Library Advisory Board Minutes
Tuesday, November 18, 2014

1. **Call to Order-** 7:00 p.m.

2. **Roll Call-** Present: LAB members, Carol Greenstreet, Karin Locke, and Stephanie Herrick, Kristin Cushman and Golnoush Pak; Library and Information Services Director, Steven Silveria; Barbara Moore, Pacific Grove Library Foundation and Dolores Mollring. Absent: Casey Lucius

3. **Acceptance of Meeting Minutes:**

   Approval of Sept. 9th minutes with the following recommended changes;
   Correction: Karin's name should be spelled with an "i"; in two locations.
   Correction: Check Lynn's spelling of her name.
   Karin gives Motion to Approve meetings, Golnoush seconds it.

   Approval of Oct. 14th minutes; Karin makes motion to approve minutes, Carol seconds it.

4. **Oral Communications:** History, goals and mission statement for the Pacific Grove Library Foundation presented by Barbara Moore.

5. **Board Announcements:** None

6. **Reports**

   A. City Council Liaison
      Casey Lucius sent in a report via email to Steven Silveria .
      Report includes: The Pacific Grove City Council has approved a Library Clerk position. Pacific Grove is not eligible for "Lunch in the Library" or similar programs.

   B. Library and Information Services Director
      The Board received a report from Steven Silveria.
      City Council has made a change in the salary table for the entire city opening up two positions for the Library: Library Clerk and Library Tech;
      The Library room is in the final stages of completion;
      Review "Librarian's Monthly Report" metrics; the new website is one contributor for the increased user metrics

   C. Chair's Report
      None

7. **Unfinished Business:**
   A. Community Needs Assessment: Library Survey Details

Library Advisory Board Minutes
Tuesday, December 10, 2014

1. **Call to Order-** 7:03 p.m.

2. **Roll Call-** Present: LAB members, Carol Greenstreet, Karin Locke, Kristin Cushman and Golnoush Pak; Absent, Stephanie Herrick; Library and Information Services Director, Steven Silveria; City Council Liaison, Casey Lucius; Community members, Benjamin and Mary Ann Whitten and Dolores Mollring.

3. **Acceptance of November 18, 2014 Meeting Minutes:** Carol makes a Motion to Approve, Karin seconds; Stephanie absent.

4. **Oral Communications:** None

5. **Board Announcements:** None

6. **Reports**

   A. City Council Liaison
   Casey Lucius reviewed past updates: new library position and Lunch in the Library program.
   Action Item: Casey will continue to explore funding ideas for Lunch program
   Action item: LAB to submit public survey highlights to City Council

   B. Library and Information Services Director
   The Board received a report from Steven Silveria.
   75-85 people attended the Juried Art Opening
   Librarian's Monthly Report: Door count continues to climb
   Putting together Annual Library State Report

   C. Chair's Report
   Carol Greenstreet read an email from PG Library Foundation. Details will be discussed in item 7E of the agenda.

7. **Unfinished Business:**

   A. Confirm Slate of officers; Kristin makes motion to vote, Karin seconds. Stephanie is absent. This is a four year commitment.

   B. Community Needs Assessment
   Review comments from the survey
   Action Item: Send report to the group
   Action Item: Steven, Stephanie and Golnoush will define a short survey for students.

C. Discuss Library Renewal Project
The Board received a report from Steven Silveria.
The meeting room is open. The carpet will be lifted to see if the room's underlying wood floor can be refinished. Volunteers will tear down the drop ceiling during the Holidays; lighting that reflects the original lighting is moving along; Joseph Rock, local architect, will create plans so costs can be determined. He is working alongside public works on space needs and RFP.
Action item: Steven to pick a date for tear down party.

D. Planning for the Strategic Plan:
Action item: Once we get the results from Steven, we will add recommendations based on results.
Action Item: Take out Stakeholders, financials; instead put in introduction.
Action Item: Steven will consider the Brown Act and how LAB should collaborate on the Strategic Plan.

E. Foundation Letter
Foundation has not had a Board meeting; Barbara Moore will get back to us.
Steven noticed a problem with the term "ex officio"
Action Item: Carol needs to send a correction that changes the word "ex officio" to "Library Liaison".
Action Item: Carol to ask PG Library Foundation for an answer by the next LAB meeting, January 13, 2015.

