

LIBRARY AND LITERACY COMMISSION
Tuesday, March 14, 2017
5:30 p.m.
CITY HALL – COLEMAN MEETING ROOM
291 NORTH MAIN STREET
PORTERVILLE PUBLIC LIBRARY
AGENDA

I. CALL TO ORDER

II. ROLL CALL

Patience Christenson, Chair	(10/2018)	Edith La Vonne, Vice Chair	(10/2018)
Allan Bailey	(10/2018)	Jennifer Biagio	(10/2019)
Tamara Bishop-Mitchell	(10/2019)	Esther Figueroa	(10/2018)
Catherine E. May	(10/2019)		

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 February 14, 2017
2. February Monthly Highlights
Re: Consider approval of monthly highlights report for February.
3. Literacy Reports
Re: Consider approval of monthly Read to Succeed program reports.
4. Chamber Ambassador Report
Re: Consider approval of monthly activity reports from staff.
5. Announcements
Re: Informational report regarding upcoming activities of interest to the Commission.

VI. SCHEDULED MATTERS

1. Development of a Facilities Master Plan
Re: Continued discussion on the development of a Facilities Master Plan
2. 2017 Serving with a Purpose Conference
Re: Consideration and action to send a member of the Commission to participate in the upcoming conference
3. Electronic Resource Presentation – Overdrive
Re: Staff presentation of the newly acquired electronic resource Overdrive

4. 2017 Commission Goals and Objectives
Re: Continued discussion and updates on work plan.
5. Commission Advocacy Opportunities
Re: Consider April 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

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.

The vision of the Porterville Public Library will be integral to the City's intellectual and cultural life. The library will provide free and equal access to information, knowledge, and ideas; promote personal enrichment and lifelong learning; encourage a love of reading in all age groups; and foster educational programs and partnerships. The library will ensure quality service through positive patron connections and an inviting environment.

Library Service Roles: Learn to Read and Write - adult, teen, and family literacy, Early Literacy- create young readers, Satisfy Curiosity and Lifelong Learning, Visit a Comfortable Place- both physical and virtual, Connect to the Online World.

LIBRARY AND LITERACY COMMISSION

Tuesday, March 14, 2017

5:30 p.m.

CONSENT CALENDAR

1. Library and Literacy Commission Minutes

February 14, 2017

Call to Order: The meeting was called to order at 5:38 pm.

Roll Call: Chair Christenson, Commissioner Bailey, Commissioner La Vonne, Commissioner Figueroa, and Commissioner May.

Also Present: Vikki Cervantes, City Librarian

Oral/Written Communications from Public: None.

Reports: Commissioner Figueroa reported on attending the AB1234 Training. Commissioner Bailey attended the City Council meeting.

Consent Calendar: Commissioner La Vonne motioned to approve the Consent Calendar. Commissioner Figueroa seconded and the motion passed.

Scheduled Matters:

1. Peter M. Brown Trust. The Commission discussed a few items regarding current library needs but ultimately decided to pursue a larger conversation with City Council about the future planning of a 2030 modernized library facility. Since Mr. Brown was forward thinking about his legacy it only seems appropriate to earmark his large gift to a future library facility. The Commission directed staff to arrange a future meeting with City Council to discuss the idea of utilizing funds for the planning of a future 2030 modernized Library facility.
2. Development of a Facilities Master Plan. Commission Chair Christenson asked to carry this scheduled matter to the March agenda. Per the staff report, Vikki passed out two examples for review as the Commission takes action on the development of a Facilities Master Plan.
3. 2016-17 Commission Goals and Objectives. Vikki shared the status of the ad-hoc committee's work and of the updated community stats: population of over 60,000, median age of 29, 18.59 sq. miles and average household income of \$36,718. Vikki spoke about the need to simplify the community talking points. In the March agenda, Vikki will include additional information on the Serving with a Purpose conference coming up in May and also plans to share the draft of the community talking points document.
4. Commission Advocacy Opportunities. Commissioner Figueroa volunteered to attend the Parks & Leisure Services Commission meeting on 3/2/17. Commissioner La Vonne volunteered to attend the Friends of the Library meeting on 2/15/17. Commissioner Bailey volunteered to attend the City Council meeting on 3/21/17. Vikki will contact Commissioner Bishop-Mitchell to see if she is interest in attending the Youth Commission meeting on 3/13/17.

