



**CITY OF ORANGE LIBRARY SERVICES DEPARTMENT
ORANGE PUBLIC LIBRARY
BOARD OF TRUSTEES
Monday, July 18, 2011
Orange Public Library & History Center, Orange Rotary Conference Room
407 E. Chapman Avenue, Orange CA 92866**

I. CALL TO ORDER (3:05 p.m.)

1.1 Pledge of Allegiance

Chair Collins led the Pledge of Allegiance.

1.2 Roll Call

Trustees Present: Chair Nancy Collins, Vice Chair Jonell Schlund, Trustee Steven Freeman, and Trustee Marianne Hugo

Absent: Trustee Patricia VanVoorst

Staff Present: Library Services Director Yolanda Moreno, Acting Assistant Library Services Director Rosanne Miller, and Executive Assistant Jan Reichert

1.3 Adoption of Agenda

Chair Collins asked to add an item to New Business, “Wowbrary Question” and move New Business before Old Business. Trustee Freeman moved to adopt the agenda as amended; Trustee Hugo seconded the motion, and it carried unanimously.

1.4 Approval of Minutes

Vice Chair Schlund moved to approve the minutes of the June 20, 2011 meeting as presented; Trustee Freeman seconded the motion and it carried unanimously.

II. LIBRARY DIRECTOR’S REPORT

2.1 Monthly Report for July 2011

Ms. Moreno gave a verbal report:

- Ms. Moreno thanked Trustees for participating in the City’s July 3rd event with an information booth.
- The Summer Reading Club (SRC) is underway and going very well. Signups are as follows: 2,000 kids and 200 teens at Main; 200 kids and 10 teens at each branch. The SRC program *Destination: Animals* presented by Wonders of Wildlife had an attendance of 280. Ms. Moreno added that the library has over 100 teen volunteers that help with the SRC and other programs at the library.

- The Orange Public Library Foundation (OPLF) Summer Family Film Series is averaging about 150 per film.
- The Friends of the Orange Public Library (FOPL) will not be holding a fall book sale.
- The Public Works Department will be installing “No Overnight Parking Signs” at each of the branch libraries soon. The signs were needed to make it clear that any car left in the branch library parking lot overnight would be towed at the owner’s expense.
- Ms. Moreno will be speaking at the REFORMA, The National Association to Promote Library & Information Services to Latinos and the Spanish Speaking, Conference in Denver, Colorado in September. She will be representing public libraries and the topic is “So You Want to be a Library Director.”
- On the July 12 City Council agenda was the library SirsiDynix agreement seeking city council approval for the library to enter into a 7-year agreement with SirsiDynix, the library online catalog system. A 7-year agreement would cap cost increases at 0% for the first two years, and 3% annually for the remaining five years. There was initial concern from a City Council member and subsequent questions about entering into a long, 7-year agreement. Ms. Moreno and Ms. Miller will meet and brief City Council on this agenda item which hopefully will go forward to the July 26 meeting.
- At the July 26 City Council meeting, the City Council will approve procedure and guidelines for allocation of public parking lots by outside groups during the International Street Fair. There are eight groups vying for a parking lot with OPLF as one of the groups.
- Mayor Carolyn Cavecche spoke with the potential donor for the library Children’s Garden who expressed that he is no longer interested in this project. Since there is no other potential donor for the garden, Ms. Moreno will await further word from the City Manager on how to proceed.
- Kimberley O’Neill from Santa Ana College would like to promote the library and upcoming Barnes & Noble Bookfair as part of her program on the Santa Ana cable channel “SAC TV”. The taping will take place on Wednesday, July 20 at the Main Library. The interview will take about two hours. Ms. O’Neill and her staff will interview Ms. Moreno and Chair Collins.

2.2 Financial Report for June 2011

Received and filed. Overall the library is under budget and staff only purchases what is needed. Ms. Moreno added that the shaded gray area for the salary line item is money that has already been taken out of our budget. The FY11-12 budget will be adopted sometime in August. Chair Collins thanked Ms. Moreno for being diligent with the library budget.

III. BOARD REPORTS

3.1 Report from Chair

Chair Collins stated that Trustees are confirmed for a booth at the Orange Homegrown Farmers Market. Trustees are committed to the 3rd Saturday of every month with the first one on Saturday, July 23, 7:30 to 11 a.m. Orange Homegrown Farmers Market will provide the pop-up. Ms. Reichert will pull together the library handouts, library table cloth, banner and giant spin wheel for Chair Collins to pick up at the library. Chair Collins will provide the table and chairs and

purchase a bag of candy. She and her husband Rick Collins will work the July 23 booth. She asked Trustees to email her or Ms. Reichert with the month they can volunteer. Chair Collins will find out from the farmer's market organizers if FOPL books can be sold at the booth.

