



# City of Woodland

## REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR  
AND CITY COUNCIL

DATE: September 2, 2008

SUBJECT: Library Board of Trustees meetings, June 9, July 7 and July 12, 2008

### **Report in Brief**

Staff recommends that the City Council receive the Library Board meeting minutes for June 9, July 7 and July 12, 2008.

### **Recommendation for Action**

No action required.

Prepared by: Carol Beckham  
Reference Librarian

Reviewed by: Sandra Briggs  
Library Services Director

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Mark G. Deven  
City Manager

Attachments

**WOODLAND PUBLIC LIBRARY  
BOARD OF TRUSTEES  
Minutes, June 9, 2008**

**Present:** Kay Hodges, Tom Pavao, Alain Traig, Bud Goding

**Excused absence:** Jorel Difuntorum

**Staff:** Sandra Briggs, Carol Beckham, Sue Bigelow

The meeting was called to order by Alain Traig at 7:35 PM and assumed by President Bud Goding at 7:38 PM.

1. Welcome visitors  
There were no visitors
2. Public comment  
There was no public comment.
3. Approval of agenda  
The agenda was approved as presented.
4. Approval of minutes  
Kay moved and Alain seconded to approve the minutes of May 19 as presented. Motion carried.
5. Communications  
Sandy reported that she received follow up materials from Andrew Morris as requested during his presentation concerning the Brown Act which he gave at the last Board meeting, May 19.  
Sandy reported that she received two requests made by Gregg Atkins dated March 19, 2008, and received and date-stamped by the City Clerk on May 20. The first communication addressed to her was a request for future Board materials by email and a copy of a second request addressed to President Bud Goding to void the hiring of the Library Services Director. She forwarded them to the City Attorney. The City Attorney's response dated May 30 indicated that Board materials would be made available by mail at the standard cost or could be accessed electronically via the website. In addition, any oversight in the hiring process was cured by the Board action of May 19 ratifying the Library Services Director's contract in public session. She received a letter from Betty Bigelow of the Rose Club thanking the library for the use of the Leake Room for their annual meeting, and also received a copy of the CALTAC newsletter.  
From the California State Library, she received an announcement for a workshop, Experienceology; eight steps to better library experiences.

Staff member Dana Levine will attend, and Sandy asked if any Board member would like to attend.

6. Consent

- A. Approve ALA conference attendance
- B. Approve proposal for 2008 Feria Internacional de Guadalajara (FIL)
- C. Approve appropriation transfer from 917 for \$10,000 annual contribution to literacy program
- D. Authorize application for LSAT grant for \$5,000
- E. Approve CALTAC award nomination for Patricia Lakie and Esther Guardado for Librarian for outstanding work with a board of trustees or commission

Sandy reported that only one name can be entered in a category, so Patty will be entered in the Librarian category, and Esther will be entered in the Individual category.

Alain moved and Tom seconded that all items on the consent calendar be approved. Motion carried.

7. Old business

- A. Receive update on building maintenance

Sandy reported that there will be a pre-construction conference with the contractor on June 18 at 10:30. She will express her concerns about safe access to the library, Literacy Office and Leake Center rooms during construction. She learned that the location of the two roof access ladders will have to be moved and this will result in a charge for a change order.

Since the bench in front of the library is an attractive nuisance, it will be removed and replaced with an additional bicycle rack.

Announcement was made at the Development Services Team meeting that the pay telephone at CDD would be removed.

Discussion resulted on the impact to the existing library pay phone and the value vs. nuisance of the equipment. A decision was made to remove all pay phones from City property because of the cost and nuisance. The Board directed Sandy to ask that the one in front of the library remain since the number of calls made generates enough revenue to pay for the phone, and taking it out would create an unsafe situation for children who needed to find a phone to call home for a ride. Removal of the pay phone would greatly increase use of the library's business phones by the public.

- B. Discuss budget considerations

The 2009 Woodland budget has been approved and will be removed from the agenda.

- C. Consider hours of Literacy Coordinator

Sandy has received a one-year waiver on the retiree medical costs for the position (approximately \$7,000) as the costs have already

been spread for FY 08-09. The actual retiree medical cost varies according to the cost allocation (number of retirees, cost, and number of employees). The most current finance estimate of the Literacy Coordinator position without the retiree health benefits is \$52,000. The spread of costs would necessarily apply in 2009-2010 as with all other permanent positions.