8. **New Business**

A. 2015 Work Plan
Action item: In January, discuss getting a survey together for the students
Action item: Need to involve Program Librarian in marketing to parents during Story Time.
Action item: Carol proposes that Stephanie talk with Allison about outreach
Action Item: Carol will submit 2015 Work Plan to City Council; Carol made motion to approve the existing work plan, Karin seconds; Stephanie is absent.

B. Annual Report
Carol reviews the highlights of the Annual Report
Action item: Carol to add a piece on historical renewal and consider writing a conclusion.
Action Item: Consider how to present information to the community; Carol and Steven to set date to discuss.

9. **Items for Future Meetings (Next meeting January 13, 2015)**
Action Item: Strategic Plan Recommendations

10. **Adjournment** 8:39 p.m.

CITY OF PACIFIC GROVE
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Annual 2014 Report
PACIFIC GROVE PUBLIC LIBRARY BOARD

To: Mayor Kampe and Members of the City Council
From: Carol Greenstreet, Library Board Chair
Date: 7 January 2015

Subject: Annual Report, as per Board and Commissions Standard Protocols

Members of the Library Advisory Board (LAB):

Carol Greenstreet	(2/15) Chair
Karin Locke	(2/16) Vice-Chair
Kristin Cushman	(2/17) Secretary
Stephanie Herrick	(2/17)
Golnoush Pak	(2/17)

Pacific Grove Public Library: Steven Silveria, Library and Information Services Director

Council Liaison: Casey Lucius

Activities:

- In 2014, the LAB built the groundwork for the Strategic Plan. The LAB's earlier starts and stops to the plan demonstrated that the highest priority had to be getting community input. The LAB developed a survey for the Community Needs Assessment. Board Member Golnoush Pak designed the marketing flyer mailed to all PG residences on July 25; the online survey closed on September 30. The Friends of the Library (FOL) donated the funds for the mailer, and contributed to the marketing and awareness campaign.
- 4% of the community responded. Results of the Survey include:
    - Almost 65% used the Library daily or weekly; another 22% used it monthly
    - Almost 50% used the website daily or weekly; 27% used it monthly
    - Almost 77% use online library services; 11% use online reference services
    - 52% were extremely satisfied, 38% were satisfied, 3% were somewhat satisfied
    - 6% were neutral, with less than .5% not satisfied

- 45% of respondents were ages 47 to 66, 35% were 67-86, 13% were 31-46, less than 5% were 19-30.

- The 2010 US Census lists about 33% of PG for ages 15 to 34. However, fewer than 18% of respondents were 13 to 46, so the LAB is creating alternatives to get input from the underrepresented groups.
- The LAB is preparing to communicate results, and will continue the dialog with the community and validate plans.
- Among the thousands of write-in comments, the dedication, professionalism and friendliness of the Library Staff shines through. The "welcoming environment", and every other aspect of the mission statement are embodied in this team.
- Next steps include:
  - Updating the Strategic Plan Strawman created in 2013.
  - Local architect Joseph Rock is developing plans that include carpet replacement, painting, lighting, ceiling removal, staff rooms, and ADA-compliant restrooms and access ramp/lift features.

- The Library Renewal Project continued through 2014. Initiated by Steven Silveria in 2013, this work focuses on historic, collection and access renewal. The revitalization includes services and technology well as the physical plant. The improvements proceeded in parallel with the Strategic Plan and are consistent with its goals. These improvements included:
  - Creating pacificgrovelibrary.org that brought the online information and services together into one location. This served as a stepping-stone for the total rework of the website, which was completed on July 7, 2014.
  - Moving to a new Integrated Library System (ILS). The Koha ILS went live on July 7, 2014. As before, the system is shared with the Monterey Library. Koha is less expensive than the earlier system and offers more flexible options.
  - Providing access to a new eBook vendor, Axis360, also in July. eBook downloads are increasing.
  - Securing FOL funding for three student internships, for oral history and technology training for the community (Tech Thursdays).
  - Receiving a new sign identifying the site as a Carnegie Library, paid for by the Pacific Grove Library Foundation.
  - Opening one of the original arches to provide an event/meeting room. While the room is far from completed, the ***"The Language of Flowers"*** **Fine Art Juried Show** is being held there in December and January.

- Replacing the front doors in July which was more cost-effective than repairing them.

The LAB was thrilled to add Golnoush Pak to the Board. A high school student, Golnoush brings creativity and representation of an important Library contingent.

