

BUTTE COUNTY LIBRARY ADVISORY BOARD MINUTES
Paradise Library Conference Room 3:00PM - 5:00PM

Wednesday, March 18, 2015

PRESENT: Ron Serrano, Fred Antonowich, Marylou Johnson, Patti Conlin, Ronda Hoffman, Penny Louton, Mel Lightbody, Caroline Payne, Heidi Mitchell

GUESTS: Susie Serrano, Branch Librarian; Oliver Allen, Outreach Coordinator; Marilyn Vaughn, PFOL VP; Katie Stecker, PFOL Treasure; MaryJo Alonzo, Administration Library Liaison.

ABSENT: Jeff Wane, excused. Bonnie Huntington, excused. Ruthmarie Ferris, excused.

Call to Order at 3:05

1. Approval of meeting minutes from January 2015 (Attachment 1):

Mr. Serrano inquired if there were any changes to the January 21, 2015 LAB minutes. The minutes are approved as written

Ms. Johnson moved for approval.

Ms. Hoffman seconded the motion, and the motion carried.

2. Introductions:

Ms. MaryJo Alonzo, Administration Library Liaison, she works on the Library's behalf on every day, policy, and budget issues. She meets regularly with Directors from the Library and Agriculture and then reports to Meegan Jessee and Paul Hahn with suggested changes. Essentially she is a representative of another decision making process in CAO's office.

3. Correspondence: Letter from Sue Peterson (Attachment 3)

Mr. Serrano inquired if the Board members had any thoughts or concerns regarding the letter from Sue Peterson about regularly updated blog posts. Chico Branch Librarian has corresponded with Sue Peterson regarding this. Due to county policy volunteers are not able to write blogs and the like for the county. In light of this, a few Chico Staff are willing to receive the media policy training and keep up the blog for Chico Branch. Additional discussion ensued to suggest that all the branches have a blog. It was decided that the LAB would revisit this discussion in May with further input from Oliver Allen after training has been received and a report can be provided regarding this matter.

4. Branch Manager's Report – Susie Serrano; Branch Librarian:

Ms. Serrano shared that this is her first LAB since becoming the Paradise Branch Librarian and was honored to be there. In her short time in the Branch, there has been a positive response from the patrons, knowing that there is a fulltime on-site manager for most of the open house at the Library. Ms. Serrano shared that the branch has moved the reference items to one space and more people are using them now. Additionally, Paradise has moved the CR case and are working on a specific section for the Large Type items and adding more Spanish books. Paradise is making room for the seed lending library which has been made possible through the Paradise Grange and the Paradise Garden club. As is necessary to keep the library items current, they are working on weeding the collection for items that are not being used. Ms. Serrano stated that

she is attending Town Council meetings every other month and the off months she is attending the School Board meeting, which is giving her some platforms for sharing what the Library is doing and has to offer to the community of Paradise. She is working with 5 seniors with their senior projects including but not limited to: Friday Film Series, YA Space update, DVD project (over 200 DVD's process for public use), Children's Assistant (Job shadowing), etc.

The Paradise FOL has been very generous and donated several gently used PAC computers to be used for searching the catalogs. The public is happy with the upgrades as there seemed to be regular complaints until the change. They have also provided internet carols to keep people happy in their own space, previously patrons were trying to work on computers with others elbows in their space.

Ms. Serrano and the Paradise FOL are helping with the Chocolate Festival coming up in May. For all the hours they work, a portion will be donated to the Paradise youth FOL (???)

5. Library Director's Report (Attachment 5)

Ms. Lightbody inquired if there were any comments or questions regarding the Librarians report she provided as attachment 5. There were none. Ms. Lightbody is very excited for all the new things happening with the LAB, the FOL's and the library branches. In addition, Mr. Allen has been working on a Library survey to share with the public, both users and non-users of the library. The survey should provide good information regarding public thoughts on the library. Mr. Allen will be attending several of the counties Farmers markets in an attempt to get several surveys filled out. He will provide links to the survey on Facebook and Twitter. In an attempt to encourage library internet users to fill out the survey, they will receive an extra hour on the computer to do so. The survey will be offered in three different languages (English, Spanish and Hmong). He is also looking into other possible incentives to get surveys filled out. The time line for the Survey will be April 1 – May 15. If a LAB member would like a copy of the survey, Mr. Allen would be happy to send the link to access it.

Ms. Vantrease has been working with Behavioral Health on a grant for Behavioral health awareness. May will be Behavioral Health awareness month, with members from behavioral health staff putting on trainings and spending some time in the libraries answering questions. Lime Green ribbons will be worn to show the awareness of Behavioral health. Whether the grant is given or not, both entities will move forward with the awareness month.

6. Old Business

a. Draft 2015 Plan Update (Attachment 6a)

Mr. Serrano requested that each Committee report out on the goals they were tasked with.

Goal #1: Ms. Hoffman shared that the committee met, emailed, and reviewed the current Mission statement and discussed the Vision Statement and provided a draft to share at this meeting. Ms. Hoffman shared that the committee attempted to keep both the Mission and Vision statements simple in order to be able to articulate them most clearly. Several LAB members inquired about the wording. Any suggestions for changes, need to be sent in writing to Ms. Hoffman, so they can be incorporated into the statements prior to the May LAB meeting. The LAB will take a vote on the Mission and Vision statements at the May LAB Meeting.

Current Draft Mission Statement: To advocate for the library and encourage County Supervisors and community partners to preserve and expand library services for the citizens of Butte County.

