

City of Daly City  
*Joint Special Meeting*  
**LIBRARY BOARD OF TRUSTEES**  
**PARKS AND RECREATION COMMISSION**

Tuesday, April 24, 2012 – 6:00 p.m.  
City Hall Council Chambers – 2<sup>nd</sup> Floor  
333 – 90<sup>th</sup> Street, Daly City, CA 94015

For those wishing to address the Library Board of Trustees and/or the Parks and Recreation Commission 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.

**CALL TO ORDER**

|                                 |          |
|---------------------------------|----------|
| Library Board of Trustees       | (Action) |
| Parks and Recreation Commission | (Action) |

**PLEDGE TO THE FLAG**

**ROLL CALL**

|                                 |          |
|---------------------------------|----------|
| Library Board of Trustees       | (Action) |
| Parks and Recreation Commission | (Action) |

**APPROVAL OF MINUTES**

|  |          |
|--|----------|
| Library Board of Trustees (March 20, 2012)       | (Action) |
| Parks and Recreation Commission (March 27, 2012) | (Action) |

**APPROVAL OF AGENDA**

|                                 |          |
|---------------------------------|----------|
| Library Board of Trustees       | (Action) |
| Parks and Recreation Commission | (Action) |

**REPORTS**

- I. Director's Report:
  - a. Proposed Biennial Budget: Fiscal Years 2012/13-2013/14 (Burns) (Presentation)
  - b. Cultural Programs (Burns) (Presentation)
  - c. Library Board of Trustees – Special Meeting Date and Location (Trustees) (Action)

**ANNOUNCEMENTS AND COMMUNICATIONS**

**PUBLIC COMMENT**

Speakers are limited to two minutes, unless modified by the Library Board President and/or the Parks and Recreation Commission Chair. The Board and/or Commission cannot take action on any matter raised under this item.

Library Board of Trustees  
Parks and Recreation Commission  
Joint Special Meeting  
April 24, 2012  
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## AGENDA BUILDING FOR NEXT MEETING

## ADJOURNMENT

- Library Board of Trustees – Next Meeting: To Be Determined
- Recreation Commission – Tuesday, May, 22, 2012, 6:00pm in City Council Chambers

### ***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 333-90<sup>th</sup> 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.*

**DALY CITY LIBRARY BOARD OF TRUSTEES**  
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS  
MINUTES – MARCH 20, 2012

The meeting was called to order by Library Board of Trustee Vice President Dorie Paniza at 7:01 pm.

**ROLL CALL**

**Library Board of Trustees**

Present: Vice President Dorie Paniza, Trustees Bradley Roxas, Michael Maysenhalder, and Erlinda Galeon.

Absent: President Arlene Encarnacion.

**Staff Present:**

Assistant City Manager/Interim Director Kerry Burns, Assistant to the Director Tim Birch, Library Services Manager Chela Anderson, Administrative Assistant Judy Bush

**APPROVAL OF MINUTES**

Motion made by Trustee Roxas and seconded by Trustee Galeon to approve the February 21, 2012, minutes.

**APPROVAL OF AGENDA**

Hearing no changes, Vice President Paniza moved to Reports.

**REPORTS**

**1. Director's Report**

**a. Fiscal Year 2012/2013 Proposed Programming**

Assistant City Manager/Interim Director Kerry Burns introduced Library Services Manager Chela Anderson and provided the framework of the Proposed Funded Programs and the Proposed Unfunded Programs presentation that staff prepared.

Library Services Manager Chela Anderson shared Proposed Funded Programs as well as the costs of each Program. Ms. Anderson also presented Proposed Unfunded Programs, should funds become available. Ms. Anderson stated that staff selected programs that will attract and excite library patrons and highlight the libraries' resources.

Staff asked the Trustees to provide input on the Programs presented to ensure they are the Programs the Trustees wish to be included in the budget. Having this review with the Trustees allows staff the opportunity, should grant or sponsorship monies become available, to select programs that staff knows both the Trustees and City Council have reviewed and approved.

Trustees discussed the Programs presented and obtaining funding for the Proposed Unfunded Programs. Ms. Burns reviewed the process of submitting the Programs through the review and approval cycle of the City Manager and City Council.

For the Proposed Unfunded Programs, the Daly City Library Associates will be assisting in obtaining grant opportunities. The first grant application will be submitted to the Atkins Foundation. It is anticipated that the Daly City Library Associates will assist in other fundraising and grant opportunities throughout the year.

