

# MINUTES

**MEETING OF:** LIBRARY BOARD OF TRUSTEES  
**DATE OF MEETING:** Wednesday, December 14, 2011  
**PLACE OF MEETING:** Carlsbad City Library Board Room  
1775 Dove Lane, Carlsbad CA

---

**CALL TO ORDER:**

Chair Bob Benson called the meeting to order at 4:00 p.m.

**ROLL CALL:**

Present: Library Board Trustees Benson, Bradley, Hinman and Hulsart, and Lignante

Absent: None

Staff Present: Heather Pizzuto, Library Director  
Dave Curtis, Deputy Library Director  
Suzanne Smithson, Deputy Library Director  
Callie Ahrens, Principal Librarian  
Jessica Padilla Bowen, Community Relations Manager  
Steve Didier, Library Management Analyst  
Devin Castel, Sr. Business Systems Specialist

**APPROVAL OF MINUTES:**

The minutes of the October 19, 2011 meeting of the Library Board of Trustees were unanimously approved by proper motion (Hulsart/Bradley) and vote.

**MONTHLY LIBRARY REPORTS:**

Trustee Benson asked about the vandalism in the Children's Garden at Dove Lane and Deputy Library Director Curtis provided additional information on the damage which has been repaired.

Trustee Benson asked about the seven learners waiting for the Literacy Program and Principal Librarian Callie Ahrens responded that there is usually a small waiting list for learners as they try to match them with tutors and the hours each is available as well as space within the facility.

Trustee Hulsart expressed interest in the item about staff participation in a program at the Agua Hedionda Lagoon Discovery Center which was apparently attended by a large group who were not familiar with library programs. Library & Cultural Arts Director Pizzuto responded that

one of the Library's initiatives is to partner with other agencies to reach audiences who may not be familiar with all the programs and services the Library provides, and this event proved to be a good example.

**QUARTERLY TECHNOLOGY REPORT:**

Library Senior Business Systems Specialist reviewed the July through September quarterly report with the Board indicating a leveling off of patron use of the Library computers, while use of the wireless has increased.

He also reviewed the statistics on the use of the self-check machines both in number of users and number of items and identified the top Internet categories. He pointed out that the key point for the Library is the increased use of bandwidth and it will be a challenge to keep up with the need. The Library has plans to increase the bandwidth on the patron side and has updated the wireless access points for faster service.

**STRATEGIC INITIATIVE UPDATES FROM LLC:**

Principal Librarian Callie Ahrens provided information as to progress on an initiative to explore partnerships with community organizations to provide services to speakers of other languages. The outcome of the team's work on this initiative is a 1 year trial basis partnership with the Laubach Literacy to provide English as a second language classes at the Learning Center.

A second initiative was to explore ways to align the Learning Center hours with those of the other two library facilities. Principal Librarian Ahrens reported that the team working on this initiative decided to conduct a needs assessment by surveying the patrons. A total of 227 patrons completed the survey with 88% desiring additional open hours. The survey allowed for specific information on which hours and nearly 44% preferred additional evening hours while 39% wanted increased access in the morning.

Library & Cultural Arts Director Pizzuto added that the Library has not often pursued an increase in hours and currently the City is in a tightening mode, not an expanding one. She added that the Library is looking at possible ways to accomplish the initiative by other means than increases in staffing or budget.

**PERFORMANCE MEASURES:**

Management Analyst Steve Didier reviewed the Library's Performance Measures which were included in the packet, reporting out on service delivery, customer satisfaction and cost. The Library uses the mystery shopper and citywide survey to measure service delivery with a 90% rating by the mystery shopper and a 96% rating in satisfaction. This is the highest level of

satisfaction of any City department in the citywide survey results. He added that although the operating costs per capita show an increase, this was the result of a change in the way the City's IT department calculated the ISF charges.

#### **ON-LINE DONATIONS:**

Library Management Analyst Didier displayed the recent changes to the Library's home page that includes a link to the newly redesigned "Support us" page. He pointed out that the page contains information about volunteering as well as links to both the Friends of the Library and the Carlsbad Library and Arts Foundation. Details about methods of donating to the Library have been expanded as well as information on donations of material. The addition of a "donate now" button takes the user directly to PayPal with the option to designate the purpose of the donation. The opportunity to donate on-line has been live for a few weeks as we continued with the design and was only just announced in the latest e-newsletter, just in time for end of the year donations.

Library Community Relations Manager Padilla Bowen added that the Library also has a quarter-page ad in a special giving section of the North County Times promoting our support organizations and the on-line donation option.

Library & Cultural Arts Director Pizzuto added that the Library has encouraged both the Foundation and the Friends to offer the on-line donation option and she reminded the Board that any donation of \$500 or more must be accepted by the City Council.

#### **RULES OF CONDUCT:**

Library & Cultural Arts Director Pizzuto explained to the Board that periodic review of the Rules of Conduct are typically prompted by changes in the law or a particular experience that identifies the need. In this instance there were three separate elements that prompted the review: a recommendation from our legal consultant to add an appeals process to the policy; a change in the ADA laws which become effective in 2012; the recent theft of Library materials and the subsequent intent to suspend library privileges. At that time ambiguity in the language concerning suspension of library privileges was identified.

