

LIBRARY AND LITERACY COMMISSION
Tuesday, April 8, 2014
5:30 pm.
LOCAL HISTORY ROOM
PORTERVILLE PUBLIC LIBRARY
AGENDA

I. CALL TO ORDER

II. ROLL CALL

Esther Figueroa, Chair	(10/2015)	Allan Bailey, Vice-Chair	(10/2015)
Jennifer Biagio	(10/2016)	Catherine E. May	(10/2016)
Tamara Bishop	(10/2016)	Carol Wilkins	(10/2015)
Edith La Vonne	(10/2015)		

III. ORAL/WRITTEN COMMUNICATIONS FROM PUBLIC

All items not scheduled should be addressed to the Library and Literacy Commission at this time during Oral Communications. Anyone wishing to address the Library and Literacy Commission should state their name for the record. In order to proceed in a timely manner, please limit the duration of your comments to three (3) minutes.

IV. REPORTS

This is the time for the Library and Literacy Commissioners to report on advocacy activities.

V. CONSENT CALENDAR

Consent Calendar items are considered routine and informational in nature and will be enacted in one motion. There will be no separate discussion on these matters unless a request is made, in which event the item will be removed from the Consent Calendar.

1. Library and Literacy Commission Minutes from March 11 and March 19
2. Monthly Highlights
Re: Consider approval of monthly highlights report for March.
3. Literacy Report
Re: Consider approval of monthly Read to Succeed program report.
4. Chamber Ambassador Report
Re: Consider approval of monthly activity report from staff.
5. Update second floor renovation project
Re: Informational report regarding the status of the project.
6. Update Strategic Planning
Re: Informational report regarding efforts from the Ad-hoc Committee.
7. Announcements
Re: Informational report regarding upcoming activities of interest to the Commission.

VI. SCHEDULED MATTERS

1. Saturday Computer Classes
Re: Staff presentation on the Saturday computer classes
2. 2014 Serving With A Purpose Conference
Re: Continued discussion about the Commissioners participation in this upcoming conference
3. Easy Fundraising for Public Libraries
Re: Consideration and action to participate in this online training course

4. July Mixer
Re: Review and discuss the Commissioners' roles for this event
5. Commission Reports to City Council
Re: Discussion and action to consider changing the Commission's report to the first meeting of the month
6. Commission Advocacy Opportunities
Re: Consider the May schedule

VII. COMMENTS FROM COMMISSIONERS

The Commissioners' opportunity to comment on any item or issue that is under the purview of the Library and Literacy Commission that is not on the agenda.

VIII. SCHEDULED ITEMS FOR FUTURE MEETINGS

Agenda items for subsequent Commission meetings.

IX. ADJOURNMENT - to the meeting of Tuesday, May 13

In compliance with the Americans with Disabilities Act and the California Ralph M. Brown Act, if you need special assistance to participate in this meeting, or to be able to access this agenda and documents in the agenda packet, please contact the Office of City Clerk at (559) 782-7464. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting and/or provision of an appropriate alternative format of the agenda and documents in the agenda packet.

Materials related to an item on this Agenda submitted to the Library and Literacy Commission after distribution of the Agenda packet are available for public inspection during normal business hours at the Library, 41 West Thurman Avenue, Porterville, CA 93257.

The mission of the Porterville Public Library is to be a visible learning center by providing literacy materials and services for all ages throughout our community for personal enrichment, the power of information, and the joy of reading.

LIBRARY AND LITERACY COMMISSION

Tuesday, April 8, 2014

5:30 pm.

CONSENT CALENDAR

1. Library and Literacy Commission Minutes

- **March 11, 2014**

Call to Order: The meeting was called to order at 5:30 pm.

Roll Call: Chair Figueroa, Commissioner Bailey, Commissioner Biagio, Commissioner May, Commissioner Bishop, Commissioner Wilkins, and Commissioner La Vonne.

