City of Daly City  
Regular Meeting  
LIBRARY BOARD OF TRUSTEES  

Tuesday, January 17, 2012 – 7:00 p.m.  
City Hall Council Chambers – 2nd Floor  
333 – 90th Street, Daly City, CA 94015

For those wishing to address the Library Board of Trustees on any Item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the City Council Chambers and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Library and Recreation Services Department as soon as possible prior to the meeting.

Swearing In Ceremony of Newly Appointed Library Board of Trustee Bradley M. Roxas  
by Councilmember Carol Klatt

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF MINUTES  
Meeting of November 15, 2011  
(Action)

APPROVAL OF AGENDA  
(Action)

REPORTS  
1. Reorganization – Appointment of Vice President – Trustees  
   (Action)  
2. Director’s Report:  
   a. Library Statistics for November and December 2011 – Birch/Anderson  
      (Presentation)  
   b. New Statistics Report Format – Burns  
      (Presentation)  
   c. Input for 2012/2013 Strategic Plan – Trustees  
      (Discussion)

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT  
Speakers are limited to two minutes, unless modified by the President. The Board cannot take action on any matter raised under this item.

AGENDA BUILDING FOR NEXT MEETING  
Presentation by Westmoor High School Future Business Leaders Association

ADJOURNMENT  
Next Library Board of Trustee meeting on February 21, 2012 – 7:00 p.m. at Bayshore Library

AVAILABILITY OF PUBLIC RECORDS:  
All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk’s Office, City Hall located at 333-90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.
The meeting was called to order by Library Board of Trustee President Arlene Encarnacion at 7:02pm.

ROLL CALL
Library Board of Trustees Present:
President Arlene Encarnacion, Vice President William Lex, Trustees Erlinda Galeon, Michael Maysenhalder and Dorie Paniza

Staff Present:
Assistant City Manager/Interim Director Kerry Burns, Assistant to the Director Tim Birch, City Manager Pat Martel, Administrative Assistant Judy Bush

APPROVAL OF MINUTES
Library Board of Trustees:
Motion made by Vice President Lex and seconded by Trustee Galeon to approve the October 25, 2011, minutes of the Joint Special Meeting of the Library Board of Trustees and Parks and Recreation Commission. Unanimously approved.

APPROVAL OF AGENDA
Library Board of Trustees:
Motion made by Vice President William Lex and seconded by Trustee Paniza to approve the November 15, 2011, Agenda of the Library Board of Trustees. Unanimously approved.

REPORTS
1. Director’s Report:
   a. Winter 2011/2012 Library Closure:
      Ms. Burns reviewed the Winter Holiday Closure Dates of December 23, 2011, through January 2, 2012, at all four (4) Library Branches: Serramonte (Main), Westlake, John Daly and Bayshore. City Hall will also be closed; except for all essential services will continue to deliver services through the Winter Closure dates. Ms. Burns stated there will be a limited number of staff at the branches available to process returns of collection materials. Winter Closure information will be made available after Thanksgiving via various means of outreach and media to the community.
   b. State Library Report:
      Tim Birch, Assistant to the Director, provided a PowerPoint presentation that summarized the data submitted to the State of California. Mr. Birch reviewed attendance and circulation comparisons of similar libraries in California. Trustees discussed the data presented and other types of measurement tools that reflect the performance of the libraries compared.

Trustees also discussed input into the 2012/2013 budget. City Manager Pat Martel explained the budget process begins with the priorities and goals stated by the City Council. Those goals and priorities are then reflected in the Department’s budget as Council has determined.
c. **Library Statistics for September and October 2011**
Mr. Birch presented statistics of gate count and circulation for September and October 2011. Mr. Birch noted two (2) very successful events at the Serramonte Library were the PBRC author event and the Project Read ongoing financial literacy workshops. Trustees discussed the trends as reflected in the statistics.

