

MEETING OF THE LIBRARY COMMISSION
Minutes

DATE: Thursday, July 15, 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 3			
Vacant		Library Commissioner	City of Walnut Creek (Alt)			
Bracken	Katherine	Library Commissioner	City of Pleasant Hill	x		
Campbell-Miller	Brian	Library Commissioner	City of Hercules	x		
DeFraga	Matthew	Library Commissioner	City of Martinez	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		
Garde	Shrikant	Library Commissioner	City of Orinda	x		
Gemmer	Nicole	Library Commissioner	Town of Danville	x		
Harlan-Ogbeidi	Charlene	Library Commissioner	City of San Pablo (Alternate)		x	
Hildreth	Susan	Library Commissioner	CCC District 2			x
Hinton	Stacie	Library Commissioner	Central Labor (alternate)			x
Holsington	Mary Ann	Library Commissioner	City of Lafayette	x		
Huh	Dr. John M.	Library Commissioner	City of Antioch	x		
Koops	Barry	Library Commissioner	City of El Cerrito (alternate)	x		
LeFrak-Bellici	Zelda	Library Commissioner	City of Pittsburg	x		
Mac	Ly	Library Commissioner	City of San Ramon	x		
Maher	Janette	Library Commissioner	Town of Moraga (Alternate)			x
Medrano	Antonio	Library Commissioner	City of San Pablo	x		
Molinelli	Jasun	Library Commissioner	City of Walnut Creek		x	
Morgan	Sarah	Library Commissioner	Town of Moraga	x		
Pena-Mendrek	Yolanda	Library Commissioner	City of Oakley		x	
Pursley	George	Library Commissioner	City of Pinole	x		
Robinson	Rich	Library Commissioner	CCCCD		x	
Rosekind	Rachel	Library Commissioner	CCC District 1			x
Mackey	Lynn	Library Commissioner	Office of Education			x
Sendig	Linda	Library Commissioner	City of Brentwood	x		
Smith	Alan	Library Commissioner	CCC District 4	x		
Smith	Tommy	Library Commissioner	City of Concord	x		
Swernoff	Michael	Library Commissioner	CCC District 2 (Alt)	x		
Thomas	Bryan	Library Commissioner	Central Labor	x		
Walker	Dorothy	Library Commissioner	City of Lafayette (Alternate)	x		

With twenty commissioners present, a quorum was established.

Total Commission positions: 24
Commission positions filled: 20
Commission positions vacant: 4
Commission quorum: 13

2. INTRODUCTIONS

Chair Peter Wilson introduced five new commission members to the group:

- Linda Sendig / Brentwood
- Shrikant Garde / Orinda
- Sarah Morgan / Moraga
- Dorothy Walker / Lafayette (Alt)
- Ly Mac / San Ramon

At this time Peter asked for a moment of silence for two former colleagues; Carolyn Knoll / District 2 Alternate and Richard Rainey.

3. PUBLIC COMMENT

No Public comment.

4. ACCEPTANCE OF THE MINUTES

Chairman Peter Wilson made a motion to accept the minutes as presented. No changes were suggested, so Vice Chair Michael Fischer seconded the motion:

The motion passed unanimously by consensus vote of the Commission.

5. ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS –

Commissioner Hoisington: The bookstore at the Lafayette Library is once again open for business. Many thanks to the Pleasant Hill Friends whose bookstore workers shared their knowledge of scanning books so they could be sold online and gave their time and effort to help Lafayette. Also, the regular WOW series at the library had its July installment yesterday.

Commissioner Fraga: Volunteers at the Martinez Library have returned and the manager there is excited to have the help. The Martinez Friends group is considering going the way of the PHL and Lafayette libraries and digitizing their materials for sale. Some members of the group are more tech-savvy than others so there is some hesitation. The Martinez Bookstore opened on July 10th. There is an upcoming book sale on July 31st. The children's librarian at Martinez recently completed a round of outreach to the local schools detailing events at the library and providing promotional materials to the librarians and Principals there.

Commissioner Swernoff: Shared that he and Shrikant Garde (new commissioner from Orinda) participated in the Orinda 4th of July parade carrying the Orinda Library banner along with another dozen or so Friends. The public seemed to be receptive and happy to see folks from the library.

Commissioner Garde: Agreed with Comm. Swernoff's thoughts on the crowd and the reception to seeing library supporters. He also thought getting out and participating in visible forums like this would benefit any library that chose to participate in these sorts of activities.