Ms. Burns shared President Encarnacion's comments regarding the Staff Report presented and is looking forward to working with PBRC and the Trustees on the Filipino American Heritage Program

Ms. Burns responded to President Encarnacion's additional comments by stating that the Programs presented were not listed in any priority order and the Programs will be delivered as the money, specific to that Program, becomes available. Ms. Burns also noted that staff will review the best time to offer a specific Program and will research leasing vs. purchasing equipment, such as computers, where applicable. Trustees offered to assist with the Programs, as well as assist with the sponsorship or the obtaining of funds for the Proposed Programs.

**b. Time and Date of April Joint Meeting with Parks and Recreation Commission:**

Assistant City Manager/Interim Director Kerry Burns reminded the Trustees that the April 2012 meeting would be a Special Joint Meeting with Parks and Recreation Commission to share the Department's proposed budget for discussion and input before presentation to the City Manager and City Council. Trustees provided consensus that the Special Joint Meeting will be held Tuesday, April 24, 2012, at 6:00p.m. in the City Council Chambers.

**c. Change in Regular Meeting Time of Library Board of Trustees:**

Upon City Council approval of the Proposed Library Board Municipal Code, there will be a change of meeting start time to 6:00p.m. It is anticipated that the change will become effective at the May 2012 meeting.

**ANNOUNCEMENTS AND COMMUNICATION**

Trustee Erlinda Galeon announced April 9 at 6:30 p.m. at John Daly Library there will be a reading by Cara Black. Trustee Bradley Roxas shared that PBRC will be having their installation on April 27, 2012.

Assistant City Manager/Interim Director Kerry Burns shared the following events:

- March 21: 7:00p.m. at Serramonte Library, conversation with Marty Brounstein.
- March 29: 4:00p.m. at Westlake Library, Rebecca M. Douglas "The Ninja Librarian".
- March 31: Spring Fun Day. The Daly City Lions is hosting the event, which will take place at Pollicita Field, 11:00a.m. – 1:00p.m.
- April 9: City Council will adopt a proclamation for National Library Week April 8 – April 14.

**PUBLIC COMMENT**

None.

**AGENDA BUILDING FOR NEXT MEETING**

Next meeting is a Special Joint Meeting with the Parks and Recreation Commission. The focus of the meeting will be:

- Discussion of the Proposed Biennial Budget
- Cultural Programs

**ADJOURNMENT**

Motion made by Trustee Roxas, seconded by Trustee Maysenhalder and unanimously approved to adjourn the meeting at 7:41pm.

**DALY CITY PARKS AND RECREATION COMMISSION**  
**DALY CITY CIVIC CENTER – COUNCIL CHAMBERS**  
**MINUTES – MARCH 27, 2012**

The meeting was called to order by Parks and Recreation Commission Chair Teresa Proaño at 6:02pm.

**ROLL CALL**

**Parks and Recreation Commission**

Present: Chair Teresa Proaño, Commissioners Gerardo Murillo, Jack Pastor, and Genevieve Jopanda.  
Absent: Vice Chair Thomas Ledda

**Staff Present:**

Assistant City Manager/Interim Director Kerry Burns; Assistant to the Director Tim Birch; Recreation Services Manager Denise Brown; Neighborhood/Senior Services Manager Sue Horst; Administrative Assistant Judy Bush

**APPROVAL OF MINUTES**

Motion made by Commissioner Pastor and seconded by Commissioner Jopanda to approve the minutes of the February 28, 2012, Parks and Recreation Commission. Unanimously approved.

**APPROVAL OF AGENDA**

Motion made by Commissioner Jopanda and seconded by Commissioner Murillo to approve the March 27, 2012, Agenda of the Parks and Recreation Commission. Unanimously approved.

**REPORTS**

**1. Director's Report:**

Assistant City Manager/Interim Director Kerry Burns gave an overview of the staff reports to be presented. Ms. Burns stated that the final approval for the Refund Policy is with the Commission and the Afterschool Youth Recreation Program, if approved by the Commission, would be forwarded to Council for review and final approval.

- a. Proposed Revised Satisfaction Guarantee Policy and Program, Class, Camp and League Refund Policy:**  
Assistant to the Director Tim Birch reviewed the current refund policy, the reasons for a refund request and the process. Mr. Birch stated the proposed policy being presented was developed after discussion and input with both the Administrative and Recreation staff as well as other agencies within San Mateo County. Mr. Birch explained and detailed the proposed satisfaction guarantee and refund policy; refund process; the uniform fee associated with youth sports leagues; and customer account credit.