Comments from Commissioners: Commissioner May announced that Porterville Celebrates Reading will be at Veteran's Park on Saturday, April 8.

Schedule Items for Future Meetings: As discussed.

Adjournment: The meeting was adjourned at 6:45 pm.

2. February Highlights

Library Cinema, staff is showing movies on the third Saturday of every month and serving free popcorn for attendees. There were **25** participants.

Saturday Game Day @Your Library. Participants had the opportunity to play a variety of card, board, and video games. There were **29** participants for the month of February.

February 15, 2017, staff conducted an offsite story time for the bilingual class from Headstart Preschool there were **15** in attendance.

February 17, 2017, staff attended the Farm Workers Appreciation Fair. Staff had an informational booth promoting library programs and there was an opportunity to play the Spin 'n' Win wheel for a chance to win a prize. There were **113** participants.

February 22, 2017, the ELLI program invited all of the participants' parents to a Family Reading Time event. This event was targeted to the ELLI parents to visit the library with their families and learn the importance of reading together as a family. There were **20** participants.

February 25, 2017, Building Blocks Club @ Your Library. Participants had the opportunity to play with a variety of Legos. Staff conducted two raffles for the **5** participants.

February 27, 2017, staff was invited to Alta Vista Elementary School to read Dr. Seuss books for two of the 1st grade classes. There were **30** in attendance.

Bring Your Own Game Day is held every Sunday in the Community Room at the Porterville City Library from 1:30 pm – 4:30 pm. There were **65** participants for the month of February.

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

- 2/4 Intro to Microsoft (English)
- 2/11 Intro to Word (Spanish)
- 2/18 Intro to Publisher (English)
- 2/25 Intro to Publisher (Spanish)

Total participants: **2**

February Monthly Volunteer Hours

6 Volunteers: **130.5** hours **3** Community Service: **91.5** hours

Tuesday Morning Story Times: preschoolers enjoy singing, dancing, and books. There were **98** participants.

Tuesday Evening Spanish Story Times: preschoolers enjoy Spanish stories, Spanish songs, and crafts. There were **47** participants.

Boppy Times for Babies: parents and their babies get to play and bond together. There were **29** participants.

Sunday traffic counts for February

- Sunday, February 8: **235**
- Sunday, February 12: **393**
- Sunday, February 19: **297**
- Sunday, February 26: **395**

3. Literacy Report

Adult Learning Center visits: **180**

Tutors trained: **0** Learner assessments: **2** Tutor matches: **2**

Learners' Achievement Corner

- ✓ Jess C. – Learning about nouns, verbs and parts of speech.

English as a Second Language Conversation Circle group is not currently meeting. There were a total of **0** participants.

English as a Second Language Arabic group meets Tuesday, Wednesday and Thursday mornings. There were a total of **217** participants.

The Library has partnered with the Police Department Thunderbolt Program staff. We currently have **1** student who is meeting with Tutors for assistance with their writing assignments.

4. Chamber Ambassador Report

- February 3, 2017, staff attended First Friday Coffee sponsored by Ameripride.
- February 8, 2017, staff attended the ambassador lunch at the Chamber office sponsored by Hoagie's Hero's.
- February 15, 2017, staff attended a ribbon cutting for Oportun.

5. Announcements

- New Program Launch of 1,000 Books Before Kindergarten – register at the Main Library 41 West Thurman Avenue
- New Program Launch Leamos – register at the Adult Learning Center 15 East Thurman Avenue, Suite B

CITY COUNCIL

- ✓ City Council will have a place on their Tuesday, March 21, agenda for the Library & Literacy Commission to report. Commissioner Bailey has volunteered to deliver the report.
- ✓ City Council tentatively has placed onto their agenda Proclamations for National Library Week and National Volunteer Week on Tuesday, April 4. We are asking for one of the Commission members to volunteer to receive the National Library Week proclamation on behalf of the Library.

SCHEDED MATTERS

1. Development of a Facilities Master Plan

At the request of Commission Chair Christenson this item was carried over from the February agenda.