Friends of the Pacific Grove Public Library and Foundation

- A LAB report would not be complete without extending kudos to the Friends, who have been very active in 2014, with both financial support and by building membership and awareness. The FOL committed $50,000 towards the Library Renewal Project. The FOL will donate $35,000 each year towards the collection. Other FOL donations include, but are not limited to: $7,775 for the new website, $2,000 for the Survey mailer, and over $4,000 for children's programs. The Friends implemented innovative ideas for raising money and awareness, including Dine Out With Friends and Business Sponsors. This year's Read-a-Thon brought in $9,220.
- Representatives from the LAB, PGPL, FOL and PGPL Foundation met on 3 occasions to discuss each group's roles and priorities. This will become increasingly important as the Strategic Plan proceeds, as funds are requested from the Foundation and Stewardship Fund.

Library Statistics:

- In the 2014/2015 Fiscal year, the Library will be funded at 4% of the City budget ($910,666).
- Since September 2013, when the Library hours increased to 46, the Library has experienced a 36% increase in Door Count, and a 22% increase in Circulation. The trend for both has steadily increased since May of 2011, as shown in the charts on the last page. All other major metrics show upward trends.

"The mission of the Pacific Grove Public Library is to provide a welcoming place and a balanced collection while preserving the past and planning for the future." In 2014, the Library Staff demonstrated their commitment to this mission, completing significant accomplishments as highlighted above. They laid the groundwork for projects in 2015, which will include historical renewal as well as improvements in services, technology, and the building.

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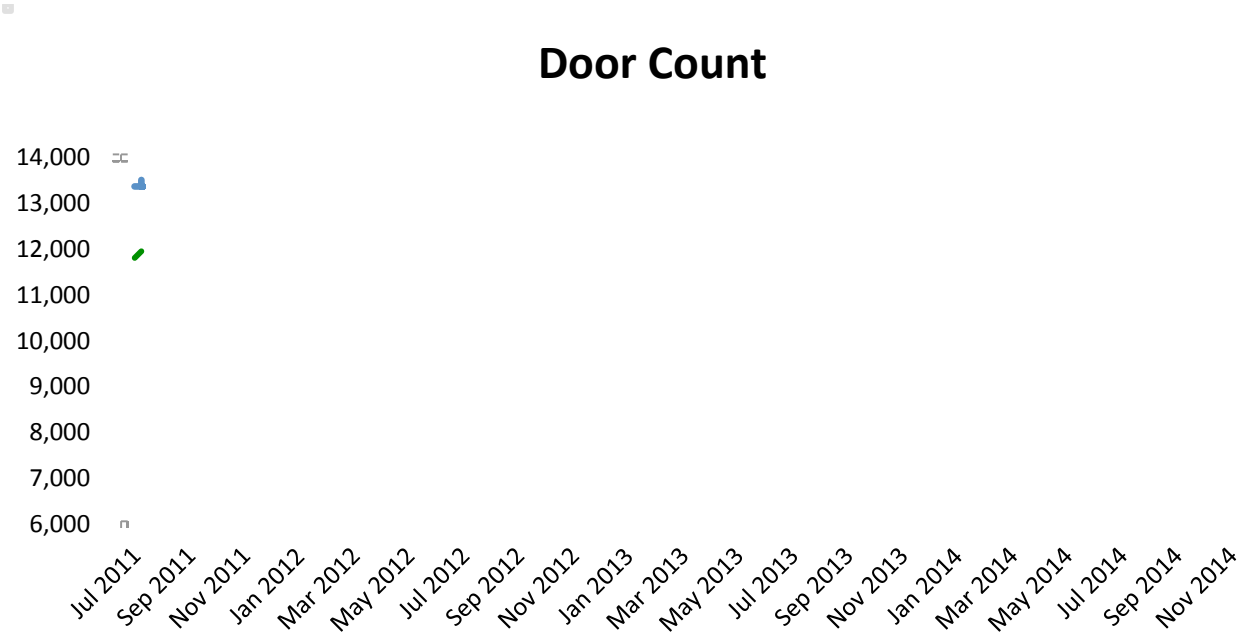