Commissioner Ferree: Like many other cities, the Clayton Friends Book Store is now open once again. There will be a large, one-day sale on July 24th.

Commissioner Faye: Although it is not staffed daily, the bookstore at Brentwood is also open frequently. They are considering changing from monthly to quarterly book sale events. Vivian also attended the recent WOW program at Lafayette and thought it was a wonderful experience.

Vice-Chair Fischer: After originally voting 3 to 2 to not have additional open hours at the El Cerrito Library for the new fiscal year, the library community there rallied and at the last City Council meeting there were 80 letters of support and 30 people showed up to speak. The result was an original 2 to 3 loss was reversed to a 4 to 1 win and extra hours were approved! Michael also noted that all but one primary commissioner seats have been filled but that a number of vacant alternate seats exist. Walter has made the case to those cities to consider filling the vacancies to no avail. Perhaps if those commissioners without an alternate in place were to make the case to their cities the result might be different.

Commissioner Morgan: Just wanted to introduce herself to the group. She is the new commissioner from Moraga. Sarah also is the school teacher/librarian from Campolindo High School.

6. MEASURE X PRESENTATION -

County Librarian Alison McKee's PowerPoint presentation is attached to these minutes.

Chair Wilson asked when Public Comment would happen on the presentation date, before or after the presentations? Alison responded that she would ask Walter to include this information in the email he would be sending to the commissioners along with the link to the zoom meeting and several other items he would be sending. A short discussion ensued regarding having the commissioners reach out to their mayors and city councils to ask them to chime in with their support.

Commissioner Gemmer asked if the letters need to be received by the 28th or would after be sufficient. Alison responded that even though it would be a tight timeline, before would be better than afterward.

Vice-Chair Fischer mentioned that any commissioner whose city council meets between now and the 28th, could attend that meeting and ask for a letter of support during public comment. Because it is an "emergency situation", they could ask the council to vote on doing so that evening. Michael added that it would be better if commissioners showed up with a letter already drafted. He also said he would be writing one and would be happy to have it shared. He also said if there were no meetings planned, commissioners could reach out to their mayors and city council members and ask them individually for their support.

Commissioner Pursley asked if people had to show up on zoom to be heard or if there was a way to put their comments in writing and still have them heard. Alison said in-writing was an option but the letters would need to reach Walter's desk within a week in order to be included. She also said Walter would include information on how to submit those in the email he will be sending.

Commissioner T. Smith summarized the ask for the group regarding timing and what exactly was being asked for and from whom. He mentioned that everything needed to be in Walter's hands by the morning of the 22nd in order for it to be included. Tommy also asked if this was an all-or-nothing request or if there is a bargaining component. Alison responded that there was the possibility of some negotiating if it became necessary.

Alison ended with a shout out to staff that worked so hard to crunch numbers for this effort. They really worked hard to get her what she needed for the presentation.

7. SOCIAL MEDIA AMBASSADOR PART 2 -

Commissioner Brian Campbell-Miller's PowerPoint presentation is attached to these minutes.

8.A. Legislative Working Group -

Vice Chair Fischer began by welcoming back Commissioner A. Smith. He then stated that the focus of his update would be the state budget, which is full of good news for libraries. First item is \$439 million in grants for infrastructure (including libraries). This is state money with a top limit of \$10 million with a one-to-one

match for the cities. Priority will be given to impoverished areas and areas where there are life safety and critical infrastructure needs.

There is \$6 million to be used for increased connections to CENIC for more broadband. There is also a one-time \$35million for expanding broadband (CENIC driven).

Another item not many expected to be funded was a \$1.8 million ongoing appropriation for the Library Services Act, money that goes directly to the PLP for disbursement.

There will be \$1 million available for zip books, another \$800,000 ongoing funding for Lunch at the Library and a one-time \$3 million funding for bookmobiles and vans. There will be a one-time \$5 million for early learning and after-school programs, a \$15 million one-time funding for ESL learners, a two-year pilot of \$6.4 million for online and in-person tutoring. There will be a one-time, \$1.6 million, then annually \$220,000, for a pilot program of technology for visually impaired Californians. There will also be a one-time, \$3 million funding for Career Online High School, and a whopping \$6 billion in funding for improved broadband infrastructure, not just for libraries but statewide. This funding is not yet fully approved, as the trailer bills make their way through the various houses.