Also Present: Vikki Cervantes, City Librarian; Anthony Arellano, Library Supervisor; Annamarie Olson, Library Assistant.

Oral/Written Communications from Public: None.

Reports: Commissioner Bishop attended the Youth Commission and distributed flyers about their Movie Night event. Chair Figueroa thanked all the Commissioners who participated in the Library's Read Across America event. Commissioner La Vonne attended the City Council meeting and reported on an upcoming Anti-Bullying event scheduled for Saturday, April 12.

Consent Calendar: Commissioner La Vonne pulled item #6 – Update on July Mixer. Commissioner Bailey motioned to accept the remainder of the consent calendar, except item #6. Commissioner Wilkins seconded and the motion passed. Commissioner La Vonne noted that she pulled item #6 so that she could ask what the Commissioners could do to help. Vikki responded that the plans were being handled for the mixer scheduled for July 24 and that maybe the Commissioners could run a booth where they answered general questions about the library. Commissioner La Vonne volunteered to help generate donations for giveaways at the mixer event. Staff will give a mixer update at the next meeting. Commissioner La Vonne motioned to accept item #6. Commissioner Bishop seconded and the motion passed.

Scheduled Matters:

1. English Language & Literacy Intensive (ELLI). Vikki introduced the program with a short history. Annamarie presented a live demonstration of the type of stories that are read to participants in the program. She also passed around and explained some of the math and word games used for instruction. Commissioner Biagio wanted to know how to expand the program to more schools. Vikki responded that the partnerships are built with one school at a time, pending staffing/funding, and a commitment from Principals and parents.
2. Skill Building Program. Vikki introduced the program with a short history. Annamarie outlined the structure of the program, which is similar to the ELLI program. A discussion ensued regarding some kind of presentation to the school board so that they could be informed about this opportunity for students. Commissioner Bishop also mentioned a possible partnership with the Boys and Girls Club. Vikki will contact these two agencies.
3. Spring CPLA Workshop on Synergistic Advocacy. Vikki gave a report the various components of the workshop, including the San Diego Public Library and EveryLibrary California.
4. California State Library – Forum for Library Directors. Vikki recounted the discussion topics from the forum, which included the annual state library survey, an immigration agency presentation, the Edge Pilot and continuation, the Broadband Initiative, and the ballot initiatives.
5. 2014 Serving with a Purpose Conference. The focus of this year's conference will be fundraising. Vikki will be attending and invited interested Commissioners to volunteer their time to attend. Commissioner La Vonne tentatively accepted, but will be able to give a definitive answer by the 31st. Commissioner

Bishop stated her interest and will check her schedule. Chair Figueroa was uncertain at this time. Commissioner Biagio will look into whether or not she will be able to attend. Vikki will share the early bird registration cut-off date and other information as it becomes available.

6. Commission Advocacy Opportunities. Commissioner La Vonne volunteered to attend the P&L Commission meeting on April 3. Commissioner Biagio will give the report at the April 15 (corrected from April 22) City Council meeting. Commissioner Bailey started a discussion on the timeliness of the Library and Literacy Commission reports to the City Council, specifically whether the presentations should be given on the first meeting of the month, instead of the second – due to heavy agendas, crowd size, and maximizing advocacy. Commissioner La Vonne suggested looking at attendance records. Staff will get attendance numbers for the Commission to continue this conversation at the next meeting. Commissioner Bishop volunteered to attend the Youth Commission meeting on April 21. Commissioner Wilkins plans on attending the Friends of the Library meeting on April 9.

Comments from Commissioners: Commissioner La Vonne commented on the great programming at our Library. Commissioner May gave a Porterville Celebrates Reading update in response to Chair Figueroa's inquiry regarding any assistance that the Commissioners could provide. There are many opportunities to volunteer at Porterville Celebrates Reading, including supervising, reading, and monitoring. Interested parties should contact Commissioner May at 788-9053 to participate and volunteer. Vikki confirmed attendance for the March 19th meeting and announced that it will be noticed as a Special Session.