**ANNOUNCEMENTS AND COMMUNICATION**

- Thurs. November, 17 – John Daly Library – Author and Daly City Employee Jessica Diaz will have a book signing of her book “Once Upon A Time In Daly City”.
- Project Read Trivia Challenge – A team of Daly City members won, with one of the members being the husband of Sue Von Hagel, who is a Library Assistant II and coordinates Story Time at the Serramonte Library.

**PUBLIC COMMENT**
Trustee Lex thanked everyone for their support as a Trivia Challenge participant.

**AGENDA BUILDING FOR NEXT MEETING**

- Radio Frequency IDentification Implementation Update
- Input for 2012/2013 Strategic Plan
- Trustee Annual Report

**ADJOURNMENT**

**Library Board of Trustees**
Trustee Maysenhalder expressed condolences to City Manager Pat Martel for the loss of her father. Motion made by Trustee Maysenhalder, seconded by Dorie Paniza and unanimously approved to adjourn the meeting at 7:53pm.
**Daly City Public Library**

**Monthly Statistical Report to the Library Board of Trustees**

**November 2011**

### Circulation

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay</td>
<td>139</td>
<td>158</td>
<td>19</td>
<td>62</td>
<td>116</td>
<td>494</td>
<td>74</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>14</td>
<td>102</td>
<td>0</td>
<td>11</td>
<td>229</td>
<td>1,232</td>
<td>54</td>
<td>1,882</td>
<td>-9.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JDD</td>
<td>298</td>
<td>836</td>
<td>77</td>
<td>239</td>
<td>561</td>
<td>2,011</td>
<td>213</td>
<td>18</td>
<td>13</td>
<td>7</td>
<td>68</td>
<td>319</td>
<td>1,870</td>
<td>397</td>
<td>2</td>
<td>56</td>
<td>536</td>
<td>2,861</td>
<td>937</td>
<td>6,128</td>
<td>-12.3%</td>
<td></td>
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<tr>
<td>Serr</td>
<td>2,029</td>
<td>1,041</td>
<td>1,768</td>
<td>1,521</td>
<td>1,798</td>
<td>8,157</td>
<td>596</td>
<td>27</td>
<td>16</td>
<td>8</td>
<td>170</td>
<td>817</td>
<td>4,679</td>
<td>1,645</td>
<td>12</td>
<td>261</td>
<td>1,559</td>
<td>8,156</td>
<td>3,403</td>
<td>20,533</td>
<td>-4.9%</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>1,335</td>
<td>1,564</td>
<td>354</td>
<td>761</td>
<td>1,126</td>
<td>5,140</td>
<td>32</td>
<td>6</td>
<td>2</td>
<td>13</td>
<td>737</td>
<td>4,255</td>
<td>849</td>
<td>22</td>
<td>136</td>
<td>1,072</td>
<td>6,334</td>
<td>14,965</td>
<td>15,326</td>
<td>14,965</td>
<td>-8.5%</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>3,801</td>
<td>3,599</td>
<td>2,218</td>
<td>2,583</td>
<td>3,601</td>
<td>15,802</td>
<td>1,444</td>
<td>90</td>
<td>35</td>
<td>19</td>
<td>387</td>
<td>1,156</td>
<td>11,564</td>
<td>3,123</td>
<td>90</td>
<td>464</td>
<td>3,396</td>
<td>18,563</td>
<td>7,148</td>
<td>43,508</td>
<td>-7.4%</td>
<td></td>
</tr>
</tbody>
</table>

**NOTE A**: "Not identified" includes all types borrowed from other PLS libraries as well as other "Unknowns." 

### Materials Stock

- **Item Stock at First of Month**: 224,013
- **Add Items Cataloged This Month**: 606
- **Subtract Discarded Items**: minus 158
- **Subtract Lost Items**: minus 21
- **Total Materials Stock**: 224,440

