CITY OF ORANGE LIBRARY SERVICES DEPARTMENT
ORANGE PUBLIC LIBRARY
BOARD OF TRUSTEES
Monday, April 16, 2012 - 3 p.m.
Orange Public Library & History Center, Orange Rotary Conference Room
407 E. Chapman Avenue, Orange CA 92866

I. **CALL TO ORDER (3:03 pm)**

Pledge of Allegiance – lead by Chair Collins.

1.2 **Roll Call**
Present:
Nancy Collins, Chair
Jonell E. Schlund, Vice Chair
Marianne Hugo, Trustee
Patricia VanVoorst, Trustee
Steven Freeman, Trustee

1.3 **Adoption of Agenda** – Agenda corrections: Item 1.4 Approval of Minutes should read March 19, 2012 instead of January 23, 2011, Item 2.1 Monthly Report should read April instead of March; and Item 2.2 Financial Report should read March instead of January.
Motion: Freeman
Second: Schlund
Ayes: Collins, Hugo, VanVoorst

A motion was made to move New Business, Item 5.1 to just after Library Director's Report item 2.2.
Motion: Schlund
Second: Hugo
Ayes: Collins, Freeman, VanVoorst

1.4 **Approval of Minutes** dated March 19, 2012.
Motion: Schlund
Second: Freeman
Ayes: Collins, Hugo, VanVoorst

II. **LIBRARY DIRECTOR'S REPORT** – Library Director Yolanda Moreno introduced Finance Clerk Julie Eriksen to the Board; Ms. Eriksen will be the Acting Executive Assistant and will attend the Board meetings to take the minutes; Ms. Reichert is retiring, her last day is April 25th. Ms. Moreno gave a verbal report:

2.1 **Monthly Report for April 2012**

- The Children's Garden will now be known as the Courtyard. Ms. Moreno thanked the Board for their letter regarding safety issues and informed them that the tree will be

removed Wednesday (4/18) with the cement poured the following Friday. Once the benches are replaced the Courtyard will re-open.

- The library applied for and received a $250 grant from REFORMA (Spanish Speaking Librarians) for Dia de los Niño's program: Many Children, Many Cultures.
- The library continues to have A/C issues, but should be fixed by Tuesday 4/17.
- The library now has hot water!
- This Saturday (April 21st) is the library's 5 year re-opening anniversary!

2.2 **Financial Report for March 2012** - doing great and under budget as usual.

V. **NEW BUSINESS**

5.1 Ms. Moreno introduced Deputy City Manager Irma Hernandez to present the **draft report** of New Library Service Delivery Model and these are the key discussions:

- Ms. Hernandez went over the seven (7) strategies as listed in the draft. She commended the library on being able to expand its hours and provide more services to its patrons using the existing budget. She emphasized that the volunteers are the key to allowing this to happen.
- The Board of Trustees would like to have changes and information added to the report and would like to see those changes before it is presented to the City Council at their May 8th meeting. Ms. Hernandez will incorporate these changes and send an email to the Board for their review & approval. If needed, a special Board meeting will be called to review the report. These items should be added to the report:
  1) Vice Chair Schlund would like to know the age demographics of our volunteers & elaborate on how we are recruiting.
  2) Trustee Freeman would like the report to include the possibility that there will be an increase to utilities based on the new hours open. Ms. Moreno stated that there is money in the budget for the next FY for an increase.
  3) Trustee Freeman would like to suggest that the History Center be open the same days/hours the library is open, especially on Fridays. Ms. Moreno stated that the library is in the process of recruiting more volunteers that are knowledgeable on the history of Orange, and Ms. Miller pointed out that new brochures are being created to recruit these volunteers. Ms. Moreno also stated that the staff at the Reference Desk can obtain material from the History Center even if it's not open. Ms. Hernandez pointed out that the only way we can have the History Center open more hours is by staffing with volunteers. She will add a note about what our goal is for this in the report.
  4) Trustee Freeman read from the council meeting minutes on what the council requested to be included in the report. He felt that many items were not addressed and that we should address them even if we don't have an answer. Ms. Hernandez stated that we based our response on what Councilmember Whitaker summarized at the end of the minutes. Chair Collins stated that yes; Councilmember Whitaker summarized the requests, but pointed out that Councilmember Smith was very specific on what she asked for. Chair Collins feels that the report is not specific enough and needs vision. She would like to see the use of percentages for impact.
  5) Chair Collins would like to see the Board of Trustees listed prominently in the report and the fact that the Board has provided direction on this report. She would also like to see the Board of Trustees "duties" introduced in this report. Ms. Hernandez suggested this be included along with a strategic plan and a