The indirect and data processing costs are also spread by cost allocation formula to departments based upon actual usage and systematic formula application. The library could re-visit the assumptions made regarding the internal spread of cost to literacy, but it will not change the overall department's liability. The cost would simply be spread to another library source (917). When analyzing the budget and allocating only costs that can be applied to salary and/or operating costs, the 2008 revenue availability is approximately \$7,500 short of what is needed in order to fully fund the position at 75% time and cover all other budget needs. In the second and subsequent years, the shortfall would rise to approximately \$14,500 if no other sources of revenue, other than those in hand, were obtained.

Sue Bigelow has taken a great deal of initiative and has applied for many grants; more than 10% of them have been awarded and a number are pending. She stated that she will not start a program until she has received the funding. Other anticipated revenues include increases from the California State Library Literacy Program and receipt of additional grants. A site visit is scheduled for this month from a pending foundation. However, there are uncertainties regarding future funding from some sources for the Woodland Literacy Program:

- the role of the Yolo County Literacy Council and whether it will fund-raise for all of the county or just for Woodland
- The continuation of Yolo County contracts to fund projects with Woodland's Literacy Program for the Monroe Detention Center, Juvenile Hall and voter education since Yolo County Library finally has a literacy program.

Sandy indicated that this is an opportunity for Woodland Literacy Program to identify and focus on the needs of Woodland, noting that literacy was consistently identified by the Woodland Community as one of the highest priorities for library services in every needs assessment for the last 12 years.

Kay moved and Alain seconded to approve increasing the position of Literacy Coordinator to 75% pending approval of submitted grant applications totaling \$7,500 applicable to staff costs. Motion carried.

D. Abandon consideration of City's policy related to public communication

The Board will no longer consider adopting the City policy on public communication.

8. New business

A. Reassess library card application requirements

Sandy presented proposed changes to the library card application form. Tom moved and Kay seconded to accept the new application form including requiring parental signature for library card applicants under the age of 18. Motion carried.

B. Discuss planning workshop on July 12, 2008

The workshop will be from 9:00 to 3:00, and library staff will be invited to attend. The Board will discuss review existing data from 9:00 to 11:00 in the Leake Conference Room, and will move into the Leake Room at 11:00 for the planning process.

C. Discuss needs assessment

The last needs assessment was done in 2002. It identified targeted populations and service directions. Sandy has asked staff to identify what has been achieved in the last five years. She would like the strategic planning process to revisit the findings and confirm or update and to identify specific activities that we want to achieve in line with targeted populations and service directions.

D. Discuss Measure E library project

Currently, the library project is on the project calendar for pre-design in 2011 with \$225,000 indicated in that year as collected. However, the ten year capital budget approved this month by City Council shows the project "below the line" or unfunded, pending bonding through 2015. Bud reported a conversation with Mayor Flory following the May 13, 2008 budget study session where it was indicated that the City would find a way to fund projects that were ready to go forward. Bud wants the library project to start immediately with the necessary funding to go forward; however, planning and pre-design funds will need to be identified. The Board intends to engage in an active education program with the City Council to move the project to an earlier date.

9. Reports

A. Director

Sandy reported the following:

- A number of medical emergencies, vandalism, and safety risks occurred this past month; however, the average 20,000 visits per month changes perspective. Dave Genesy, Director of the Redwood City Library and strong advocate for libraries as centers for building community, can frequently be heard to say, "Building community is a messy business."
- Grants.gov registration is in process.

- WPL attended IMLS Grants Workshop May 28, 2008 sponsored by Congresswoman Lynn C. Woolsey and Congressman Mike Thompson. There may be possibilities, but all grant submissions require having strategic plan in place.
- \$25,395 in book/materials orders were placed for May. Standing purchase orders close on June 20, 2008; however, can still proceed with regular ordering below \$5,000 which will not require a purchase order. Orders attributed to this FY must be dated prior to July 1, 2008 and submitted to finance by July 21, 2008.
- Outreach Activities: Kiawanis, Epicurean Esprit, Wayfarer, Literacy Council tonight, Millennium Partners Meeting here tomorrow, Yolo County Library Literacy Wednesday, Luna Vista Rotary tomorrow re children's literacy.
- Report on Woodland Computer Committee activities.
- Important Upcoming Dates: Summer Reading Kick Off June 16, 2008 4-6 PM, Friends Annual Meeting on June 19 at 6:30 PM here, Dave Flory's Recognition at Gibson House on June 24, 2008 at 6 PM, Swearing in of new council on July 1, 2008 at 6 PM, Jennifer Traig author visit on July 22, 2008 at 6:30 PM

B. Board

- 1) Council meeting attendance  
There was none.
- 2) Individual Board reports  
Tom will attend a Yolo Literacy Council meeting on June 10.

