
MEETING MINUTES

October 16, 2019

I. Call to Order & Orders of the Day

Roll Call

PRESENT: Chair Michael Melillo, José Magaña, Tom Trudell, Tiffany Uhri Chu, Elena Jolly, Hilary Thorsen, Janice Allen, Patricia Mendoza and Christina Dunbar.

ABSENT: Vice Chair Wendi Mahaney-Gurahoo, Michael L. Snyder, Thaddeus Aid, Elena Jolly, and Kristin N. Rivers, Ph.D.

STAFF: Library Deputy Directors Michelle Ornat and Jenny Choi, Division Managers Jean Herriges and Michelle Amores, Administrative Officer Andrea Maestre, Public Information Representative Nancy Macias, Senior Librarian Jennifer Luayon, Rosemary Van Lare, Laurie Willis, Julie Oborny, and Tim Reif, Administrative Assistant Adriana York and Sr Office Specialist Justin Sana

Others: Council Member District Eight, Sylvia Arenas Representative, Monica Rodriguez

Call to Order

The Library and Early Education Commission convened at 7:04 p.m. in the SJPL Works conference room. Quorum was achieved with 8 Commissioners present.

Orders of the Day: Approval of the Agenda

Upon a motion by Commissioner Allen seconded by Commissioner Magana and carried unanimously, the Commission approved the adoption of the October 16, 2019 agenda.

II. Consent Calendar

Upon a motion by Commissioner Allen and seconded by Commissioner Thorsen of the Minutes for the Regular Meeting of September 18, 2019 meeting and carried

unanimously, the Commission approved the adoption of the September 18, 2019 Minutes.

A. Correspondence: One item of correspondence was received from San José Council District 3, regarding the Digital Inclusion Community Forum regarding a general meeting notification for October 23 at the Roosevelt Community Center which was passed around with the Commissioners.

IV. **Public Record:** There was correspondence for the Commissioners to review (see Item II A.).

V. **Open Forum:** There was no public testimony from the floor.

VI. **Discussion/Action Items**

A. Review of Bond and Audit Questions (J. Choi): Administrative Officer Maestre didn't receive any questions for the upcoming Bond audit from the Ad Hoc Committee and requested the Commission to submit any questions prior to Bond audit which reviews the Library funding sources (Library Bond and Parcel Tax Audit Reports) would be addressed at the November Commission meeting.

Deputy Director Choi explained the Bond Audit process which the City Auditor's Office is required to perform an annual audit per federal regulations which will be performed in November. Historically, the Commission had raised questions prior to the Bond meeting which would be addressed by the Auditor. Action Item: Staff will send an email containing the last year's Bond report, sample questions and Andrea's email. Directions to submit any subsequent questions can be emailed directly to Andrea will be contained in the email. All questions will be reviewed by the City Auditor and addressed at the November meeting.

B. Review of Bond Program Plan (J. Choi): A review and discussion of the Library's Capital Improvement projects, including Bond funded and facilities improvements projects was presented by Deputy Director Choi. In November 2000, the \$212m general obligation Bond measure was approved and helped launch 6 new libraries and 14 expansion branch libraries. Bond funds were limited to the purchase of property, renovation construction, capital management costs but restricted from administrative and staffing costs. The report states the renovation costs which started in 2004 and the last branch renovated was in 2016. There were three remaining branches Alviso, Biblioteca Latinoamericana, and West Valley which required extensive building improvements. The remaining Bond funds of \$5,905,000 would not be able to cover the repair costs. The remaining general obligation Bond was sold in July 2019.

In 2016, the Public Works Department conducted a condition assessment analysis for every branch that projected repairs which factored the Library staff wish lists and community feedback in the report. Next steps would be a cost projection report which would include deferred maintenance, project priorities, project scope and project manager recruitment. Some of the repair projects will be proposed at the Annual Budget request for capital funding. A recommendation list to prioritize repairs will be brought forward to the Commission.

- C. [An update the Library's effort to provide Web-Based Technology](#) (L. Willis): a focused report pertaining to technology enhancements such as Biblio Commons was presented. Senior Librarian and Web manager Laurie Willis provided an update to the Library's Web-Based Technology Design. Willis and team members Julie Oborny and Tim Reif announced that the Library's new website based on the BiblioCommons platform was launched yesterday on Oct 15th. Website improvements include faster load speed, optimized design features based on mobile usage i.e., navigation, card scrolling, improved filtered search features, quick links, a new tab called Learning focuses on adult learners, events system and social media. User experience research, which included Commissioners' feedback, was conducted in developing design improvements for the mobile user since the percentage of mobile increases every year. The team will continue to obtain user feedback and data analytics in order to continually improve the website.