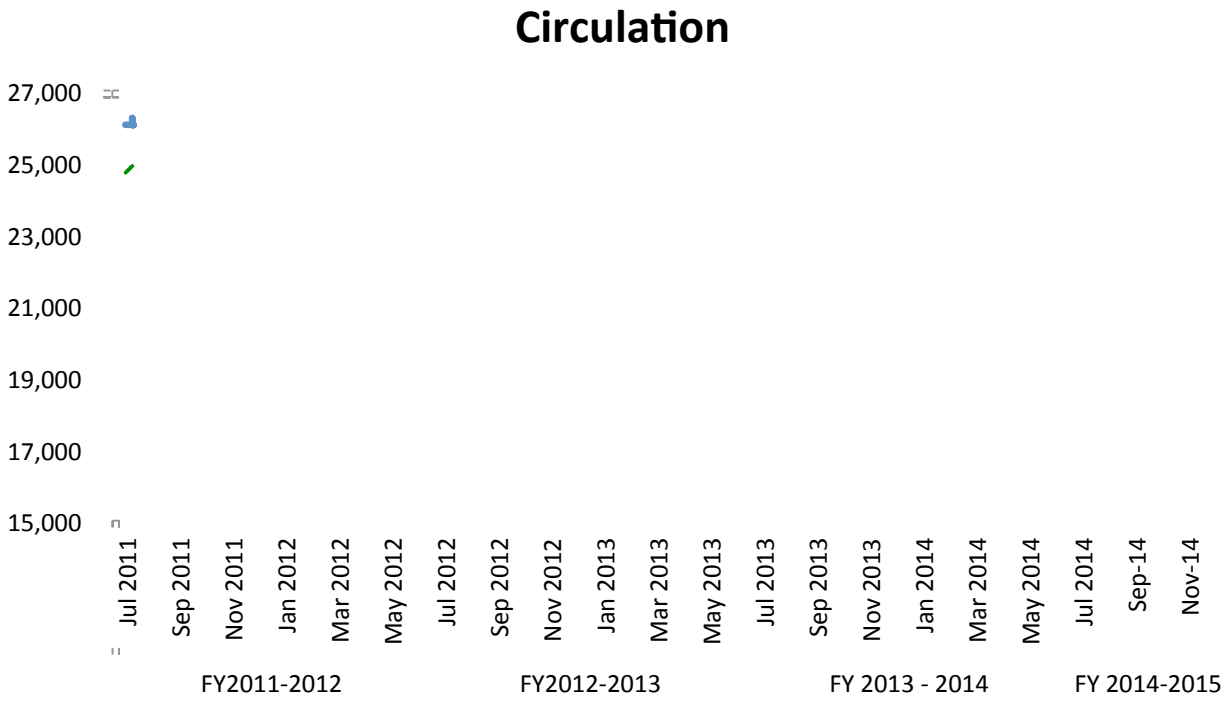

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Pacific Grove Public Library Work Plan 2015

"The mission of the Pacific Grove Public Library is to provide a welcoming place and a balanced collection while preserving the past and planning for the future."

In Fall 2014, the Library Advisory Board (LAB) conducted an online Community Needs Assessment survey to gather ideas on the future of the Pacific Grove Public Library. With funding provided by the Friends of the Library, 6046 Survey postcards were mailed, and 220 responses were received (3.6%). The plans for 2015 focus on gathering input from underrepresented groups, conducting face-to-face discussion groups to gather more depth, and then creating a Strategic Plan to address recommended changes. The draft of the Strategic Plan began in Fall 2014.

2014 and early 2015 – Continue in-progress renewal projects.

- The Friends of the Library committed $50,000 for the renewal project.
- Local volunteers and city staff are working together on reconstructing original lighting, opening a closed arch for an exhibit space, eliminating a false ceiling, and doing projects to renew and repair the library to earlier design intentions.
- Architect Joseph Rock is reviewing earlier plans, and evaluating options for historical and other physical plant renewal.
- The core of a separate exhibit space/meeting room/discussion room is now available and enhancements will be considered.

January and February 2015 – Conduct two face-to-face sessions to discuss results and refine recommendations. Includes a briefer survey for students and parents, which were underrepresented in responses. Refine the draft Strategic Plan based on community survey and community meetings. LAB will review the drafts in preparation for the final report.

March 2015 – Final Strategic Plan for submission to Mayor and City Council

Spring 2015 - Continue to support the Pacific Grove Public Library (PGPL) Renewal Project in alignment with the Strategic Plan. This will include discussing prioritization and costs with appropriate groups such as City Council, Friends of the Library, and the PGPL Foundation. Some suggestions from the Community Needs Assessment may require long-term investment, so the short and long-term costs of high priority items will need to be considered.

Summer and Fall 2015
Continue to execute the Strategic Plan and support the Library Renewal Project