The meeting was adjourned at 10:10 PM.

The next meeting will be July 7, 2008.

Minutes prepared by Carol Beckham.

**WOODLAND PUBLIC LIBRARY  
BOARD OF TRUSTEES  
Minutes, July 7, 2008**

**Present:** Kay Hodges, Tom Pavao, Alain Traig

**Excused absence:** Jorel Difuntorum, Bud Goding

**Staff:** Sandra Briggs

The meeting was called to order by Alain Traig at 7:35 PM.

1. Welcome visitors  
There were no visitors
2. Public comment  
There was no public comment.
3. Approval of agenda  
The agenda was approved as presented.
4. Approval of minutes  
Tom moved and Kay seconded to approve the minutes of June 8 as presented. Motion carried.
5. Communications  
Sandy read a thank-you note she had received regarding the Library's ILLservices.  
Sandy reported on a discussion she had with Meg Stallard regarding the Library's desire to be actively involved in Woodland Reads.  
The State Library has put together a webcast regarding how to attract volunteers that will be available July 22, 2008.
6. Old business
  - A. Receive update on building maintenance  
The Board viewed the exterior painting which has been completed and the colors selected for the remainder of the courtyard.  
Sandy reported that she has been advised that the trees in the courtyard may need to be replaced.
  - B. Literacy
    1. Literacy Council Update  
Rosalinda Martinez, President of the Yolo County Literacy Council, is recommending that the Council give \$2500 to the Library's Literacy Program. This recommendation will be voted upon Monday, July 14, 2008.
    2. City/County Literacy Coordination  
It has been agreed that services will be provided based upon library boundaries; i.e., going forward the Woodland Library literacy services will be provided to Woodland residents only. Services for students outside of Woodland will be provided by the County. For those

students already enrolled in literacy programs, no changes in service providers will be made.

3. Update on literacy coordinator position

Assuming receipt of \$2500 from the Literacy Council, there will be sufficient funding to increase the Literacy Coordinator position to .75 FTE. Sandy will investigate the possibility of designating the position as full-time even though at this time it would be filled at only 75%.

C. Discuss library expansion project

There are still concerns about whether funding will in fact be available as scheduled for this project and questions about the discrepancies in the current budget reports. Sandy will continue to attempt to gain clarification on these issues.

D. Discuss strategic planning session

Session will be on Saturday, July 12, 2008, from 9:00 am to 3:00 pm.

7. New business

There was no new business.

8. Reports

A. Director

City Attorney costs related to the Library were \$1463.60 for June.

There was an impressive response to the summer reading program with 354 attendees at the two-hour kickoff. Sandy reported that she believes that this was a direct result of librarian visits to every local school where each employee received a flier regarding the program.

Changes have been made to the computer usage timelines in the interest of greater efficiency.

An invitation was extended to the City Council to attend the Board's upcoming strategic planning session.

The Leake Room will be utilized as a heat center during the summer months.

Berta Bogle will be attending a two-day statewide event for reference librarians.

Sandy distributed a library calendar of events for July.

B. Individual Board Reports

None

The meeting was adjourned at 9:25 PM.

The next meeting will be the strategic planning session on July 12, 2008 and the next regular meeting will be August 4, 2008.

Minutes prepared by Kay Hodges.

**WOODLAND PUBLIC LIBRARY  
BOARD OF TRUSTEES SPECIAL MEETING  
Minutes, July 12, 2008**

**Present:** Bud Goding, Kay Hodges, Tom Pavao, Alain Traig, Jorel Difuntorum

**Staff:** Sandra Briggs, Sue Bigelow

The meeting was called to order by Bud Goding at 9:05 AM.

As no visitors were present to welcome or provide public comment, President Bud Goding asked Sandy Briggs to conduct the strategic planning workshop according to the agenda.

