East County, the entire County beginning in Fall 2018
- Published once a month in both the print and digital versions of the newspaper
- Content is curated and written by library staff
- Library news, programs, services, booklists etc.
- A great way to share Library news to non-library cardholders



EAST BAY TIMES

6

Other opportunities

- ▶ Contra Costa Office of Education newsletter – Dateline
- ▶ School districts
- ▶ Friends and Foundation newsletters and social media accounts
- ▶ City and town newsletters and social media accounts
- ▶ Recreation department newsletters



7

Social Media

- ▶ Main Library Accounts



@ccclib



@contracostalib

- ▶ Branch Accounts



24 libraries



12 libraries



1 library



4 libraries

- ▶ Project Second Chance



@psccontracosta



@psccontracosta

8

Social Media Ambassadors

- ▶ **Who:** Volunteers who love the library and share that love on social media
- ▶ **How:** Sign up to an email list (that's it) with a name, email and community library location
- ▶ **What:** Each month ambassadors will receive a short, personal message from a staff person encouraging them to post about a library program or service, in their own words.
- ▶ **Why:** Free, organic reach on multiple social media platforms, minimal staff time required, doesn't require a social media budget or dedicated social media staff
- ▶ **When:** Ambassadors will only receive an email from staff about once a month but can post as often as they want about things related to the library – encourage engagement by tagging the library.
- ▶ **Where:** They do this virtually. It does not require them to come into the library and they do not have to go through the volunteer process
- ▶ Would you be interested in signing up?

9

Future endeavors

- ▶ Advertising
- ▶ TV, streaming services, email marketing, billboards, bus ads

10



11

Brown Act Updates

Presentation to the Library Commission

Contra Costa County Clerk of the Board
Lauren Hull, Management Analyst

1

Introduction & Role of County Offices

➤ Clerk of the Board's Office

- Offers support and training to help advisory bodies follow all applicable policies, including those that cover:
 - Open Meeting Requirements
 - Appointment and Resignation Process
 - Context and Scope of Advisory Bodies
 - Updates to Bylaws
- We can also assist with posting agendas, answering day-to-day questions, and providing training to boards and commissions on topics within our purview.

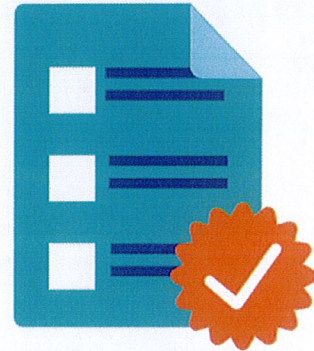
➤ County Counsel's Office

- County Counsel is the attorney for the County, including the Board of Supervisors and County officers, departments, boards, and certain special districts.
- They help us interpret, understand, and follow the law.

2

Laws & Policies Governing Advisory Bodies

- **Federal Laws**
- **State Laws**
 - Ralph M. Brown Act
- **Court Cases**
- **Local Ordinances**
 - Better Government Ordinance
- **Local Resolutions**
 - Resolution 2020/1 & 2020/2 – Appointment Process
- **Departmental & Organizational Policies**



3

The Brown Act & Serial Meetings

- The Brown Act and other open meeting laws promote transparency in government operations.
 - The purpose is to give the public advance notice of what government bodies are doing, and to foster public participation in the governmental decision-making process.
 - Open meeting laws require that the Board of Supervisors and its advisory bodies take certain actions to ensure public notice and participation.
- The Brown Act prohibits a majority of Board members from using a series of outside communications of any kind, whether directly or indirectly through intermediaries to discuss, deliberate, or take action on any matter that is within their jurisdiction.
 - Such a series of outside communications by a board majority is commonly known as an unlawful "serial meeting."



4

New Changes to the Brown Act

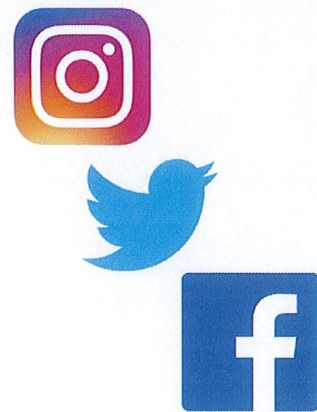
- The Brown Act was enacted in 1953.
 - Since that time, communications have evolved considerably, such as the rise of the internet and social media sites.
- Assembly Bill 992
 - Approved in 2020 and went into effect on January 1, 2021.
 - Addressed social media use and Brown Act requirements.