The last item is the Build America's Libraries Act, which, if it tries to go it alone, will not pass as 60 votes are required and it won't clear that hurdle. There is quite a contingent lobbying to have this included as part of the overall Jobs/infrastructure act. If this happens, the bar is lowered to 50 votes and \$5 billion will be available, \$500 million of which should come to California. Funding will be administered by the California State Librarian.

Alison asked if Michael had a letter requesting support that he could share with the commission and Michael said he had shared it with a few commissioners but he would send it to Walter and have him forward it to everyone.

8.B. Annual Report Working Group –

Vice Chair Fischer began by asking the commissioners to please submit a list of their activities in 2021 to Walter by September first so that he will have time to compile them into a first version of the report to the BOS in December. He asked that submissions are as broad as possible and warned that if you do not submit anything, he will call you to get it.

8.C. Countywide Library Foundation –

Commissioner Gemmer (as background for the new commissioners) explained that the formation of an independent CCCL Foundation was another idea proposed to increase funding to the library system by the Promoting Excellence in Library Service report from 2016 that has been previously mentioned in these meetings. The committee has added an additional member, bringing the total to 6, including 4 library commissioners, 1 former commissioner, and Alison. The additional member has broadened the geographical representation of the committee. The CCCLF Organizing Committee has been actively engaged in reaching out to similar county library foundations in the state and around the Bay Area, including those from Ventura, Santa Clara, San Mateo, and Alameda counties. These meetings have provided critical insight as to the potential structure, operational framework, and partnerships for a county foundation. The Committee has also been engaged in meetings with county leaders, including the members of the board of supervisors and the CCC Health Foundation. These leaders have been positive and supportive (on the whole) regarding the effort to create an independent foundation for the county library system, and the leaders have provided numerous potential contacts and ideas to support the formation of the foundation. The next priority will be to connect again with individual Friends and Foundation groups to discuss a proposed partnership structure that will be mutually beneficial to all library foundations in the county. In addition, the committee will focus on synthesizing the information gathered to date to create a strategic plan for the proposed foundation. As always, please let Nicole know if there are questions or input to this effort.

9. COUNTY LIBRARIAN REPORT -

Alison began by letting everyone know that the Pinole Library has reopened. It was back in business on July 6. Also as of July 15th, all the library chairs, desks and computers are available for public use as well. The

one-hour time limit is gone, the toys are out for use and water fountains are no longer roped off. The final frontier for reopening is live programming. Staff is providing input and everyone is trying to figure out the best way to make this work while keeping everyone safe. The soonest would be in the Fall, if not January 2022. The return of live story times seems to be what is missed the most. Administration is aware of this, but at the same time aware that we are dealing with unvaccinated children in close proximity, so keeping everyone out of harms way is important.

A modified version of Lunch at the Library is happening now. It is entirely Grab-n-Go, as no lunches are being served or consumed at the libraries.

Alison has been attending meetings for all the Friends and Foundation groups. Her most recent visit was to the Moraga Friends, where she learned from Commissioner Maher that she had shared Commissioner Fraga's (Martinez) report last meeting about setting up a table at the local farmer's market, and now the Moraga Friends are doing the same thing. Another way to show the importance of sharing out during the meetings!

- 10. AGENDA SETTING FOR NEXT MEETING AND FUTURE TOPICS –**
No topics were offered so commissioners were invited to send any thoughts to Walter.
- 11. ADJOURNMENT TO THE September 30, 2021, LIBRARY COMMISSION MEETING.**

The meeting was adjourned at 8:55 p.m.

Submitted by Walter Beveridge
Executive Secretary, Contra Costa County Library



Social Media Ambassadors

1

Strategic Plan

Contra Costa County library system is currently going off the Strategic plan created in 2019 with the following :

- Objective A** – Increase opportunities for literacy, education, and lifelong learning by a minimum of 10 percent.
- Objective B** – Increase library visits by 10 percent.
- Objective C** – Increase website visits by 10 percent.
- Objective D** – Increase active users by 10 percent annually.
- Objective E** – Increase circulation by 10 percent annually

One way that the library is trying to meet these objectives is by creating a plan to promote targeted outreach by utilizing data and customer feedback to create outreach opportunities across the county to gain new cardholders. One such planned program is the **Social Media Ambassadors program**. Social media ambassadors raise awareness of the Library through social media by spreading the word about what they love about CCCL.