Chair Collins will be a speaker at the American Business Women's Association meeting in September or October. She will focus her talk on what's happening at the library, free programs the library offers, how the library has changed and what it can offer during these economic down times, what the library has to offer for the business woman, and adult literacy. She asked Trustees to brainstorm and offer any topic suggestions for her talk.

3.2 Report from Orange Public Library Foundation Liaison (OPLF)

No report this month as the July meeting is not until next week. Ms. Schlund will have a report for the August meeting.

3.3 Reports from Trustees

Trustee Hugo attended an "Intro to Twitter for Business" class offered at the library and learned how businesses are using twitter to promote themselves and their business. Her idea is to talk with a few of our local businesses about partnering with the library and offering discounts on a service or product to library card holders. Trustees were all in agreement that this is a great idea and to start with a few of the local restaurants (Watsons, Café Luca, The Perfect Cupcake, Bagel Me to name a few). The information would be tweeted, i.e., "show your library card at Watsons today for free milk shake" and the library will display posters at the entrances announcing this to the public. Three Trustees have twitter accounts and can announce this promotion once a decision is made to move forward with it.

Trustee Freeman also attended the "Intro to Twitter for Business" class and has opened two twitter accounts – one personal and one as OPL Trustee. He already has a following and several library staff are giving him info to twitter. He will continue to twitter info about upcoming library happenings as he receives them.

3.4 Report from Friends of the Orange Public Library Liaison

Trustee Freeman attended the meeting on Monday, July 11. The Friends will not hold a book sale in the fall. At Thursdays "Family Film Series" at the library the Friends put out a cart with VHS tapes available for purchase at \$.25. The Friends will change-out the books displayed on a cart in front of their bookstore to include different genres. These books are sold at a discounted price. The Friends are restructuring their membership levels and adjusting prices, which should be available next month. Ms. Moreno asked Trustee Hugo to email her Anaheim Public Library's Friends of the Library membership levels which she will share with our Friends group. Chair Collins thanked Trustee Freeman for volunteering to be the liaison. The next meeting is Monday, August 8.

V. NEW BUSINESS

5.1 School Outreach – Local and Private

Chair Collins and Ms. Moreno will talk with OPLF President Kim Nichols at their meeting with the support groups on Wednesday, July 27 to get her input on how best to get in contact with the school principals of the Orange Unified School District. The Trustees would like to outreach to

the elementary schools in Orange by attending their back to school nights to talk about the library, its services and programs and how to get a library card. After discussing this issue, Chair Collins added that the best approach would be to contact the principals asking if Trustees can set up a table at the elementary schools during Back to School night. Trustee Freeman searched the Internet on his laptop and found the Back to School dates for the local elementary schools. Trustees will decide which dates and schools to visit and discuss at the August Board Meeting. .

5.2 Wowbrary Question

Chair Collins expressed concern about a library book with a questionable title that was showing up on the Wowbrary email blast that is sent to library patrons who have email. She asked about the library book selection process and who decides what books to purchase for the library collection. Ms. Miller said Librarians decide on titles as follows: they read review media and initial next to the titles they would like to add to the library collection; consider patron requests for popular books; and books that receive very good reviews. These titles are then sent to Ms. Miller for final approval. Once the book is purchased staff then decides what type of audience the book is geared toward making sure it gets cataloged to the right section of the library. Ms. Miller added that the book in question is geared toward adults and will be in the adult collection on the second floor. Chair Collins also asked how Wowbrary decides which library books to display on its page. Ms. Moreno said items displayed on Wowbrary are everything in the library catalog that was ordered or donated for that week (Wowbrary updates its page weekly), then Wowbrary decides the order that the items appear on the page based on popularity.

Trustee Freeman suggested when staff is considering adding books to the library collection with questionable titles and/or content that it is brought to the attention of the Trustees for their input. Trustees would like to be prepared to address questions and/or concerns that might come from the public with regards to a particular book. Ms. Miller and Ms. Moreno agreed that this is a good suggestion and that any future book and/or title issues will be brought to Trustees attention.

Chair Collins thanked staff for the clarification on the library book selection process.

Trustee Hugo mentioned that the link on Wowbrary - shop Amazon.com and a portion of your purchases come back to the library- is being discontinued because of the new tax law that affects all vendors that do business in California. The new law will require a business such as Amazon.com to collect sales taxes on purchases that their California customers make on the Internet. Because Wowbrary is not based in California this law might not apply. Ms. Moreno will ask Technology & Support Services Librarian David Price to contact Wowbrary to find out if this new law affects them.