The team optimized each Branch's website to highlight features available each Branch like bike lockers and collected comments and stories about each Branch. The website's catalog BiblioCore is integrated with 200 other libraries across the globe making it beneficial for registered patrons across the world to write reviews, give star ratings, and attach a video. The website was designed to foster community social opportunities for registered patrons. The social media aspect makes it familiar and will reach out to a wider audience. Patrons can read book reviews written by staff or patrons within the global integrated library system. Patrons can register to attend events, pay online, check out books and write reviews. Commissioner Dunbar stated that the web page is more user friendly and asked if the SJSU catalog has been separated from the Library. Willis responded that the Library has provided a link for the SJSU catalog. Commissioner Melillo asked how would the website build awareness for patrons to enable them to search using the new filtered features which would enable them to search in depth? Willis responded that she plans a series of blogs to explain the filtered search features.

- D. [Library Fines Report](#) (J. Luayon): A report analyzing the impact of library fines was presented.

Jennifer Luayon, Senior Librarian of the Access Services Unit presented the Library fines update and measurements including an update of the impact of the juvenile fines free program, Library initiatives and enhancements designed to increase patron access. In Fiscal Year 1617 (FY16-17) the City Council approved significant modifications to the Library fines. The structure plan included reduction of late fees, and amnesty programs to assist patrons by providing alternatives to pay fines and to help remove barriers to access Library materials. In FY18-19, the Juvenile Fine Free Program was approved as a pilot program and had a positive affect with increased card membership in all age groups, increased in use Youth electronic resources, and patrons are returning materials in a timely manner. Additionally, the automatic renewal feature, has been instrumental in reducing late fines. Other programs the Library is considering may assist in reducing fines is the educator card, the virtual card, additional notifications through text, email, mail and additional amnesty programs.

The Juvenile Fine Free Program has enabled the Library to partner with seven school districts and charter schools. More than 12,000 students were issued a library card enabling them to obtain access to electronic and print materials. The goal is to partner with all 19 school districts and charter private schools throughout San José.

Three amnesty programs were developed to replace fees: Volunteer-Away, Read-Away Your Fines, and the Book Replacement Program.

Prior to the Juvenile Fines Free Program being established in 2016, an estimated 30-40% of patrons had fines; however, in 2019 this has decreased down to 20-30%. Several libraries in the Bay Area have "gone fines free" such as San Francisco Public, Alameda County, Contra Costa County, San Mateo County, Berkeley Public and Oakland Public. Nationally the Chicago Public Library is the largest library system in the United States that has gone fines-free earlier this month. <https://www.urbanlibraries.org/member-resources/fine-free-map> Council District 8, Sylvia Arenas Representative, Monica Rodriguez asked what the expected timeframe is to expand to other school districts? Deputy Director Ornat responded that Alum Rock had approved on the consent calendar on Oct 15th.

- VII. **Council Liaison's Announcements:** Council Member Representative, Monica Rodriguez had no announcements at this time.
- VIII. **Chair's Announcements:** There were no announcements from Chair Melillo.
- IX. **Library Director's Announcements (Deputy Director Ornat announced):**

- ***SJPL Wins the 2019 ULC Innovation Award for SJ Sharks Partnership*** – The Urban Libraries Council will award the San José Public Library (SJPL) with their Top Innovator Award in the “Communicating the Library's Value Category” for SJPL’s successful partnership with the San Jose Sharks. SJPL will be presented with the award tomorrow, Thursday, October 17 during the ULC Annual Forum happening in Salt Lake City, Utah.

SJPL’s and SJ Sharks’ partnership included the launch of the Library’s first-ever sports related library card on February 4, 2019 and a series of family-friendly events presented by Sharks alumni. To-date, there have been over **16,000** Sharks cards issued to fans.

- ***Nearly 2,000 First-Ever 49ers Library Cards are Issued in First Month*** – The [San José Public Library](#) (SJPL) and the San Francisco 49ers released the first-ever 49ers library card to the public on August 27, 2019 and within the first month, a total of **1,833** cards were issued to fans. To-date, there have been **2,277** 49ers library cards issued, and there are **567,930** SJPL card holders.