2

The Details

Who: People like you who love the library and want to share that love on social media

How: Sign up to an email list (that's it) with a name, email, library branch and social media platform

What: Each month ambassadors receive a short, personal message from a library staff person encouraging them to use a certain hashtag or post about a library program or service in their own words. They do not provide specific text

Why: Free, organic reach on multiple social media platforms, minimal staff time required, no social media budget or dedicated social media staff needed

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 – either using a hashtag or by tagging the library to encourage engagement.

Where: Virtually, using a smartphone, tablet or computer. It does not require them to come into the library and they do not have to go through the volunteer process.

3

Social Media Ambassadors

Volunteer with the library by becoming a social media ambassador.

Name *

First

Last

Email *

Library Branch *

Choose your local library branch.

Antioch

Social Media Platforms *

Mark the platforms you plan to use. Choose all that apply.

Facebook

Instagram

Next Door

Nextdoor

Snapchat

TikTok

Twitter

Submit

Signing Up is Easy

4

Demonstration

Brian Will Walk us through an Example of a Social Ambassadors Post

MEASURE X



WHAT IS IT?

- 1/2 cent sales tax throughout Contra Costa
- Passed by voters in November 2020
- Started in April 2021
- Lasts 20 years
- Estimated to bring in approx. \$81 million annually
- Measure X Community Advisory Board will make recommendations to BOS



MEASURE X NEEDS ASSESSMENT FINDINGS

- public health
- housing needs
- safety-net programs
- early childcare and education

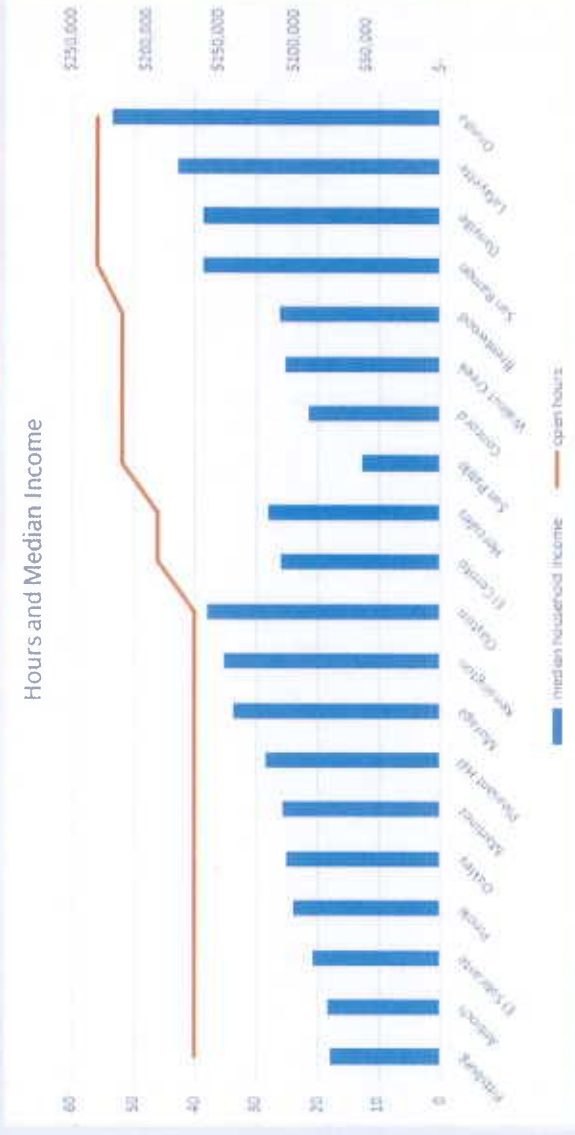


THE CURRENT PICTURE

- County-provided open hours: 40
- 12 Cities Purchase Extra Hours
- 56 Open Hours/Week Maximum
- Cities are Responsible for Facility Costs

City	No. extra hours	Total open hours
Antioch	0	40
Bay Point	n/a	34.5
Brentwood	12	52
Clayton	0	40
Concord	12	52
Crockett	n/a	24
Danville	16	56
Dougherty Station	6	46
El Cerrito	6	46
El Sobrante	n/a	40
Hercules	6	46
Kennington	n/a	40
Lafayette	16	56
Martinez	0	40
Moraga	0	40
Oakley	0	40
Orinda	16	56
Pinole	0	40
Pittsburg	0	40
Pleasant Hill	0	40
Prewett	n/a	35
Rodeo	n/a	23
San Pablo	12	52
San Ramon	16	56
Walnut Creek	12	52
Ygnacio Valley	12	52