Discussion regarding the notification of patrons of the new policy; capturing enrollment with waitlists; clarification of \$10 processing fee; suggestion that withdrawal timeframe be stated as five business days; and late enrollment.

Motion made by Chair Teresa Proaño and seconded by Commissioner Jack Pastor to approve the Satisfaction Guarantee Policy and Program, Class, Camp and League Refund Policy as presented. Unanimously approved.

**b. Afterschool Youth Recreation Program (AYRP) :**

Interim Director Kerry Burns advised the Commission that this is the opportunity to explain to the community the fee imposed in 2010 for the Afterschool Youth Recreation Program (AYRP) and why we have recommended a proposed fee increase for the 2012-2013 school year.

Ms. Brown presented the background of the Afterschool Youth Recreation Program (AYRP) and the enhancement of placing greater focus on education, enrichment and the same philosophy of the Six Pillars of Character and infuse the core values of recreation as the Summer Youth Recreation Program (SYRP). Ms. Brown reviewed a typical day's schedule, the fiscal impact and the proposed fees of \$50.00 per month for Daly City residents and \$62.00 per month for non-residents.

Ms. Burns added that the Department was sensitive of the impact of the fee increase on our patrons. Ms. Burns noted that staff surveyed other cities to find that Daly City's fees are at the lower end.

Ms. Brown also pointed out that the proposed AYRP Program has expanded the start and end dates of the program. Ms. Brown emphasized that between the AYRP (Afterschool Youth Recreation Program) and the ASES (After School Education and Safety) Program, the Department serves all the elementary schools (except Thomas Edison) within the Jefferson Elementary School District. The ASES is grant funded and has limited enrollment to 100 children. The AYRP program is unlimited and is kept at a 20:1 ratio of participants to leader.

Ms. Burns also noted that the fee increase will be presented to City Council and included in the Department's Biennial Budget. Anticipating the budget to be adopted in May or June, the fee increase will be effective the coming school year and will be in our fall activity guide.

After discussion and with the Commission's agreement, Ms. Burns stated the staff will present the Afterschool Youth Recreation Program to the City Council for review and determination.

**c. Time and Date of April Joint Meeting with Library Board of Trustees:**

The April Joint Meeting of the Parks and Recreation Commission and Library Board of Trustees will be scheduled as a Special Meeting. If no objections, the Special Joint Meeting will be scheduled on Tuesday, April 24, 2012, at 6:00p.m. in the City Council Chambers. Commission consensus to have the meeting held at the date and time proposed.

**d. Cancellation of April 24, 2012 Regular Meeting**

Assistant City Manager/Interim Director Kerry Burns stated that we will notice the Regular Meeting as Cancelled and post a notice of the Special Joint Meeting.

**ANNOUNCEMENTS AND COMMUNICATION**

Chair Teresa Proaño announced the following events:

- Spring Fun Day March 31, 11:00am – 1:00pm at Pollicita Field. The event will be held rain or shine.
- Monday, April 9, in Celebration of National Library Week, author Cara Black will be at the John Daly Library.
- Thursday, March 29, "The Ninja Librarian" author Rebecca Douglass will be at the Westlake Library.
- Chair Proaño attended the 2012 Annual Women's History Month Celebration on March 15 and announced and congratulated the awardees and honorable mentions.

Commissioner Jack Pastor encouraged the community to enroll their children to participate in the youth recreation programs offered.

**PUBLIC COMMENT**

None.

**AGENDA BUILDING FOR NEXT MEETING**

Interim Director/Assistant City Manager Kerry Burns reviewed the following agenda items for the April 24 Special Joint Meeting:

- Proposed Biennial Budget: Fiscal Years 2012/13-2013/14
- Discussion of Cultural Programs

**ADJOURNMENT**

Motion made by Commissioner Pastor and seconded by Commissioner Jopanda to adjourn the meeting. Unanimously approved. Meeting was adjourned at 7:15pm.