Following review of goals and key definitions, a warm-up activity identified the key elements of “mission”—Who? What? Why? How? (see Attachment A), Board and staff reviewed existing and related strategic planning documents for City of Woodland (1990’s and current draft), Woodland Library (1996 vision, 1995 mission, and 2002 service goals), and Woodland Literacy Service as well as American Library Association (ALA) and Public Library Association (PLA) document impacting library planning.

Conclusions based upon preliminary performance indicators were reviewed for FY 2007-2008:

- The collection is in excellent shape! Circulation continued to increase at with a final total of 334,037. June circulation at 31,877 broke the “glass ceiling” on existing charts. In addition, Woodland Public Library (WPL) consistently filled the highest number of holds within the Millennium partner libraries with a total of 74,696 for the year. As a result of Transaction Based Reimbursement (TBR), the loans filled generated approximately \$138,000 for the library. There are currently 96,542 holdings (including print and audiovisual).
- Children’s programming has been a major highlight of the past year. A total of 2,893 children attended 159 story times and book clubs; 870 children received formal tours through 33 tours, and 4,128 children were present for class visits to schools. Summer reading participation for 2007 was equal to 426. In addition, 2,409 children attended one or more of the 16 special children’s programs, including holiday parties, puppet shows, poetry workshops, magic shows, and museum exhibitions.
- The literacy program continues to grow as it focuses on Woodland and some of the most at risk populations. In addition to 65 tutors working with 93 adult learners, 30 inmates at Monroe Detention and Juvenile Hall are engaged in tutoring. Fifteen student/tutor pairs are involved with *No Barriers*, a program for developmentally disabled adults, and the *Strength Through Education Program (STEP)* has just been started at the Wayfarer Center.

An informal evaluation of the *2002 Needs Assessment and Service Plan* was reviewed including identified accomplishments for the four target populations (children 0-12), teens, Hispanic families, and seniors in each of the four service strategies—basic literacy, current topics and titles, general information, and information literacy. In addition, a resource allocation evaluation for the four target populations was proposed and accepted with clarification—space (SF), budget (materials), collection, staff, programming, circulation and web site presence.

Current demographics for Woodland were reviewed as well as an overview of the following library trends—emphasis on local community need, community-building role, library as “place” or destination point, library as community’s living room, re-examination of reference, emphasis

on convenience and self-service, implementation of retail model, 24/7 service delivery through web site, zoning for noise and target populations, demonstration of Return on Investment (ROI), and focus on automation and outsourcing.

Preliminary results from the first 78 community respondents regarding library priorities were reported as follows:

1. number of hours open to public
2. new books and print material
3. public access computers/Internet
4. staff available at service desks
5. new audio-visual (CDs, DVDs)
6. regular story time to introduce children to reading
7. new and emerging formats (downloadables, play-aways, e-books, etc.)
8. teaching adult non-readers to read
9. special programming (author visits, book clubs, performances)
10. providing meeting room space

A tour of the library facilities and spaces was followed by lunch.

The final activity of the day was a brainstorm of Strengths, Weaknesses, Opportunities and Threats (SWOT) for Woodland Public Library (see Attachment B).

At the next board meeting on August 4, 2008, the Board will take the next step in the strategic plan—confirm aspects to retain/identify aspects for change with existing mission, vision, service directions and population targets. In addition, the Board agreed that each member would return with his/her most immediate priority for action. The Board requested a literacy performance report from Sue Bigelow and the following reports from Sandy Briggs (percentage of collection expenditures by target population, circulation by material type (adult, YA and J), and report of percentage of circulation staff-assisted versus self-service.

The meeting was adjourned at 3:04 by President Bud Goding.

Prepared by Sandy Briggs

**MISSION WARM-UP ACTIVITY: WOODLAND PUBLIC LIBRARY 7/12/08**

**Mission: The promise made to customers and funders that identifies who will be served, (in what manner), what they will receive and for what purpose.**