5

The Brown Act and Social Media

- The new rules apply to all internet-based social media platforms that are open and accessible to the public. Examples include:
 - Facebook
 - Instagram
 - Twitter
 - Comment Sections on Blogs/News Articles
 - Chatrooms



6

Permitted Use of Social Media

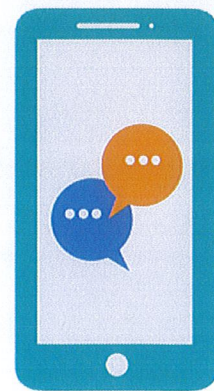
- A Board member may engage in separate conversations or communications about agency business on any internet-based social media platform that is open and accessible to the public, for the following purposes:
 - To answer questions.
 - To provide information to the public.
 - To solicit information from the public regarding a matter in the body's subject matter jurisdiction.
- A Board member or commissioner may use social media to communicate their positions to constituents and the public without causing a serial meeting of the board.



7

Prohibited Use of Social Media

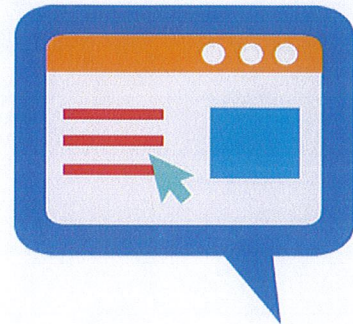
- A majority of the members of the legislative body cannot use social media to discuss among themselves business within their subject matter jurisdiction. This includes:
 - Communications made, posted, or shared on social media.
 - Comments or the use of digital icons that express reactions to communications made by other members of the body.
- Additionally, a Board member or commissioner is prohibited from replying or reacting to anything another member of the board posts or shares on social media regarding agency business.
 - This means that a board member may not post any sort of reply to the first board member's post about agency business, even if the reply is just a "smiley face" emoji.
 - Similarly, a board member may not "like" or "dislike" or otherwise react to the first board member's post.
 - This rule prohibits a second member from responding or reacting, **even when a board majority is not involved in the social media communication.**



8

Social Media Best Practices

- Do not interact with any social media communications by other board members that are even remotely related to the Board or Commission's subject matter jurisdiction including:
 - "Liking" posts
 - Sharing posts
 - Commenting
 - Posting emojis or emoticons



9

Additional Changes – Reporting Litigation

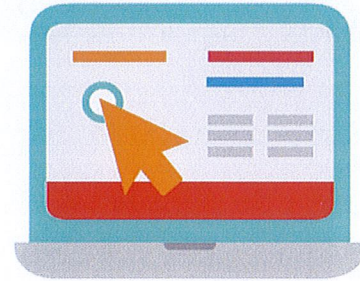
- **In general, most advisory bodies do not have jurisdiction to address matters that can be proper topics of closed session.**
 - Assume that generally the body will not be able to hold a closed session.
 - Never list a closed session on an agenda unless staff has first consulted County Counsel and received permission to hold a closed session. If approved, County Counsel will provide agenda language and advise if there are any special announcements before closed session or reports out that must be made.
- ***Fowler v. City of Lafayette***
 - A recent court case held that public agencies must make a written record of a verbal threat of litigation.
 - If that threat is to be discussed in a closed session, the agency must include that record in the agenda packet for the meeting at which the closed session will occur. If the threat was made in writing, the letter or other communication containing the threat also must be included in the agenda packet for the meeting at which a closed session to discuss the threat will occur.
 - Should your commission receive a threat of litigation please advise the County Counsel's Office immediately. This office will help you to ensure that proper steps are taken to record and report the threat of litigation.

10

Additional Changes – Virtual Meetings

➤ Virtual Meetings

- Executive Order 29-20, issued by the Governor last year, expressly waived all Brown Act requirements for the physical presence of board members, the clerk, or the public as a condition of participation in, or to establish a quorum for a public meeting. The order permits boards to hold public meetings entirely via teleconference or electronically, e.g. by Zoom, and to take public comment through these means.
- The order provides that it applies only during the period in which state or local officials have imposed or recommended social distancing measures. Currently, Executive Order 29-20 remains effective.
- Your commission will be notified when the order is rescinded and boards must again hold live meetings and permit live public comment.



11

Resources

➤ Contra Costa County Clerk of the Board's Office

- ClerkoftheBoard@cob.cccounty.us
- (925) 655-2000

➤ Contra Costa County Website

- <https://www.contracosta.ca.gov/7632/Training-Resources>
- <https://www.contracosta.ca.gov/3418/Appointed-Bodies-Committees-Commissions>

➤ Ralph M. Brown Act

- Government Code Sections 54950 – 54963
- <https://leginfo.legislature.ca.gov/>

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