Scheduled Items for Future Meetings: As discussed; staff update report on July Mixer and report on City Council attendance.

Adjournment: The meeting was adjourned at 7:00 pm.

- **March 19, 2014**

Call to Order: The meeting was called to order at 2:06pm.

Roll Call: Chair Figueroa, Commissioner Biagio, Commissioner May (2:28pm), and Commissioner La Vonne.

Also Present: Vikki Cervantes, City Librarian; Jim Tank, Friends of the Library; Ellen Nichols, Library and Literacy Commissioner Emerita; and Diane Satchwell.

Oral/Written Communications from Public: none

Scheduled Matters:

1. Strategic Planning Session. Vikki introduced Diane Satchwell as the meeting facilitator. Diane shared her professional history in the public library business. Diane spent the next two hours sharing a simple approach to the strategic planning process with a toolkit that maps out the process in digestible segments. Diane shared many useful examples and bumps in the road that may occur. She explained that it is a beneficial process that can take up to 9 months to complete. The Commissioners present thanked Diane for her time and knowledge sharing in the area of strategic planning.

The ad-hoc committee will meet on Tuesday, April 8 after the regularly scheduled Library and Literacy Commission meeting to discuss next steps.

Other Matters: none

Adjournment: The meeting was adjourned at 4:07 pm.

2. March Highlights

“Reading is my Thing” Mini Reading Program for children ages 3-11, started on March 1, 2014, and ended on March 31st. Staff raffled three Dr. Seuss baskets. There were **321** participant sign-ups.

March 1, 2014, Saturday Game Day @Your Library. Participants had the opportunity to play a variety of card, board, and video games. There were **96** participants.

March 2, 2014, staff celebrated Dr. Seuss’s Birthday. Children of all ages got to enjoy face painting and a photo booth. Staff provided a birthday cake and The Cat in the Hat made a special appearance. Participants had a chance to win a prize. There were **208** participants.

March 2, 9, 16, 23 & 30, 2014, Friends of the Library sponsored a contest and invited the Elementary schools in both Burton and Porterville Unified School districts. The students from the participating classes were required to:

- Visit the Library on a Sunday
- Apply for or check the status of their library card
- Check out a book
- Take a service flyer back to their school to share

The two winners were Oak Grove Elementary and Westfield Elementary Schools. Each school won a FREE show from E&M Reptile Family.

March 3, 2014:

- The Library celebrated Read Across America - Dr. Seuss’s Birthday. Special guest readers that participated were Commissioners Esther Figueroa, Allan Baily, Edith Lavone, Carol Wilkins, City Manager John Lollis, City Council member Virginia Gurrola, Parks & Leisure Director Donnie Moore, Chamber of Commerce members Bill McKinley and Mrs. McKinley, Friends of the Library Bobbie and Frank, Read to Succeed Tutor Jamie Hunt and Library staff Sandi Farnsworth and Annamarie Olson. Staff had Dr. Seuss crafts and movies. The Cat in the Hat made several appearances throughout the day. There were **141** participants
- The Library sent two staff members to visit the Summit Charter Academy- Mathew Campus School. Staff read Dr. Seuss books and other stories to Kindergarten, 2nd and 4th grade students. Other staff dressed as The Cat in the Hat and made surprise appearances to 17 classrooms. Total of **440** students.

March 4, 11, 18 & 25, 2014, Rotary Spring Ball committee held meetings at the Library.

March 5 & 7, 2014, staff coordinated with the Burton and Porterville Unified School districts to come out to their school sites during Kindergarten Registration Days. Staff and The Cat in the Hat provided an informational booth about library services and promoted the Online Homework Help. There were **50** library card applications that were processed.

March 5 & 19, 2014, Youth Summit group held meetings at the Library.

March 7, 2014:

- Staff conducted an off-site story time at Hoops Preschool. There were **110** participants.
- Art walk – Our featured March Artist James Skidmore displayed his artwork, wood carvings, for all to enjoy. Patrons also got to enjoy delicious strawberry shortcakes while looking at the great artwork. There were **20** participants.