Current Draft Vision Statement: To partner with government, the communities we serve and businesses to strengthen, sustain our library system and recognize the library as a valuable community resource.

Goal #2: Ms. Conlin stated that although the committee did not meet in person they agreed to have an LAB BBQ on May 23 at Jeff Wanees’s Chico Home. There is a signup sheet circulating during the meeting to see who will be in attendance. At the May LAB meeting, the committee will let everyone know if they can bring something to share.

Goal #3: Mr. Serrano shared that the group has met to discuss the research they are doing on sustainable funding models. The committee is trying to establish good working relationships with other county’s such as Jackson and Mendocino Counties. Mr. Serrano will be meeting with Ashland County to learn how they were successful in their sustainable funding campaign and will provide a report at the May LAB meeting.

Goals	Committee	Anticipated Update at March Meeting from Chair (Designee)
Goal #1: Lack of Progress, Forward Motion, and Accountability	Ronda Hoffman (Chair) Penny Louton Ron Serrano	This committee will provide an updated draft of a Mission and Vision Statement for the May 20 th LAB meeting to be voted on and approved.
Goal #2: Building Relationships = Results	Jeff Wanees (Chair) Patti Conlin Marylou Johnson	A BBQ has been scheduled for May 23 rd . Additional needs will be shared at the May 20 th LAB meeting.
Goal #3: Sustainable Funding	Ron Serrano (Chair) Ruthmarie Ferris Ronda Hoffman	This Committee will investigate Sustainable Funding models and provide an update on what they have discovered at the May LAB meeting.

b. Volunteer /FOL Statistics for 2014

Mr. Serrano is requesting all of the volunteer hours from all the FOL’s in order to create a true cost of operation for the library to provide the information to the Board of Supervisors. Mr. Serrano requests that the FOL’s provide the amount spent on the library for 2014, volunteer hours and mileage for all FOL’s doing FOL work such as but not limited to book sales, meetings, etc. Ms. Mitchell will provide the volunteer hours to Mr. Serrano for 2014.

In addition, Mr. Serrano has requested that all Board members record the hours that they spend doing things for the LAB such as but not limited to driving time, talking on the phone, attending meetings, attending sub-committee meetings, etc. This does not need to be complicated in any way.

c. Open Appointment District #3

Mr. Serrano stated that there is an open LAB Appointment in District 3. Email Mr. Serrano or Ms. Lightbody regarding a qualified candidate. Please inquire at FOL meetings if anyone is interested in being on the Board.

7. New Business:

a. Next Supervisor invitation

At the January meeting, Mr. Serrano requested that the LAB not only consider inviting Supervisors, but also inviting administration personnel to the meetings. Ms. Lightbody reminded everyone that CAO, Paul Hahn has agreed to attend the May LAB meeting.

8. Friends of the Library Liaison Reports:

Chico FOL liaison, Ms. Conlin, reported that along with the veterans resource center the FOL has provided funds to purchase two 3D printers for the youth area. The book sales are bringing in good funds.

Gridley FOL liaison (including Biggs), Ms. Louton, reported that they are working on a nominee for the Donald Wiley Service Award. Last year, the FOL was not on track and they are now getting back into the groove of things. Their next events will be in May and hope to have a local author and speaks. They are trying to get all the paperwork submitted for the 501c3 status.

Oroville FOL liaison, Ms. Ferris, was not available to report for the Oroville FOL.

Durham FOL liaison, Mr. Antonowich, reported that they had 30 people at their last karaoke night. They also continue to do the Friday Movie nights and they continue to grow. April 16, 7PM will be the Durham honors night where they honor 7-8 people from the local community by purchasing books with a name plate in honor of those people. Their selection processes is a way to encourage people who are volunteering in the community and encourage them to continue doing so. Mother's Day weekend they are having their annual Mayday picnic. They will be having an auction.

Paradise FOL liaison, Ms. Hoffman reported that book sales are going well the funds are going to help support the libraries. They are preparing to do monthly Authors nights, as the one they did last year was a big hit. They are working towards getting local business involved by requesting they purchase books related to their field of expertise for the library. The Friends are participating in the Gold Nugget days and the Chocolate Festival. This year they will be a beneficiary.

9. Additional items:

Ms. Hoffman brought the LAB website to the attention of the members. After some discussion it was agreed that at the May LAB meeting, a group picture will be taken to place on the website and it will be updated to reflect all current members. Past members may be added with information about how long they have served.

10. Review of Assignments/action items for the next meeting

- a. Mr. Allen will provide an update on the Chico Blog and the LAB will decide if it should be carried over to the remaining branches.
- b. The committee for Goal #1 (Lack of Progress, Forward Motion, and Accountability) will provide an updated draft of a Mission and Vision Statement for the May 20th LAB meeting to be voted on and approved.
- c. The Committee for Goal #2 (Building Relationships=Results) will let everyone know if they can bring something to the May 23rd BBQ no later than the May LAB meeting.
- d. The Committee for Goal #3 (Sustainable funding) will investigate Sustainable Funding models and provide an update on what they have discovered at the May LAB meeting.
- e. Ms. Mitchell will provide the volunteer hours to Mr. Serrano for 2014.
- f. Mr. Serrano has requested that all LAB members inquire at FOL meetings if anyone is interested in being on the Board.
- g. Come to the May 20 LAB meeting dressed for a picture. We will be making changes to the website.

Meeting closed at 4:26 PM