<b>WHO?</b>	<b>RECEIVES WHAT?</b>	<b>HOW? IN WHAT MANNER</b>	<b>WHY? FOR WHAT PURPOSE?</b>
<ul style="list-style-type: none"> <li>• <b>The Public</b></li> <li>• <b>The Population of Woodland</b></li> <li>• <b>The People of Woodland</b></li> <li>• <b>Children (2)</b></li> <li>• <b>Youth</b></li> <li>• <b>Teens/Young Adults (4)</b></li> <li>• <b>Primary Adult Readers</b></li> <li>• <b>Elderly</b></li> <li>• <b>Illiterate</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Variety of Material (Spanish &amp; English)</b></li> <li>• <b>Bilingual Materials</b></li> <li>• <b>Provision of Print, Image, &amp; Sound Media</b></li> <li>• <b>Materials</b></li> <li>• <b>Computer-based Activities</b></li> <li>• <b>Computer Access for Those Who Lack the Means on Their Own</b></li> <li>• <b>Guidance, Mentoring, Inspiration</b></li> <li>• <b>Access to Educational Resources</b></li> <li>• <b>Wide Range of General Resource &amp; Knowledge</b></li> <li>• <b>A Room of Their Own</b></li> <li>• <b>Material &amp; Programs for Teens</b></li> <li>• <b>Children's Events</b></li> <li>• <b>Community-building</b></li> <li>• <b>Love of Reading</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Focused</b></li> <li>• <b>Creatively</b></li> <li>• <b>Personally</b></li> <li>• <b>Respectfully</b></li> <li>• <b>Teaching</b></li> <li>• <b>Varied</b></li> <li>• <b>Current</b></li> <li>• <b>Directed</b></li> <li>• <b>With Commitment &amp; Energy</b></li> <li>• <b>Regularly</b></li> <li>• <b>Focus on Making Resources Accessible</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Exposed to Variety of Views</b></li> <li>• <b>Improve Work Skills</b></li> <li>• <b>Reduce Crime</b></li> <li>• <b>Improve Quality of Life</b></li> <li>• <b>Build Stronger Community</b></li> <li>• <b>Build Strong, Cohesive Community</b></li> <li>• <b>Community Integration &amp; Interaction</b></li> <li>• <b>Community Participation</b></li> <li>• <b>Increase Community Base of Knowledge &amp; Ideas</b></li> <li>• <b>Educated—Informed—Better Citizens—Better World</b></li> <li>• <b>Better Able to Meet Challenges of Today's World</b></li> <li>• <b>Better Educated &amp; Mature Citizens</b></li> <li>• <b>More Educated</b></li> <li>• <b>Educated</b></li> </ul>

# LIBRARY SWOT: WOODLAND PUBLIC

<p style="text-align: center;"><b>STRENGTHS (INTERNAL)</b></p> <ul style="list-style-type: none"> <li>• Collection (lots of books)</li> <li>• Staff Expertise (extraordinary staff; children’s services)</li> <li>• Building (historical)</li> <li>• Literacy</li> <li>• Friends of the Library</li> <li>• Large Potential Undeveloped Space</li> <li>• Relationship with Community/Community Support</li> <li>• Positive Relationship with City Staff and Council</li> <li>• In-demand Product—Information</li> <li>• Scheduled Expansion</li> <li>• Stable Board</li> <li>• Committed Director</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES (INTERNAL)</b></p> <ul style="list-style-type: none"> <li>• Diminishing (lack of) Space</li> <li>• Process Inefficiencies</li> <li>• High Maintenance Building</li> <li>• YA—neither fish nor fowl—Where do they fit?</li> <li>• Coordination with Programs (within and outside)</li> <li>• Accounting (business of running literacy)</li> <li>• Approaching Staff Retirements</li> <li>• Bilingual Collections</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES (EXTERNAL)</b></p> <ul style="list-style-type: none"> <li>• Closure (lack of) Independent Bookstore</li> <li>• Growth of the City</li> <li>• Difficult Economic Times (Higher Use of Libraries)</li> <li>• More Demands than Supply</li> <li>• Tie-ins to Provide Library Services to Educational Institutions</li> <li>• Measure E</li> <li>• New Technologies and Products</li> <li>• Planned Renovations to City Buildings and Opera House</li> </ul>	<p style="text-align: center;"><b>THREATS (EXTERNAL)</b></p> <ul style="list-style-type: none"> <li>• Diminishing Funding (both State and remaining PLF)</li> <li>• Diminishing Interest and Use of Print</li> <li>• Growth in City=Lack of Accessibility</li> <li>• Competition for Funding Tied to Political Climates</li> <li>• Inadequate Funding=Decreased Staff</li> <li>• 25% Drop-Out Rate and Number of Non-readers</li> </ul>