Woodland Public Library Board of Trustees Meeting Minutes December 01, 2011

Meeting Called to Order by President Alan Traig at 4:03 pm

Present: Board Members Alain Traig, Tom Pavao, Bud Goding, Jorel Difruntorum

Staff Members: Library Director Heather Muller Excused absence: Board Member Kay Hodges

Also Present: FOL liaison Diane Adams

The agenda was reviewed and approved without changes. The minutes were reviewed, a minor correction made and on a motion by Bud Goding, seconded by Tom Pavao, approved by acclamation.

- 1) Communications Heather noted that the Library Website has been noted as a "cool website" in the recent CALTAC newsletter. She also requested permission to renew our CALTAC membership.
- 2) Local and statewide demographic shifts were noted and discussed in a document provided by the state library. Most notable is the continuing shift to a higher percentage Hispanic population, both locally and statewide.
- 3) Heather also noted that they were searching for a Santa Claus for the upcoming children's event. Despite his obvious qualifications for the job, Tom Pavao declined to serve. Later, Sue Bigelow dropped by for a moment to relay the message that Santa had been found.
- 4) Heather presented a summary of the current state of Northnet with financials. The future for Northnet and other library coalitions appears very bleak, if anticipated state budget cuts are triggered by revenue shortfall.
- 5) Heather presented quotes and documentation regarding polling services for a dedicated library tax measure and detailed the methods and planning used for successful campaigns in Solano and Mendocino Counties. The price quotes for prospective voter polls are much higher than had been anticipating and well beyond the reach of support groups. Both successful campaigns utilized a paid campaign manager.
- 6) We have invited Ann Cusineau, former Solano County Library Director and recently head of the campaign for the successful initiative for their tax measure, to attend the next meeting.
- 7) Heather reported on the CLA meeting, noting that former State Librarian Susan Hildreth spoke on the current plight of both local and state libraries. Also of significance was a proposal to link all state libraries via a high speed optical fiber network.

Under New Business the Board granted, by acclamation, a request by the City to use the Leake Room for a training meeting. There being no other new business on the agenda, the meeting proceeded to reports by individual board members. Friends liaison Diane Adams reported that the Friends have applied to First 5 for a grant for parenting kits and use of the library. Planning for the Mystery Night is proceeding on schedule.

Tom Pavao, board liaison for Literacy, reported that the Literacy fundraiser, though well attended did not raise significant dollars. The Literacy Council has decided that, given Sue Bigelow's facility with grant writing and her success rate, that the Council will shift its focus from fund raising and concentrate on presenting the literacy message to the community

Alain reported that he had attended the Friends board meeting and presented a summary of our progress and work with City Council on the tax measure. He also communicated that the Rose Club has presented a request for signage for the Library Rose Garden. Board members had no comments other than any signage be compatible with the current décor.

There being no further business, the meeting was adjourned at approximately 5:20.

Respectfully submitted,

Bud Goding