Library & Cultural Arts Director Pizzuto reviewed the normal process for policy review including a check-in with the Library Board as community representatives, a look at best practices, a request for advice from the City Attorney's office, and a final review in this case by Library Law expert Mary Minow.

Trustee Benson asked if there was a timeline to conclude the review and Library & Cultural Arts Director Pizzuto explained that our goal is to complete it as quickly as possible but the City Attorney's office has a work load that will impact the conclusion.

Trustee Hulsart identified a couple of the rules that seemed subjective in nature and Library & Cultural Arts Director Pizzuto explained that those rules are usually addressed when there has been a specific complaint.

Deputy Library Director Curtis added that when the enjoyment of the facility and environment of one is impeded by the actions of another, and it is made known to us, staff will take action.

In response to a question from Trustee Hulsart as to availability of a copy of the Rules of Conduct, Library & Cultural Arts Director Pizzuto listed the various locations of posted copies, the availability of individual copies at service desks and also on the web.

With no further questions from the Board, Board Chair Benson recognized Mr. Fred Briggs who had requested to address the Board on this agenda item.

Mr. Briggs expressed his concern over the purpose of the Rules of Conduct and the manner in which they are enforced. He raised several questions as to legality and intent of some which seemed to target certain groups of individuals. He also distributed a written document of his concerns and recommendations.

#### **DIRECTOR'S REPORT:**

Library & Cultural Arts Director Pizzuto briefed the Board on the following:

**State Budget impacts** - The state did not achieve the revenue levels set as key to providing funding for state programs including PLF, the Literacy grant, and funds for the regional cooperative library systems.

**Serra Cooperative Library System** – In anticipation of the cut in funding, the Administrative Council of the system met Monday to continue discussing the transformation of the system to provide meaningful and important service to the member libraries in San Diego and Imperial County. Following the announcement from the Governor, the Administrative Council has called an emergency meeting for next week to implement the transition plan more quickly. It is anticipated that Serra can operate off revenue from member dues and some grant funds for a time as they transition to the new design.

**Coffee Cart at Dove Lane** - The cart is scheduled for its final county inspection on Tuesday and anticipates installation that same afternoon. Tentative plans for a grand opening are being finalized for January 14<sup>th</sup>, preceding a Library program in the Schulman Auditorium.

**Strategic Planning** - On December 1<sup>st</sup> the Division Heads met to continue planning work on the initiatives for 2012-13 using the Board's feedback on the strategic directions. An article on avoiding obsolescence led to a philosophical discussion on the future of libraries and helped to identify initiatives to bring forward. Currently the staff is fleshing out the 23 suggested Initiatives, some of which are continuing from this year, and in January will begin prioritizing them and considering budget implications.

**Discovery Solution** - This software interface would allow patrons to search all information in the catalog, our online data bases, and web content through a single search process, similar to other web-based searching tools. At the last minute the vendor of the selected product decided to discontinue the single search component which was a key element for us and therefore highly reducing the value. It is not worth pursuing an alternative at this time; instead we will focus now on evaluating our primary automated system for potential replacement. An RFP has also been issued for print and PC management services which is the next item to come up for renewal.

**Library Staffing** - The Library has completed the selection process for the Technology Librarian position and selected a candidate. We are awaiting confirmation from HR of acceptance of the position. Principal Librarian Callie Ahrens is retiring and we will be celebrating her 25 years with the Library at a reception tomorrow.

**Change in Circulation period** - At the request of our patrons we have decided to extend the loan period for DVD sets of three or more. Previously the extended loan period was for sets containing four.

**Carlsbad Reads Together** - The selection for the event this year is *Iron River* by T. Jefferson Parker and information on final plans for CRT for 2012 will be provided next month.

#### **FOUNDATION REPORT:**

Trustee Hulsart reporting for the Foundation announced the election of Jim Selover as the new President and the discussion of placing an electronic message board in the lobby of the Dove Lane facility as an information distribution point and a vehicle to recognize donors.

**FRIENDS OF THE LIBRARY REPORT:**

Trustee Hulsart also reporting for the Friends announced that the Better Books Sale brought in a little less than \$3,000 while the Book Boutique brought in \$7,851 in the first week.

**NSDC GENEALOGICAL SOCIETY:**

Jean Tempke reporting for the Society briefed the Board on past and future programs and the installation of officers which took place at their annual holiday luncheon yesterday.

**LIBRARY BOARD COMMENTS:**

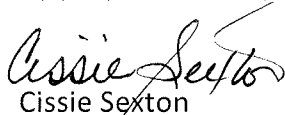
None.

**PUBLIC COMMENT:**

*See Agenda Item #9*

**ADJOURNMENT:**

By proper motion (Lignante/Hulsart) and vote the meeting was adjourned at 5:19 p.m.



Cissie Sexton

Administrative Secretary