letter/memo from Chair Collins introducing the Board roles and their next steps.

Actions summarized Ms. Hernandez stated that all of this information (listed above) is in the "full" report (the 22 pages) but that she will move some of that information to the "summary" portion (the 3 pages) so that it stands out. She will then email a new draft to the Board for their review and approval. She stated that the goal is to take this draft report to City Council at the May 8th meeting. This will give the Council time to make any changes and then implement these changes in FY 2012/13. Here is a summary of what Ms. Hernandez will perform to incorporate the Boards requests:

a) Incorporate parts of the 22 pages into the first 3 pages to include the key points and statistics; adding percentages for impact.
b) Volunteers:
   - Age demographic of volunteers
   - Five year increase with a chart/percentages
   - How we get volunteers
   - The need for volunteers (especially for the History Center)
c) Facilities: possible increase in utilities, but we don't anticipate a budget issue.
d) Budget: over the past 10 years
e) Board of Trustees Roles
f) Reply to everything that the council asked for in the minutes from that meeting, even if we don't have an answer

Ms. Hernandez will email these changes within two weeks; she would like the Trustees feedback (or acknowledge if you don't have any changes) as soon as possible. Note: when you send your replies to her email, be sure to select "**Reply To All**" so everyone will get your comments. If you need to email Ms. Hernandez before she sends the revised report, you can email her at ihernandez@cityoforange.org.

III. BOARD REPORTS

3.1 **Report from Chair -** Chair Collins reported that she is hearing wonderful things about Geek the Library and that she wears her shirt once a week and gets lots of questions about it.
She would like to take some Geek stuff to this Saturday's Farmer's Market; Ms. Miller offered the suitcase which contains lots of Geek information. Ms. Reichert stated she will have the Geek stuff ready for Chair Collins to pickup.

3.2 **Report from Orange Public Library Foundation Liaison –** Vice Chair Schlund reported that the Gala is this Sunday from 4-8pm at the Irvine Ranch Outdoor Education Center. The Board plans to wear their Geek shirts to the event. The next Foundation meeting is May 14th.

3.3 **Reports from Trustees** – Trustees had no report.

3.4 **Report from Friends of the Library Liaison** – Trustee Freeman reported that the Friends of the Library (FOTL) presented a check to the Council on April 10th with a donation of $27,150. FOTL now has 50 life time members! They made a $600 profit on Internet sales through Amazon, and sold $800 worth of items at the book sale. Trustee Freeman reported that the FOTL are cleaning up the basement.

IV. OLD BUSINESS

4.1 **Local Schools Open House Events –** Trustee Hugo will be at California on 4/24; and Trustees Freeman and VanVoorst will be at Taft 4/24. Both have stated they need a Spanish Speaker to translate and it was suggested we use teen volunteers. Ms. Miller stated she would look into this. Trustee Hugo stated she has a Clifford costume that she would like to get a teen volunteer to wear at the event, and offered it for use by the library for other events.
Chair Collins stated that she and Trustee VanVoorst did not make it to Cambridge school on 3/22.
Ms. Reichert stated she would have kits ready for the two events next week, including Geek stuff. Trustee Hugo stated she has her own prize wheel and table.
Ms. Miller will find out if the Geek materials come in Spanish.
Chair Collins stated she will pick up candy for the wheel prizes.