IV. OLD BUSINESS

4.1 Library Board of Trustees – Fact Finding on Role of Trustees

Chair Collins asked Trustees to put together a list for the August meeting on what they want the role of the Trustees to be and what each Trustee would like to do. Recommendations will be presented to City Council for their review. A study session to go over the list will be at 2:30 p.m. prior to the Board Meeting at 3 p.m.

Chair Collins again reiterated that City Council is happy with what Trustees are currently doing in support of the library.

4.2 Barnes & Noble (B&N) Bookfair

Chair Collins, Ms. Moreno, Ms Miller and Shay Beckman, Community Relations Manager for B&N, met to discuss the Bookfair. Responsibilities were discussed and assigned to both B&N and the library. B&N will host several fun events at its facility in Orange. Library staff created a wish list of books needed for the library collection. B&N will add this wish list to its website for online and in-store purchases. Ms. Miller added that B&N is also going to run a Donation Recognition fundraiser at the cash registers. Patrons will be asked "Would you like to donate \$1 to the Orange Public Library?" B&N will create the donation recognition slips for patrons to sign for their \$1 donation. Chair Collins added that she received permission from Community Services Director Marie Knight to make an announcement about the Bookfair at the Hart Park Concert Series, and place flyers at designated tables at the event. Either Mayor Carolyn Cavecche or Chair Collins will make the announcement.

Flyers and vouchers promoting the Bookfair are available and will be displayed throughout the library, on the library website, the city Intranet page and at B&N. Library staff and Trustees are excited about this upcoming fundraiser and grateful to B&N's for its support.

4.3 July 3rd Event Wrap-up

Chair Collins reported that the library booth was very popular with the giant spin wheel being the biggest draw. Trustees were in agreement to make this an annual event that they participate in. Chair Collins added that extra volunteers would be helpful because of how busy they were, and to have a Spanish speaking volunteer to assist those Spanish-speaking individuals. She asked about investing money on a 6 foot vinyl banner w/ six grommets for the booth that could be used at this event and the Orange Homegrown Farmers Market booth. It would have "Orange Public Library" and logo on the front. Ms. Moreno said she would find money in the library budget for this purchase.

4.4 Orange Homegrown Farmers Market

This was covered under Chair Collins report.

V. ANNOUNCEMENTS

- Celebrate Harry Potter @ Your Library, Monday, July 18, 5-6 p.m., Orange Public Library & History Center, Community Room
- Manic Mondays, Monday, July 18 & 25 and August 1 & 8, 2-3 p.m., Orange Public Library & History Center, Community Room
- Family Game Night @ the Library, Wednesday, July 20, 5:30-7 p.m., Orange Public Library & History Center, Community Room
- Family Film Festival, *Shrek Forever After*, Thursday, July 21, 2-4 p.m., Orange Public Library & History Center, Community Room
- "Paws to Read!" Read to a Dog (all ages), Monday, July 25 and August 8, 3:30-4 p.m., Orange Public Library & History Center, Steve Ambriz Storytime Room
- Monday Mysteries @ Your Library, *The Lady in the Lake* by Raymond Chandler, Monday, July 25, 2-3 p.m., Orange Public Library & History Center, Orange Rotary Conference Room

- Full Spectrum, exotic animal show with hands-on activities!, Tuesday, July 26, 3:30-4:15 p.m., Orange Public Library & History Center, Community Room
- Free Teen Program, Anime Nights, Wednesday, July 27, 5:30-7:30 p.m., Orange Public Library & History Center, Community Room
- Family Film Festival, *Legend of the Guardians: The Owls of Ga'Hoole*, Thursday, July 28, 2-4 p.m., Orange Public Library & History Center, Community Room
- "Dream Carver" Bilingual Puppet Show, Tuesday, August 2, 3:30-4:15 p.m., Orange Public Library & History Center, Community Room
- Free Teen Program, The Amazing Race, Wednesday, August 3, 4-5:30 p.m., Orange Public Library & History Center, Community Room
- Family Film Festival, *Megamind*, Thursday, August 4, 2-4 p.m., Orange Public Library & History Center, Community Room

Ms. Miller mentioned that there will be a "yarn bombing" at the library on Saturday, August 20, after 6 p.m. Yarn bombing is the art of crochet and knit graffiti where an object is wrapped in yarn. Cynthia Shaffer and her knitting group will get together and make the squares, show up at the library, cover the object with yarn, knit it together, and then leave. Acting Children's and Young Adult Services Manager Damitri Boone will work with Ms. Shaffer on the item at the library to be "yarn bombed" and then inform Ms. Moreno.

VII. PUBLIC COMMENT

None

VIII. ADJOURNMENT

Trustee Freeman moved, and Vice Chair Schlund seconded the motion to adjourn the meeting at 5:05 p.m. The motion carried unanimously. The next meeting will be held on Monday, August 15, 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