

**BUTTE COUNTY LIBRARY ADVISORY BOARD MINUTES**  
Chico Branch, Conference Room 3:00PM - 5:00PM

Wednesday, January 17, 2018

**PRESENT:** Mary Lou Johnson, Jennifer Rold, Ron Serrano, Penny Louton, Ronda Hoffman, Lynn Tosello, Melanie Lightbody, Michele Gile

**GUESTS:** Susie Serrano, Paradise Branch Librarian; Brenda Crotts, Chico Branch Librarian; Joey Brett, Durham Friends of the Library

**ABSENT:** Ruthmarie Ferris

Call to Order at 3:01 P.M.

**1. Public Comment:**

None.

**2. Approval of meeting minutes from November 2017 (Attachment 1):**

Ms. Tosello inquired if there any changes and or clarifications need to be made to the November 2017 LAB minutes. Ms. Rold states there is a typo however Ms. Tosello advises the typo doesn't change the content of the sentence/statement therefore no changes need to be made on record. The minutes are approved as written with no changes or clarifications made.

\*Mr. Serrano moved for approval of the November 2017 Minutes as provided.

\*Ms. Johnson seconds the motion.

\*Members vote: 6 yes / 0 No / 0 Abstained

\*Motion carried.

**3. Introductions:**

Ms. Brett introduces herself as a member of the Durham Friends of the Library member and potential candidate for the Library Advisory Board Member, District 4 vacancy.

**4. Correspondence:**

Ms. Hoffman advises the LAB long time Librarian, Alice Stoner, has passed and would like the LAB to send a card sharing LAB's condolences.

\*Ms. Hoffman moved for approval of a card being sent to Ms. Stoner on behalf of the LAB.

\*Mr. Serrano seconds the motion.

\*Members vote: 6 yes / 0 No / 0 Abstained

\*Motion carried.

**5. Branch Manager's Report – Brenda Crotts, Chico Branch Librarian:**

Ms. Crotts shares with the LAB the following: A lot has transpired in the last two months. Both Ms. Crotts and Ms. Kimberlee Wheeler, Chico Branch Children's Librarian attended the annual California Library Association Conference and participated in various committee programs. Staff members, Alex Chen and Joseph Rodgers applied for and received the Illuminated Grant as well

as a new LSTA grant – Innovation Stations which will benefit both Butte and Tehama County Libraries. In December, the Yule Logs provided a Holiday Music program which brought in about 700 patrons to the branch for an hour. One of the branch’s volunteers, Chieko Page organized a Holiday Craft and Bake sale which brought in over \$800 for new Japanese bilingual reading material for youth and funds for a Spring 2018 youth cultural program. The Chico branch’s Holiday Buy the Book program sold 90 books which amounted to \$125 to be used to purchase an Atlas for the branch. The structure for the new MakerSpace was set up.

Ms. Serrano introduced herself as outgoing Paradise Branch Librarian and incoming Chico Branch Librarian effective February 1<sup>st</sup>. She shares she started her Library career as a teen at the Chico Branch and acknowledges she has some pretty good shoes to fill.

**6. Library Director’s Report (Attachment 2)**

Ms. Lightbody advises the Statistics report included in the LAB Packet is a more simplified document versus past reports.

- Volunteer Hours are way up
- Fewer programs for young children, however more attendance
- Circulation is down

Mr. Serrano inquires as to statistics with regard to E-Books, which is not included on the Statistics Report. Ms. Lightbody advises she will get the information put together and sent to LAB members. Going forward, she will ensure this item is on future Statistic Reports.

**7. Old Business**

- a. **LAB focus for coming year:** By Laws: Article 2, Section 1 – Article 2, Section 1 of the current bylaws lists the authorized purposes of the LAB. This will be discussion on how to fulfill the purposes for the coming calendar year, 2018. **ACTION REQUESTED:** Establish list of priorities for 2018. Discuss formation of subcommittees.

Chair, Ms. Tosello sets expectations of the LAB Members and advises Members need to commit to a project:

- If a County-wide project – representation from all Districts will participate
- If a Branch-specific project – representation from that District will participate

Discussion ensued with regard to the specific Areas of Focus that was provided in the LAB Packets. The top two priorities were voted on by members. Discussion followed with regard to sub-committees to spearhead these priority topics; members to serve on these sub-committees were formed. Chair, Ms. Tosello advises sub-committees will meet once a month before the next LAB Meeting and will provide a report to LAB Members at the LAB Meeting.

\*Ms. Johnson moved to establish the two top priorities of the LAB as follows: Priority No. 1 is to Develop and maintain a long range library financial plan and No. 2 is to develop and oversee public relations campaigns in support of the Library and to encourage in every possible way the development and advancement of the public library system. Additionally, Sub-Committees will consist of the following volunteers:

Priority No. 1 committee is Jen Rold, Ron Serrano and Penny Louton; Priority No. 2 committee is Mary Lou Johnson, Ronda Hoffman and Lynn Tosello.

\*Ms. Louton seconds the motion.

Members vote: 6 yes / 0 No / 0 Abstained

Motion carried.