NOT A LEVEL PLAYING FIELD



HOW WE COMPARE

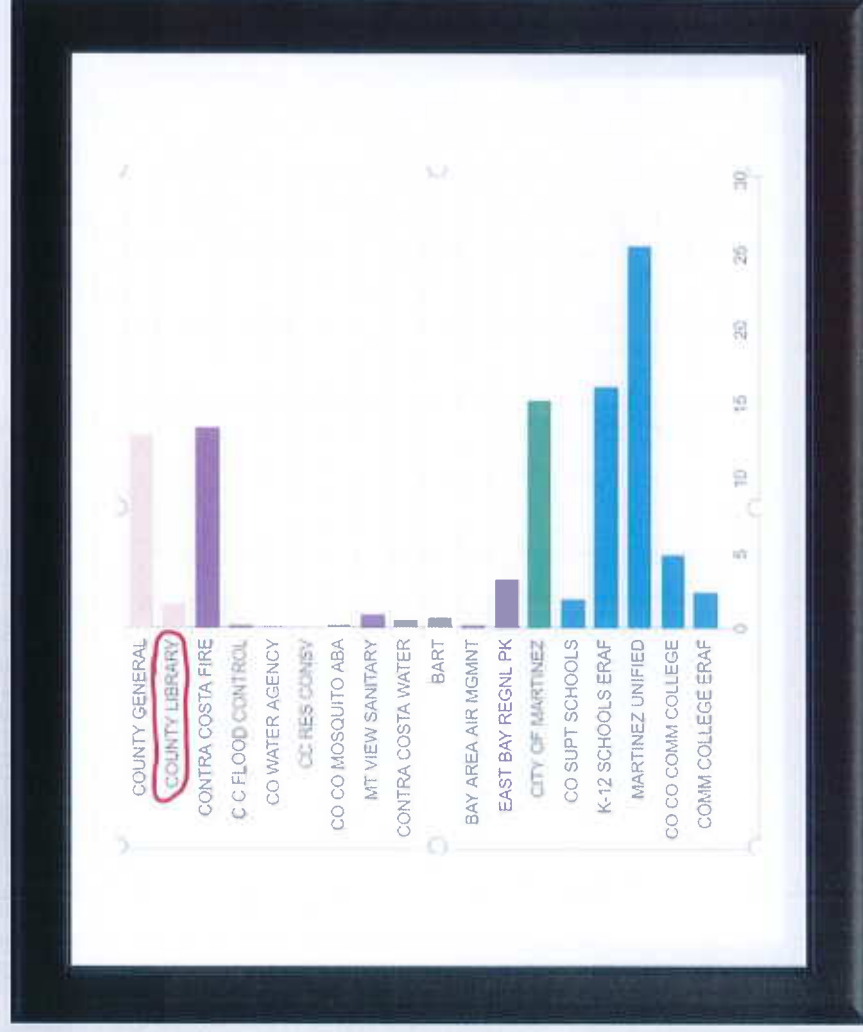
“Contra Costa County Library per capita operating income, expenditures and books fall well below the median for libraries statewide, and below that of all other bay area county libraries...” -Promoting Excellence in Library Service in Contra Costa County, CCC Library Commission, 2016

Library	Funding per Person	No. of residents/service area	No. of Libraries	Library budget
Contra Costa	\$32.89	1,042,344	26	\$35,714,141
Alameda	\$49.54	613,679	10	\$35,234,732
Solano	\$55.96	389,856	9	\$22,745,956
Napa	\$77.85	133,015	4	\$11,213,195
Marin	\$122.83	142,424	10	\$19,993,341

LIBRARY REVENUE*

- 1.5 percent of 1% of property tax for all properties (except in City of Richmond)
- City contributions
- Contributions from Friends and Foundations

*.97% OF THE COUNTY'S BUDGET



COUNTY RECOMMENDATIONS

CCC General Plan 2005-2020



- Services provided by the County Library System shall be maintained and improved by providing adequate funding for ongoing operations, and by providing new library facilities to meet the needs of County residents, particularly in growing areas where library service standards are not being met.
- Ensure the County's budget provides adequate funding for maintaining and improving library operations.

COUNTY RECOMMENDATIONS

CCC 2021 Draft General Plan



- Identify areas where library service standards are not being met and seek funding to provide new library facilities that will achieve the standards.