March 11, 2014, staff conducted an English Language Literacy Intensive and Skill Building Program presentation at the Library & Literacy Commissioners meeting. There were **10** participants.

March 13, 2014, staff conducted a Library presentation to the Optimist club. There **15** participants.

March 14 & 28, 2014, Friday Magic Club met at the Library in the Local History room. The club is open to anyone who plays Magic the Gathering. All ages and skill levels are welcome. There were **25** participants.

March 25, 2014, staff conducted a Literacy presentation to the Zonta club. There **31** participants.

March 26, 2014, staff conducted 1 tour for Ducor Elementary First grade students. There were **20** participants.

March 27, 28, 2014, staff attended Parenting Partners training in Fresno, CA.

March 29, 2014:

- Staff participated in the Spring Kids Festival at the Veterans Park. Staff had an informational booth to promote library services and programs. Staff provided a Spin and Win wheel. Participants had an opportunity to win a prize. There were **250** participants.
- Lego Club @ Your Library. Participants had the opportunity to play with a variety of Legos. The children learn how to share and use their imagination. Children got to watch the “Lego movie.” Staff raffled the movie. There were **62** participants.

Staff conducted 1-Hour courses on the following Computer Topics:

- 3/1 Intro to Facebook
- 3/8 Intro to Facebook(Spanish)
- 3/15 Intro to Word
- 3/22 Intro to Word(Spanish)
- 3/29 Job Scout

Total participants: **32**

Monthly Volunteer Hours

39 Volunteers: **188** hours

11 Community Service: **62** hours

Boppy Times for Babies: parents and their babies get to play and bond together. There were **30** participants.

Tuesday Morning Story Times: preschoolers enjoy singing, dancing, and books. There were **312** participants.

Tuesday Evening Spanish Story Times: preschoolers enjoy Spanish stories, Spanish songs and crafts. There were **48** participants.

Sunday traffic counts for March:

- Sunday, March 2, 2014 – **530**
- Sunday, March 9, 2014 – **312**
- Sunday, March 16, 2014 – **268**
- Sunday, March 23, 2014 – **230**
- Sunday, March 30, 2014 – **317**

3. Literacy Report

Tutors trained: **0**

Learner assessments: **2**

Tutor matches: **0**

Learners' Achievement Corner

- Ramia B's Tutor Laura shared that Ramia is an eager learner. She is learning to read, write and is able to carry a full conversation in English.
- Juan A. started off as an English as a Second Language learner. He advanced over to the Read to Succeed Literacy program. Tutor David shared that Juan is improving on his comprehension skills and is able to carry a full conversation.

English as a Second Language Conversation Circle group currently meets Tuesdays and Thursdays. The group utilizes the Inglés sin Barreras audio software and continues to work on vocabulary phrases, expressions, and greetings. There were a total of **42** participants.

The Library has partnered with the Police Department Thunderbolt Program staff. There are currently **2** teens that will be meeting weekly with a Read to Succeed tutor for assistance with their reading and writing assignments.

4. Chamber Ambassador Report

- March 7, 2014, staff attended First Friday Coffee.

5. Update second floor renovation project

Staff does not have any new information to report at this time.

6. Update Strategic Planning

An Adjourned meeting of the Library and Literacy Commission was held on Wednesday, March 19 at 2pm in the Library Community room. Facilitator Diane Satchwell provided a simplified approach to the strategic planning process that would eliminate the desire to hire an outside consultant. The Ad-hoc committee has set a meeting following the April 8th Library and Literacy Commission meeting to further discuss and review the materials shared by Mrs. Satchwell.