Staff is asking the Commission to consider the development of a Facilities Master Plan that would address the current and future maintenance/renovations of the central library facility, Margaret J. Slattery Library, the Adult Learning Center, and future building(s). Staff was asked to bring forward information about what other libraries in our cooperative are doing when it comes to library security and 3 library jurisdictions responded:

- Security Guard, equipped with a baton and/or pepper spray; 40 hours per week, cost \$47,000 annually.
- Security Guard, 71 hours per week, cost \$50,000 annually.
- Security Camera/monitoring system, cost \$1,845.00 annually. Startup cost for the acquisition of 16 cameras and recording equipment was not available at this time.

The libraries that reported an actual physical guard stated that this security measure has been extremely helpful due to the downtown location, transient populations, proximity to halfway houses, and the volume of patron traffic.

Staff has had ample time to review the plans shared by other public library peers and feels that moving forward on this document would be extremely beneficial when it comes to the community platform for funding opportunities whether grant or private and, most definitely, should a capital campaign for a future library building take off in the next few years. As staff shared at the January meeting, some of the examples included the need to renovate the upstairs and downstairs area for better functionality at the Main Library; upgrade the existing electrical capacity, modernization of the exterior façade, roofing, flooring, storage, security cameras, energy efficient equipment – dated HVAC units, 1955 single pane windows, and front entry door. The Margaret J. Slattery Library concerns- security system, flooring, and future furniture replacement. At the Adult Learning Center- future flooring, storage, furniture replacement.

Staff recommends that the Commission continue the discussion of the relevant points from their January meeting, spend time reviewing the sample Facility Plan shared by our local library peers and determine at their March meeting if creating such a document for the Porterville Library falls in line with the current goals and objectives of the Commission.

2. 2017 Serving with a Purpose Conference

The Commission has been invited to participate in the annual Serving with a Purpose Conference on Thursday, May 4, in Rancho Cucamonga, California, flyer attached. This year the topic is “Future of Fundraising and Friendraising” with keynote speakers Peter Pearson and Sally Garner Reed.

Peter Pearson has served as the President of The Friends of the Saint Paul Public Library for over 25 years before retiring in 2016. Pearson is recognized as a national expert on all aspects of fundraising for libraries, advocacy, and Friends and Foundations. Sally Gardner Reed is the Executive Director of United for Libraries (A Division of the American Library Association) and former Executive Director of Friends of Libraries U.S.A. She is an expert on all things related to Trustees, Friends and Foundations.

This year staff suggests sending one Commissioner. Staff has gathered cost estimates for your consideration: registration, lodging, meals and mileage = \$440. Staff has identified available funds to attend this workshop as this activity is in line with the Commission’s ongoing efforts to strengthen advocacy skills that support the community library now and into the future.

Staff recommends that the Commission designate one Commissioner to attend the conference and direct staff to make all necessary arrangements.

3. Electronic Resource Presentation – Overdrive

Staff is excited to share a brief presentation of our newest electronic resource – Overdrive, which is a platform for eBooks, audiobooks, and video titles.

As Library advocates, we hope this presentation will help you connect and engage the community in the services offered by the City Library.

4. 2017 Commission Goals and Objectives

At the request of Chair Christenson this matter will continually be placed on the agenda for further discussions and modifications, if necessary.

Advocacy- Fundraising:

- Staff would like to invite the Commission to the California Public Library Advocates Spring Workshop “Fundraising For All” that will be held at the Tulare City Library on Saturday, April 29 from 10am – 2pm. Please come prepared with your calendars so that staff can get you registered, program flyer is attached.
- The CPLA Vice-President is excited to report that California State Librarian Greg Lucas will be joining the Central Valley Workshop!

Advocacy Planning – Update

- The Ad-Hoc Committee of Commissioner May and Vikki have met twice since taking on this part of the Advocacy Toolkit in November, which was to develop “community conversation” pieces that help connect and engage our community to the value of their City Library. Vikki and Catherine plan to share a draft document with the Commission, as well as share some insightful findings that have been stumbled upon during this stage of advocacy efforts.

5. Commission Advocacy Opportunities

Upcoming meetings:

- P&L Commission – April 6 – Council Chambers @ 5:30 pm.
- Friends of the Library – April 12 – Library Local History Room @ 4 pm.
- City Council April 18 @ 6:30pm
- Youth Commission – April 10 – Council Chambers @ 4pm

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