### Materials Budget

**Expenditures**

- Adult Books/AV/Periodicals: $18,810
- J/YA Books/AV/Periodicals: $17,171

**Total**: $35,981

### Holdings

- **From PLS**: 2,811
- **To PLS**: 2,156
- **From ILL**: 0
- **To ILL**: 27

**Total**: 2,811

### Public Services

<table>
<thead>
<tr>
<th>Hours Open</th>
<th>Circulation/Hours</th>
<th>Cards Issued</th>
<th>Ref. Ques.</th>
<th>Gate Count</th>
<th>Computers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay</td>
<td>114</td>
<td>17/12</td>
<td>93</td>
<td>2,143</td>
<td>9</td>
</tr>
<tr>
<td>JDD</td>
<td>114</td>
<td>54/77</td>
<td>116</td>
<td>6,052</td>
<td>13</td>
</tr>
<tr>
<td>Serr</td>
<td>166</td>
<td>87/124</td>
<td>87</td>
<td>1,673</td>
<td>12</td>
</tr>
<tr>
<td>West</td>
<td>160</td>
<td>94/137</td>
<td>137</td>
<td>919</td>
<td>10</td>
</tr>
</tbody>
</table>

**Total**: 554

### Revenues

- **Fines**: $189
- **Book Sales**: $656
- **Supply Sales**: $240
- **Misc. Rev.**: $34
- **Test Proctor**: $0

**Total**: $3,751

**Misc. revenues include fees for lost cards, holds, and ILL fees.**

**Materials Budget**

**Expenditures**

- Adult Books/AV/Periodicals: $16,810
- J/YA Books/AV/Periodicals: $17,171

**Total**: $35,981

### Programs

- **Book-A-Librarian**: 1
- **Class Visits**: 4
- **Diaz Book Release**: 1
- **Financial Lit @ JDD**: 3
- **Storytimes**: 36
- **Brainfuse**: 282
- **Adult Book Club**: 1
### DALY CITY PUBLIC LIBRARY

**Monthly Statistical Report to the Library Board of Trustees**

**December 2011**

#### Circulation

<table>
<thead>
<tr>
<th></th>
<th>Adult</th>
<th>Young Adult</th>
<th>Juvenile</th>
<th>No</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Fic.</td>
<td>97</td>
<td>34</td>
<td>425</td>
<td>6</td>
<td>767</td>
</tr>
<tr>
<td>Adult Non-Fic.</td>
<td>111</td>
<td>6</td>
<td>147</td>
<td>2</td>
<td>417</td>
</tr>
<tr>
<td>Adult Magazines</td>
<td>8</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Adult Audio</td>
<td>22</td>
<td>16</td>
<td>342</td>
<td>6</td>
<td>408</td>
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<tr>
<td>Adult DVD/Video</td>
<td>80</td>
<td>16</td>
<td>1,286</td>
<td>2</td>
<td>3,070</td>
</tr>
<tr>
<td>Total Adult</td>
<td>318</td>
<td>56</td>
<td>2,871</td>
<td>6</td>
<td>5,242</td>
</tr>
<tr>
<td>YA Fic.</td>
<td>34</td>
<td>6</td>
<td>1,286</td>
<td>2</td>
<td>4,100</td>
</tr>
<tr>
<td>YA Non-Fic.</td>
<td>6</td>
<td>3</td>
<td>2,871</td>
<td>6</td>
<td>5,242</td>
</tr>
<tr>
<td>YA Magazines</td>
<td>0</td>
<td>49</td>
<td>1,286</td>
<td>2</td>
<td>4,100</td>
</tr>
<tr>
<td>YA Audio</td>
<td>0</td>
<td>7</td>
<td>2,871</td>
<td>6</td>
<td>5,242</td>
</tr>
<tr>
<td>YA DVD/Video</td>
<td>16</td>
<td>492</td>
<td>1,286</td>
<td>2</td>
<td>4,100</td>
</tr>
<tr>
<td>Total YA</td>
<td>56</td>
<td>541</td>
<td>2,871</td>
<td>6</td>
<td>5,242</td>
</tr>
<tr>
<td>Juv. Fic.</td>
<td>6</td>
<td>1</td>
<td>2,871</td>
<td>6</td>
<td>5,242</td>
</tr>
<tr>
<td>Juv. Non-Fic.</td>
<td>51</td>
<td>2</td>
<td>2,871</td>
<td>6</td>
<td>5,242</td>
</tr>
<tr>
<td>Juv. Magazines</td>
<td>27</td>
<td>7</td>
<td>2,871</td>
<td>6</td>
<td>5,242</td>
</tr>
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<td>12</td>
<td>2,871</td>
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<td>5,242</td>
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<td>1</td>
<td>54</td>
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<td>6</td>
<td>5,242</td>
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<tr>
<td>Total Juv.</td>
<td>56</td>
<td>541</td>
<td>2,871</td>
<td>6</td>
<td>5,242</td>
</tr>
<tr>
<td>Total</td>
<td>127</td>
<td>770</td>
<td>1,286</td>
<td>2</td>
<td>4,100</td>
</tr>
</tbody>
</table>