**CITY OF DALY CITY**  
**DEPARTMENT OF LIBRARY AND RECREATION SERVICES**  
**MEMORANDUM**

**To:** Library Board of Trustees  
Parks and Recreation Commission

**From:** Kerry E. Burns, Assistant City Manager and  
Interim Director of Library and Recreation Services

**Date:** April 24, 2012

**Subject:** Proposed Biennial Budget for Fiscal Years 2012/13 – 2013/14

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**Background/Discussion**

Staff is pleased to present to the Library Board of Trustees and Parks and Recreation Commission the Department of Library and Recreation Services Proposed Biennial Budget for Fiscal Years 2012/13-2013/14. This presentation to the Department's advisory bodies is being made in advance of the City Manager's budget presentation to the City Council at a series of City Council Budget Study Sessions scheduled between May 7, 2012 and May 17, 2012.

This Proposed Biennial Budget is the first and newly restructured budget for the consolidated Department. While anticipated revenues have declined (due to the elimination of more than \$218,000 in funding from the California State Library and \$60,000 from the Doelger Supporters), anticipated expenditures have significantly decreased as a result of vacant position eliminations and efficiencies created as a result of the consolidation of the Library and Parks and Recreation Departments on July 1, 2011. At the Joint Special Meeting of the Library Board of Trustees and Parks and Recreation Commission, staff shall provide a thorough presentation and overview of the Department's Proposed Biennial Budget.

In anticipation of this comprehensive presentation, provided for the Board and Commission's review is the following information:

1. Department of Library and Recreation Services Organization Chart (Attachment No. 1);
2. Proposed Biennial Budget at a Glance (Attachment No. 2);
3. Proposed Biennial Budget Program Structure (Attachment No. 3);
4. Proposed Expanded Library Hours (Attachment No. 4);
5. Proposed Funded/Unfunded Library Programs for Participants of All Ages (Attachment No. 5); and,
6. Significant Changes from the Prior Biennial Budget (Attachment No. 6).