COMMISSION FINDINGS

Promoting Excellence in Library Service in Contra Costa County, Contra Costa County Library Commission, 2016

- The Committee observed that the... the Library's funding model ...puts some community libraries at a distinct disadvantage in comparison to their peer libraries located within the county's wealthier communities.
- Our primary conclusions are that funding for the Library is not adequate... and that inequities in Library services continue despite the expressed need for the Library to reach out to underserved populations



COMMISSION

RECOMMENDATIONS

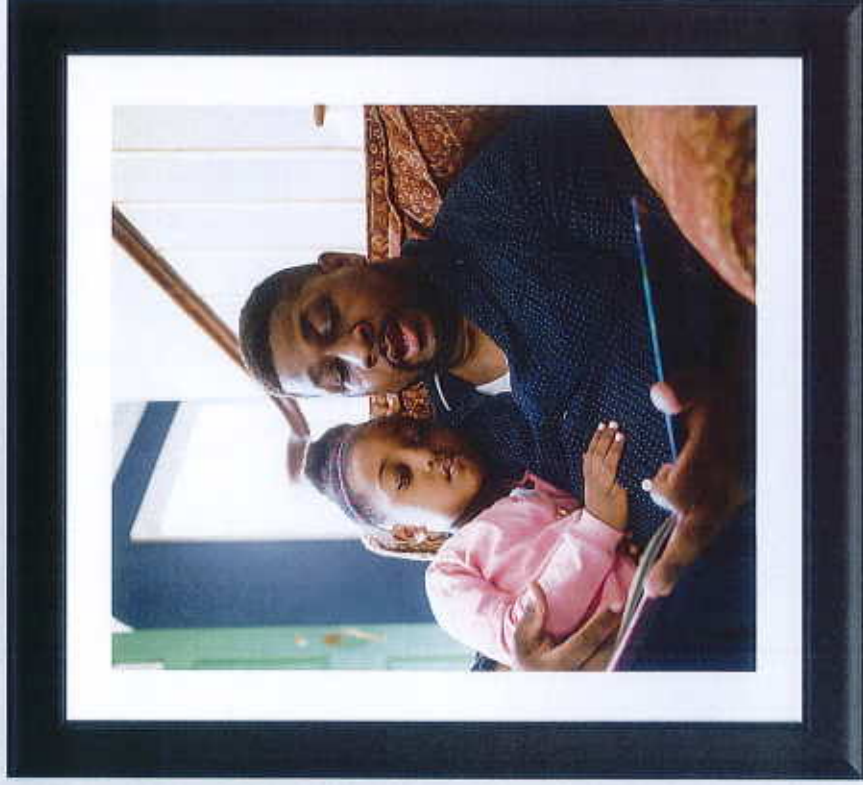
Promoting Excellence in Library Service in Contra Costa County, CCC Library Commission, 2016

- Identify mechanisms to increase county support of Library services that could include a future ballot measure.



READING AND LITERACY ARE OUR CORE

- Literacy and reading are core skills every person needs to achieve their full potential -
CCCL Strategic Plan 2019



EQUITY IS OUR GOAL



-
- | | |
|------------------------------------------------------------|----------------------------------|
| • Summer Lunch/meals at the library | • PSC family literacy initiative |
| • Spanish language collections | • Libraries at JHL and OYR |
| • Bilingual staff | • Book Rich Environment |
| • Wi-Fi hotspots | • Stories to Go |
| • Coffee and Conversation | • Reach out and Read |
| • More Discover & Go passes assigned to impacted zip codes | • North Richmond outreach |
| • Narcan | • And so much more |

OUR FOUNDATION

- Staff, open hours and facilities are our foundation
- Five county-owned library facilities with significant deferred maintenance
 - ANT
 - KEN
 - PNL
 - ROD
 - YVL



MEASURE X PROPOSAL

- Increase county offered base hours
 - Majority of libraries at **56**
 - Increased budget for collections
 - 100 new positions/jobs
 - 75 branch
 - 25 back of house
- One-time funding for deferred maintenance on county-owned library facilities
 - ANT
 - KEN
 - PNL
 - ROD
 - YVL



WHAT THIS WOULD ACCOMPLISH

- Equal Access regardless of wealth
- Improved Facilities
- Increased Collections
- More Services
- More opportunities for outreach
- More safe spaces for children and teens after school
- Better wraparound support for families and residents



MEASURE X COMMUNITY ADVISORY BOARD PRESENTATION

- Wednesday, July 28th, 5:00 p.m.
- \$8.1 million one time for facility upgrades
- \$22 million annually for open hours/staffing, collections and support operations