**NOTE A:** "Not Identified" includes all types borrowed from other PLS libraries as well as other "Unknowns."

#### Public Services

<table>
<thead>
<tr>
<th></th>
<th>Bay</th>
<th>JDD</th>
<th>Serr</th>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours Open</td>
<td>102</td>
<td>102</td>
<td>157</td>
<td>145</td>
</tr>
<tr>
<td>Circ./Hour</td>
<td>12</td>
<td>43</td>
<td>50</td>
<td>79</td>
</tr>
<tr>
<td>Cards Issued</td>
<td>45</td>
<td>50</td>
<td>109</td>
<td>179</td>
</tr>
<tr>
<td>Ref. Ques.</td>
<td>59</td>
<td>230</td>
<td>1,094</td>
<td>640</td>
</tr>
<tr>
<td>Gate Count</td>
<td>1,940</td>
<td>4,809</td>
<td>10,588</td>
<td>10,147</td>
</tr>
<tr>
<td>Computers Use</td>
<td>9</td>
<td>13</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Bay</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JDD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Serr</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>506</td>
<td>65</td>
<td>359</td>
<td>44</td>
</tr>
</tbody>
</table>

#### Materials Stock

- **ITEM STOCK AT FIRST OF MONTH:** 224,440
- **ADD ITEMS CATALOGED THIS MONTH:** 413
- **SUBTRACT DISCARDED ITEMS:** minus 6
- **SUBTRACT LOST ITEMS:** minus 14
- **TOTAL MATERIALS STOCK:** 224,833

#### Materials Budget

(Incl. Carryfunds, Transfers & Grants): $206,533

<table>
<thead>
<tr>
<th></th>
<th>Fwd.</th>
<th>Current</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Books/AV/Periodicals</td>
<td>$36,730</td>
<td>$29,984</td>
<td>$66,714</td>
</tr>
<tr>
<td>J/YA Books/AV/Periodicals</td>
<td>$29,732</td>
<td>$54,934</td>
<td>$84,666</td>
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<tr>
<td>TOTALS</td>
<td>$66,462</td>
<td>$84,918</td>
<td>$151,380</td>
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</table>

#### Revenues

<table>
<thead>
<tr>
<th></th>
<th>Fines</th>
<th>Sales</th>
<th>Supply</th>
<th>Misc.</th>
<th>Test</th>
<th>Proctor.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay</td>
<td>$67</td>
<td>$0</td>
<td>$0</td>
<td>$38</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>JDD</td>
<td>$172</td>
<td>$36</td>
<td>$17</td>
<td>$202</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>Serr</td>
<td>$1,397</td>
<td>$239</td>
<td>$4</td>
<td>$769</td>
<td>$1,770</td>
<td></td>
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<tr>
<td>West</td>
<td>$1,038</td>
<td>$226</td>
<td>$24</td>
<td>$786</td>
<td>$0</td>
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<tr>
<td>TOTAL</td>
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<td>$501</td>
<td>$45</td>
<td>$1,795</td>
<td>$1,920</td>
<td>$6,935</td>
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### Programs

- **Type**
  - Book A Librarian: 5
  - Class Visits: 5
  - Storytimes: 30
  - Brainfuse: 212
  - Adult Book Club: 1

### Miscellaneous

Misc. revenues include fees for lost cards, holds, and ILL fees.