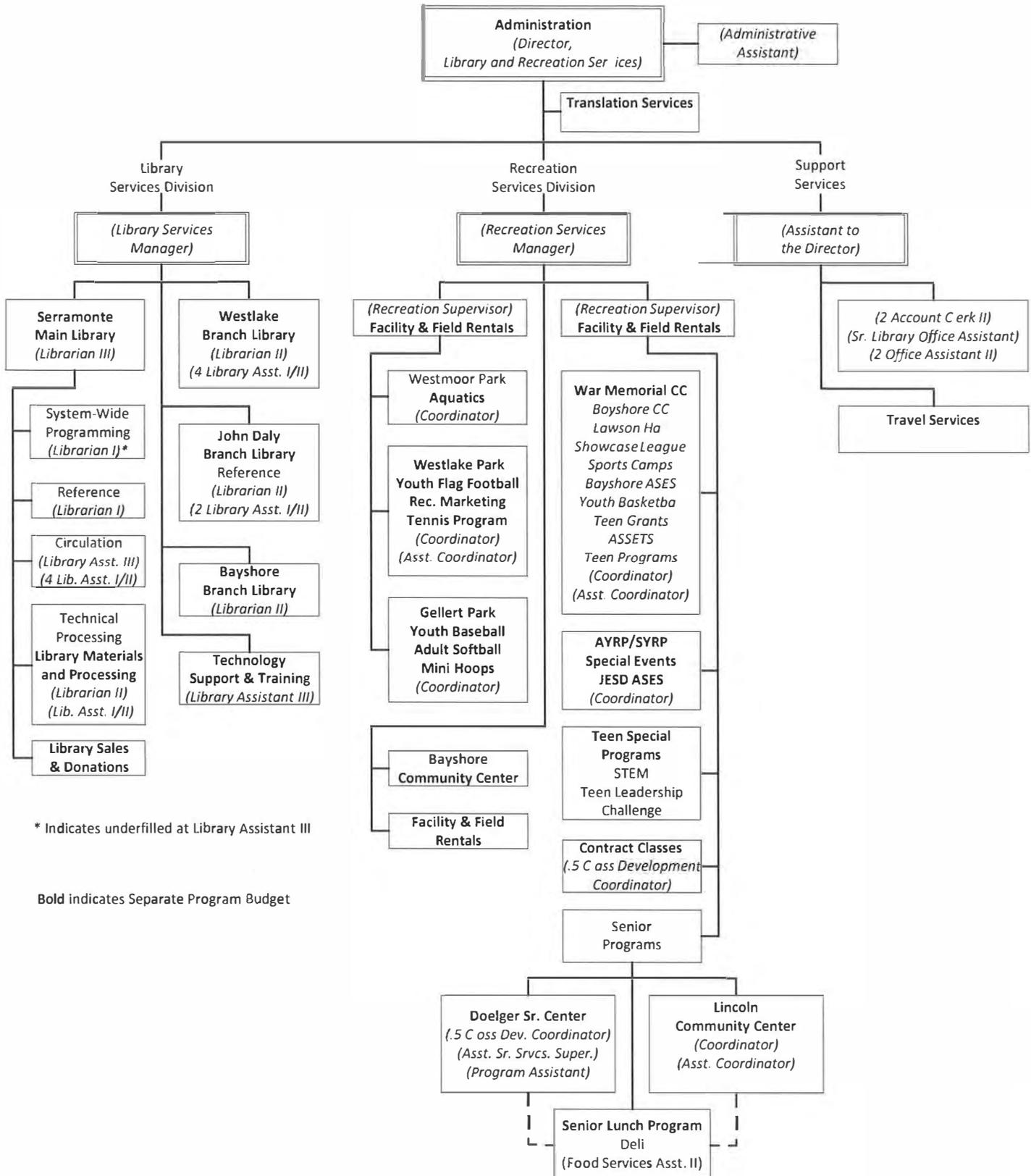
**Conclusion**

Staff is available to provide any additional information requested by the Library Board of Trustees and/or Parks and Recreation Commission.

Respectfully submitted,

Kerry E. Burns  
Assistant City Manager and  
Interim Director-Department of  
Library and Recreation Services

Department of Library and Recreation Services  
Fiscal Years 2012-13 and 2013-14



**Daly City Department of Library and Recreation  
Revenues and Expenditures  
Fiscal Years 2011-12, 2012-13 and 2013-14**

| <b>REVENUES</b>       | <b>FY 11-12</b>            | <b>FY 12-13</b>            | <b>FY 13-14</b>            |
|-----------------------|----------------------------|----------------------------|----------------------------|
| <b>Category</b>       | <b>Request</b>             | <b>Request</b>             | <b>Request</b>             |
| Rents and Interest    | \$ 514,198                 | \$ 552,100                 | \$ 559,600                 |
| From Other Agencies   | \$ 802,273                 | \$ 776,940                 | \$ 772,940                 |
| Charges and Fees      | \$ 355,238                 | \$ 193,200                 | \$ 193,200                 |
| Program Fees          | \$ 1,486,074               | \$ 1,390,600               | \$ 1,402,600               |
| Miscellaneous Revenue | \$ 299,674                 | \$ 184,200                 | \$ 184,200                 |
| <b>TOTAL REVENUES</b> | <b><u>\$ 3,457,457</u></b> | <b><u>\$ 3,097,040</u></b> | <b><u>\$ 3,112,540</u></b> |

| <b>EXPENDITURES</b>       | <b>FY 11-12</b>             | <b>FY 12-13</b>             | <b>FY 13-14</b>             |
|---------------------------|-----------------------------|-----------------------------|-----------------------------|
| <b>Category</b>           | <b>Request</b>              | <b>Request</b>              | <b>Request</b>              |
| Salaries and Benefits     | \$ 6,618,992                | \$ 5,804,294                | \$ 5,959,881                |
| Services and Supplies     | \$ 1,561,321                | \$ 1,521,500                | \$ 1,523,300                |
| Program Costs             | \$ 370,041                  | \$ 321,073                  | \$ 321,053                  |
| Other Charges             | \$ 16,360                   | \$ 5,840                    | \$ 4,065                    |
| Fixed Charges             | \$ 2,480,365                | \$ 2,485,201                | \$ 2,485,201                |
| Capital Outlay            | \$ 750                      | \$ -                        | \$ -                        |
| <b>TOTAL EXPENDITURES</b> | <b><u>\$ 11,047,829</u></b> | <b><u>\$ 10,137,908</u></b> | <b><u>\$ 10,293,500</u></b> |

**DEPARTMENT OF LIBRARY AND RECREATION SERVICES**  
**BUDGET STRUCTURE FISCAL YEARS 2012/13 and 2013/14**

**Administration**

- Department Administration
- Travel Services

**Library Services**

- Serramonte Main Library
- Bayshore Branch Library
- John Daly Branch Library
- Westlake Branch Library
- Library Materials and Processing
- Library Programing
- Library Sales and Donations