**b. NVCF disbursement discussion: ACTION REQUESTED Discuss application process and appoint review subcommittee.**

Discussion ensued and members have established the following individuals shall serve on the Review Committee for any and all Application for NVCF Funds Request: Ronda Hoffman and Penny Louton. This Review Committee will review the Application submitted by Ms. Sarah Vantrease, Assistant Director of Libraries and Oroville Branch Librarian and provide a recommendation at the next LAB Meeting.

\*Ms. Johnson moved to establish the following appointed to the Review Sub-Committee on NVCF Funds Applications: Ronda Hoffman and Penny Louton.

\*Ms. Rold seconds the motion.

Members vote: 4 yes / 0 No / 2 Abstained

Motion carried.

**c. Recruitment of LAB members.**

Ms. Joey Brett, current Durham Friends of the Library Member advises she will be applying for the District 4 – Durham LAB Vacancy. Ms. Tosello states Ms. Brett will need to send her letter of intent to County Director of Libraries, Mel Lightbody. This will leave vacancies in Chico District – 2 and Oroville District – 1.

**d. Fund-raising discussion: Recap of previous actions and discussion of next steps.**

This topic has been tabled for discussion at the next LAB Meeting in April.

**8. New Business:**

**a. FOL / LAB: Social Media Training, further fund-raising education, FOL Board Recruitment, other ideas.**

Ms. Rold asks other members who serve on their respective Friends Boards if they've discussed Social Media with the Friends and if so, what are their reactions/responses. Mr. Serrano says Paradise FOL has one board member who has been relieved of all duties except Social Media. Ms. Louton says Gridley FOL has one person solely in charge of Social Media. Ms. Rold shares Chico FOL has an Intern for Social Media and they provide that individual with a "job description" of what their focus should be.

Ms. Gile shall reach out to the Presidents & representatives of all Friends group as well as the LAB to schedule a meeting in the distant future (March/April) prior to next LAB Meeting to discuss the following: Social Media Training and How each Friends' group has been doing with this since the last LAB.

**b. Strategic Plan – Discussion of LAB priorities for strategic plan.**

Chair, Ms. Tosello shares her expectations as to what she would like to see before going forward with a solid Strategic Plan:

- Clear picture of where we are currently
- County predictions (population changes including languages spoken, economic forecast, demand for services, etc.)

**c. LAB Binder.**

Chair, Ms. Tosello advises each LAB Member should have a binder in which all current relevant documents shall be housed. Members should bring said binder to all LAB Meetings so everyone is on the same page and can refer to the same documents in discussions.

Ms. Gile will provide all LAB Members with a current copy of the following documents at the next LAB Meeting in April:

- County Map of Supervisor Districts
- Schedule of Board of Supervisor Meetings
- Table of Supervisors with District contact info and terms
- BOS Resolutions creating/recreating the LAB
- LAB Bylaws
- Quarterly LAB Agendas, followed by the minutes
- Quarterly Librarian Reports
- Quarterly Team (committee) reports.

**9. Friends of the Library Liaison Reports:**

- ✓ Paradise FOL Liaison, Mr. Serrano, shares they are already mourning their loss of their Branch Librarian, Susie Serrano despite the fact that she doesn't leave until the end of January.
- ✓ Chico FOL Liaison, Ms. Rold, reported that they will be having a Volunteer Lunch on 1/22; the Makers Space frame is up and it's coming along perfectly thus far. The Holiday Buy the Book brought in \$125 which allows them to purchase an Atlas.
- ✓ Gridley FOL Liaison, Ms. Louton, shares they are in the process of ordering the 40 new chairs for the meeting room; longtime FOL member who recently passed left 5% of her estate to the GFOL. Approximately \$21k to **NOT** be used for anything 'ordinary' (i.e., chairs, carpets, supplies, etc.) – it has to be used for something extraordinary.
- ✓ Durham FOL Liaison, guest Ms. Joey Brett, advises the Craft & Children's programs are doing very well; Book sales are great; past members who recently passed away left some money to the Friends and they're currently deciding on how to best use those funds; new officers are being voted on soon.

**10. Review of Assignments / Actions for the next meeting:**

- a. All newly formed Sub-Committees will meet once a month between now and the next LAB Meeting; and will submit a report at said meeting;
- b. Ms. Lightbody will put together the Statistics for E-Books and provide it to LAB Members;
- c. Ms. Gile will contact FOL Presidents/Representatives as well as LAB Members to schedule a meeting to discuss Social Media;
- d. Ms. Lightbody will develop Amnesty information as previously discussed at the LAB Meeting in November;
- e. Ms. Gile will contact Branch Managers to get a group of staff managers/volunteers to train LAB/FOL members on Social media;
- f. Ms. Gile will send to all LAB Members the 2002-2017 NVCF Funds;
- g. Ms. Gile will provide LAB Members with new LAB Binders/Inserts at the next LAB Meeting;
- h. Ms. Lightbody to help Sub-Committees set up meetings.

**Meeting Adjourned at 4:58 P.M.**