4.2 **Southern California Library Cooperative (SCLC) Update –** Ms. Moreno reported that there is going to be a special meeting on 4/19 for Orange County Library Directors (Ms. Miller will attend as Ms. Moreno will be out of town) regarding SCLC membership. It was decided by all OC Library Directors that they will renew for one more year with SCLC because there was not enough time to cancel their membership. The deadline was April 1st because SCLC requires 90 day notice; therefore, it was decided that the OC libraries will create their own group beginning FY13/14. They must notify the State by January 2013 and SCLC by March 30, 2013 in order to do this, and a Joint Powers or MOU must be created.

4.3 **Geek the Library –** Ms. Miller reported that this program has been a great success. She praised Adult Services Library Assistant Jack Tsuruda and Adult Services Librarian Kurt Keesling for their work on promoting Geek the Library at the 4/10 Open House.
Next plan is to incorporate this into the Summer Reading Club. They are just starting on this now and will work out the details. Ms. Miller stated that they did not attach any money to this project, but if we continue with this program, it would be nice to have some funds to help promote it. She added that businesses in other towns were putting up Geek signs outside of their establishments stating what they "Geek." The Board loved this idea.
Ms. Reichert suggested the Board come in and take a Geek photo as a group stating that they "Geek the Library!"
Chair Collins said that Gail, the photographer, is very happy to be working on this project.

VI. ANNOUNCEMENTS

- Family Game Nights, Wednesday, April 18 & May 16, 5:30-7 p.m., Orange Public Library & History Center, Community Room
- Earth Day Celebration, Saturday, April 21, 2-3 p.m., Orange Public Library & History Center, Community Room
- Dia: Many Children, Many Cultures, Many Books, celebration the importance of literacy for children of all backgrounds, Saturday, April 28, 2-2:45 p.m., Orange Public Library & History Center, Community Room
- Free Teen Programs, Grades 7-12, Anime Nights, Wednesday, April 25, 6-7:30 p.m., Orange Public Library & History Center, Community Room
- Monday Mysteries Book Club @ Your Library, *Still Life*, Monday, April 30, 6:30-7:30 p.m., Orange Public Library & History Center, Orange Rotary Conference Room

- Free Teen Programs, Grades 7-12, Get Your Game On, Wednesday, May 2, 5:30-7 p.m., Orange Public Library & History Center, Community Room
- Cinco de Mayo: Mexican Fiesta, Saturday, May 5, 2-2:45 p.m., Orange Public Library & History Center, Community Room
- Introduction to Linkedln for Personal Use, Tuesday, May 8, 2nd floor computer area, 9-10:45 a.m., Orange Public Library & History Center
- Free Teen Programs, Grades 7-12, Dark Shadows Party, Wednesday, May 9, 4-5 p.m., Orange Public Library & History Center, Community Room
- Protect Yourself from Identity Theft, Monday, May 14, 6:30-7:30 p.m., Orange Public Library & History Center, Community Room
- Children's Program, Filipino Cultural Day, Saturday, May 19, 2 p.m., Orange Public Library & History Center, Community Room

VII. **PUBLIC COMMENT – None.**

VIII. **ADJOURNMENT (5:10pm)** Chair Collins recognized Ms. Reichert for all of her hard and dedicated service to the Board for the past 9 years, and on behalf of the Board, congratulated her on her well deserved retirement.

Motion: VanVoorst
Second: Freeman
Ayes: Collins, Hugo, Schlund

The next meeting will be held on Monday, May 21, 3 p.m., Orange Public Library & History Center, Orange Rotary Conference Room, 407 E. Chapman Avenue, Orange, CA 92866

_____ _____

Yolanda Moreno, Library Services Director Attested on