**Recreation Services**

- Lincoln Community Center
- Contract Classes
- Doelger Senior Center
- Deli
- Senior Lunch Program
- Translation Services
- Recreation Marketing
- Bayshore Community Center
- War Memorial Community Center
- Westlake Park
- Gellert Park
- Afterschool Youth Recreation Program (AYRP)
- Summer Youth Recreation Program (SYRP)
- Youth Baseball
- Youth Basketball
- Youth Flag Football
- Mini Hoops
- Showcase League
- Summer Sports Camps
- Teen Grants and Special Programs
- Aquatics
- Tennis Program
- Facility and Field Rentals
- Special Events
- Adult Softball Leagues
- Bayshore After School Enrichment Services (ASES)
- Jefferson Elementary School After School Enrichment Services (ASES)

**Daly City Department of Library and Recreation Services**  
**Current Library Hours and**  
**Proposed Library Hours for Fiscal Years 2012-13 and 2013-14**

| Location         | Monday    | Tuesday   | Wednesday | Thursday  | Friday    | Saturday  | Sunday |
|------------------|-----------|-----------|-----------|-----------|-----------|-----------|--------|
| Serramonte Main  |           |           |           |           |           |           |        |
| Current          | 1-9       | 10-6      | 1-9       | 10-6      | 10-6      | 10-5      | -      |
| Proposed         | 10-9      | 10-9      | 10-9      | 10-6      | No Change | No Change | -      |
| Bayshore Branch  |           |           |           |           |           |           |        |
| Current          | 2-8       | 12-6      | 2-8       | 12-6      | 12-6      | -         | -      |
| Proposed         | No Change | -      |
| John Daly Branch |           |           |           |           |           |           |        |
| Current          | 12-6      | 2-8       | 12-6      | 2-8       | 12-6      | -         | -      |
| Proposed         | No Change | 12-8      | 10-6      | 12-8      | No Change | No Change | -      |
| Westlake Branch  |           |           |           |           |           |           |        |
| Current          | 10-6      | 1-9       | 10-6      | 10-6      | 1-6       | 10-5      | -      |
| Proposed         | No Change | 10-9      | No Change | No Change | 10-6      | No Change | -      |

## FUNDED LIBRARY PROGRAMS

### Dad & Me at the Library

This program, in partnership with the Fatherhood Collaborative, will include a performance from the Puppet Art Theater Company. An interactive family project will also be included in this program. **Cost: \$350 (the County is covering part of the cost this year)**

### Sojourn to the Past (Black History Month)

A guest speaker will recapture our shared American history and the life lessons found in it. Through this talk on the Civil Rights Movement, students will realize their potential to contribute positively to society and achieving success despite life's obstacles. **Cost: \$240**

### African Art Introduction (Black History Month)

This program is to empower young future artists, and instill a sense of pride and appreciation for the roots of African American artists. The presentation on African art will be led by a professional from the De Young Museum followed by a hands-on activity. **Cost: \$400**

**Other Possibilities for Black History Month:** Licensed film showings of Black history-related feature films and/or documentaries (Glory, Roots, Amistad)

### Annual Women's History Tea (Women's History Month)

The great battle for women's suffrage officially began at a tea party. It was with tea and refreshments that Stanton and Mott first began discussing politics and change for women. Join us for a women's suffrage drama with tea and other delights as we learn the history of women's roles in this creative and informative presentation. There will be period-dress entertainment, so hats and period clothing encouraged! Partnerships: South Bay Ladies' Tea Guild, Greater Bay Area's Costuming Guild, and Portraits of the Past. **Cost: \$1050**

**Other Possibilities for Women's History Month:** Special guest appearances might include Daly City's "Woman of the Year" awardees. Licensed film showings of women's history-related feature films and/or documentaries (Iron Jawed Angels, Queen Victoria Documentary, Helen Keller). A performance by Lily Tung Crystal as Tye Leung (Bay Area actor Lily Tung Crystal portrays Tye Leung, a San Francisco woman who was the first Chinese American woman to vote in the U.S.)