This 49ers library card was designed to include the team’s official logo and colors and is available at all **25 SJPL locations**. Everyone is invited to pick up a FREE library card by becoming a member of their San José Public Library or replacing their current card with the new design.

Partnering with organizations such as the S.F. 49ers allows the San José Public Library to further boost awareness, connect and engage with community members to ensure library programs, services and resources are being accessed by people of all ages and backgrounds. With the help from partnering organizations, like the 49ers, the library hopes to continue growing their number of free memberships and one day, have every resident become and active user of their library.

- ***SJPL Welcomes Fall After Another Successful Summer*** – The San José Public Library (SJPL) is proud to announce that their annual summer programs registered thousands of participants who took advantage of valuable resources offered at their local library.
 - This year’s **Summer Learning Program** was highly successful with a total of **23,819** participants. The growth from last year’s participation was an increase of over **4800** participants.
 - The **Graphic Novel Making Contest** wrapped up another successful year with **240** participants submitting an original eight-page comic to compete and have their entries published at the library.
 - For the sixth consecutive year, SJPL provided a 9-week **Summer Meal Program** at seven branch libraries where nearly **12,000** meals were served to children. This program was made possible with the support of our

volunteers and partners: YMCA, Second Harvest Food Bank, Revolution Foods and California Summer Meal Coalitions.

- ***Music, Dance, Art & Culture! Celebrating and Recognizing Hip Hop's Contributions*** - For the fourth consecutive year, the San Jose Public Library (SJPL) will be offering free special programs in celebration of Hip Hop History Month, this November, as a way to best illustrate how Hip Hop culture has influenced the local scene in San Jose, and how its contributions has had a great impact in not just music and dance, but also in the arts at an international level.

This year, SJPL is bringing world renowned disc jockey and producer, Peanut Butter Wolf, who will be interviewed by local journalist, David Ma, at the King Library on Thursday, November 7. Contemporary Urban Artist, SCAPE Martinez, and local non-profit, Hip Hop for Change, will also present special programs in celebration of Hip-Hop History Month at the Library.

For more information and for a complete list of events, visit: sjpl.org/hiphop

- ***Become a Homework Club Volunteer*** - Not all children in San José have a safe, quiet place to complete their homework after school. Homework Club Volunteers foster understanding and encourage academic engagement for students in grades K-8 by coaching them in small groups and guiding them to Library resources they can use to complete their homework. Opportunities for teen and adult volunteers are available throughout the SJPL system. Help make a difference in a student's life and sign up as a Homework Club Volunteer, today! Get started at www.sjpl.org/volunteer

X. **Comments and Announcements:**

A. Youth Commission: Not present.

B. Meetings Attended by Commissioners as Commissioners:

- Commissioner Dunbar was interested in bringing the National Novel Month to the Commissions attention. She will be attending the Bascom Branch Warming Center meeting.
- Commissioner Thorsen attended the Friends of Bascom Branch meeting on Saturday and said they are very concerned and want to be informed about the Warming Center topic and how it involves the Friends, staff and the Community members.

C. San José Public Library Foundation Board (Commission Liaison Hilary Thorsen):

- Announced the SJ Promise Celebration taking place on 10/24; she encouraged those interested to RSVP as it is a free event however any proceeds collected will go to SJ Aspires. She mentioned that Mayor Liccardo will be attending as well.

- Announced new staff member Nicole Chitty as the Foundation's Development Director.

XI. Information and Upcoming Opportunities for Commission Participation -
See SJPL Program Calendar at <http://www.sjpl.org/>

XII. Items for Future Commission Meeting Agendas:
No items were identified as discussion items for future meeting agendas.

XIII. Meeting Schedule and Agenda Items
The Parcel Tax Oversight Committee meeting will be held on November 20, 2019 at 7:00 p.m., followed Bond Oversight Committee meeting and then immediately thereafter the regular meeting will be held at Santa Teresa Branch Library Community Room.

XIV. Adjournment: The meeting was adjourned at approximately 8:12 p.m.

MICHAEL MELILLO, Chair
San José Public Library
and Early Education Commission

ATTEST:

COUNCIL APPOINTMENT ADVISORY COMMISSION SECRETARY

ADRIANA A. YORK