7. Announcements

- Porterville Celebrates Reading, Veteran's Park on Saturday, April 12 from 10am -2pm
- National Library Week and National Volunteer Week, April 13-19, see attached flyer
- Dia de Los Niño's Library Celebration on Wednesday, April 30, Centennial Park 5-7pm, see attached flyer
- TUTOC (Transaction and Use Tax Oversight Committee) will meet at the Police Department on Thursday, May 1 at 6pm.
- First Friday Coffee Sponsored by the Friends of the Library, Friday, May 2 at 7am, Galaxy 9 Theatre

CITY COUNCIL

- City Council will have a place on their Tuesday, April 15, agenda for the Library & Literacy Commission to report. Commissioner Biagio has volunteered.

SCHEDULED MATTERS

1. Saturday Computer Classes

The library has been offering computer classes for about 15 years, when computers were received from the Gates Foundation. The computers arrived at public libraries up and down the state of California with the stipulation that computer literacy classes would be offered.

The library now offers a one-hour computer class every Saturday. Staff has put together a brief presentation for the Commission. As library advocates, we hope this presentation will help you connect and engage the community in the many services offered by the City Library.

2. 2014 Serving with a Purpose Conference

This item has been placed back on the agenda to identify two Commissioners who are able to confirm their participation in the 2014 Serving with a Purpose Conference, as staff has not received an official response. As noted from the Commission's last meeting Commissioner La Vonne and Commissioner Bishop stated an interest and would check their availability.

As a reminder, the Commission has been invited to participate in the annual Serving with a Purpose Conference on May 22 in Ontario. This year the topic is on Fundraising for Now and for the Future.

Staff has recommended that the Commission designate 1 or 2 Commissioners to attend the conference and direct staff to make all necessary arrangements.

3. Easy Fundraising for Public Libraries

An online course from Infopeople will begin on May 20. Staff flagged this learning opportunity for the Commission as it falls in line with the strategic planning efforts. The course will run 4 weeks and participants can expect to spend 2½ hours per week. Each week's module contains readings and various options for assignments, discussions, interviews, and online meetings. Participants can choose the options most relevant to their work and interests.

Instructor Stephanie Gerding is a librarian, author, and trainer with over 15 years of experience working with libraries, non-profits, and government organizations. Stephanie has success in all areas of library fundraising including work as a grant reviewer, writer, trainer, project manager, evaluator, and consultant. As an independent library consultant, she plans and conducts training for thousands of participants around the world, including at national library conferences (such as ALA, PLA, Internet Librarian, and others).

The course has been crafted for library Friends, foundation members, volunteers, and anyone interested in helping libraries with easy fundraising.

Staff suggests that one or two Commissioners participate in this online course and direct staff to make all necessary arrangements with Infopeople.

4. July Mixer

At the January meeting the Commission endorsed the Library's participation to host the July Chamber of Commerce Mixer on Thursday, July 24.

This item has been placed on the agenda to brainstorm a program outline and to identify the role of the Commissioners during this activity.

5. Commission Reports to City Council

It was proposed at the March Commission meeting that the Commissioners consider moving their advocacy report to the first City Council meeting of the month due to the perception of higher attendance from the public. Staff was directed to bring forward public attendance records of City Council meetings.

Staff has had dialogue with the City Clerk's office and the Parks and Leisure Director and can report that there is no official record keeping of community attendance at City Council meetings. However, it was conveyed that large community attendance at any of the scheduled City Council meetings stems from various issues considered important by the individual citizen, such as medical marijuana, super Wal-Mart, annexation, etc.

As noted previously, the City Council has placed on every agenda a place for reports and has listed all standing Commissions and Committees.

6. Commission Advocacy Opportunities

Upcoming meetings:

P&L Commission – May 1 – Council Chambers @ 5:30 pm.

City Council – May 20 @ 6:30 pm.

Youth Commission – May 19 – Council Chambers @ 4 pm.

Friends of the Library – May 14 – Library Local History Room @ 4 pm.

VII. COMMENTS FROM COMMISSIONERS – comments on any items or issues not on the agenda

VIII. SCHEDULE ITEMS FOR FUTURE MEETINGS

IX. ADJOURNMENT – Adjourn the meeting