### Hispanic Children's Author Visit (Hispanic Heritage Month)

A visit from a local Hispanic children's author (such as Jorge Argueta) will encourage and inspire children to read, imagine and write. This author will provide a fun bilingual storytime for children ages five to twelve years of age and a mini-workshop on the process of writing. **Cost: \$300**

### A Night in Spain (Hispanic Heritage Month)

Spanish blood and the Spanish language is the unifying factor in so many different Hispanic, Latino, and Caribbean countries. The unique music and dance of Flamenco is a staple for Spain's culture. For one evening we will host a Flamenco program with a live guitarist and a demonstration of the unique dances originating from different regions of Spain. The history of Flamenco, and an interactive dance workshop for the family will be provided. Partnerships: Flamenco Instructor Terry Kleid, USF students. **Cost: \$650**

### **Other Possibilities for Hispanic Heritage Month:**

Connie can provide contact info for Yolanda Pometa to do a demonstration on Mexican historical dances for the children and promote related Recreation programming. Licensed film showings of related feature films and/or documentaries (Cesar Chavez documentary, Selena, West Side Story).

### **A Taste of Filipino Culture (Filipino American Heritage Month)**

Come explore the Filipino culture and you'll understand what makes Daly City so unique! Celebrate with a reading by a Filipino book author and a presentation on the history, colorful music and savory food of the Philippines. Partnership: Pilipino Bayanihan Resource Center. **Cost: \$350**

### **The Art of Book Making (Fine Arts/Material Culture Program)**

This is a two-hour program that introduces the art of bound written pages. The San Francisco Center for the Book demonstrates and leads a workshop on books and bookmaking. The history, artistry, and continuing presence of books in our culture prove their enduring importance as a medium of self-expression. **Cost: \$575**

### **Paper Sculptures (Fine Arts/Material Culture Program)**

This unique program will leave all surprised and amazed at the possibilities of paper. Laura Mappi and The League of Intrepid Paper Sculptors will display their paper art and lead a workshop on origami paper folding. **Cost: \$500**

### **The Science of Bubbles (Science Program)**

What's more fun than carbon dioxide filled soapy spheres? This is an educational program which brings science out of a textbook and into the fun light of day. The Bubble Lady will leave children smiling and enlightened in this family-friendly bubblicious program. **Cost: \$350**

### **Fish Tales (Science Program)**

This Oceanside Storytime is just the thing for families interested in marine biology. Come hear nautical tales and experience real life marine animals at this special program hosted by the Marine Science Institute. **Cost: \$625**

**Other Possibilities:** Film showing on science (Bill Nye, EYEWITNESS, Popular Mechanics)

### **Police & Fire to the Rescue! (Child Safety Programs)**

Fun books combined with important tips may save a child's life. Come join us for a series of child friendly programs on safety presented by the Daly City Police Department and North County Fire Department. **Cost: \$130**

### **Poetry Slam (National Poetry Month)**

A poetry slam attracts and excites teens while keeping the art of poetry alive. This type of program is geared towards youth and conjures up a friendly competitive atmosphere to exhibit their poetic talents and skills. Presented in partnership with an area high school. **Cost: \$100**

**Other Possibilities:** Hands-on-Activity: magnetic poetry boards and magnetic words in both English and Spanish for each of the four libraries. Patrons could create poems in the library all month long. **Cost: \$800**

### **Charles Dickens' A Christmas Carol (Book-based Performing Arts Program)**

Celebrate literature this Yuletide as Charles Dickens' classic English novel, *A Christmas Carol*, comes to life at the Daly City Public Library. Come see a live theatre production of this novel. Written in 1843, Dickens' tale is still warming hearts and gives audiences a glimpse of storytelling at its best. Partnerships: Shelton Studios or Daly City's Bridgmont High School. **Cost: \$850**

**Other Possibilities:** Licensed film viewings of holiday themed literature-based features (Valentine Davies' *Miracle on 34<sup>th</sup> Street*, Agatha Christie's Hercule Poirot's *Christmas: A Murder Mystery*, Dr. Seuss' *The Grinch*-the Dr. Seuss version for children)

### **Ready for School? (Resource Promotion)**

Outreach is a powerful way to guide students into the library. By a series of visits to local schools, students can be introduced to the services and tools available to them at their local library. With the library's support, students can get the information they need to succeed in each of their school courses. **Cost: \$1300** (includes part-time librarian coverage)

**Other Possibilities:** Organized fieldtrips to the library.

### **Daly City: Our Rich Roots (Local History Program)**

On March 18, 1911, Daly City was incorporated as an official city into San Mateo County. 101 years later we continue celebrating its rich history and achievements. The History Guild of Daly City/Colma will be presenting a special program on our wonderful city. **Cost: \$175**

### **Once Upon a Time in Daly City**

As our city celebrates another birthday, bring your children to this family-friendly program as a local children's author reads Daly City's own tale. This educational program is geared to teach local children all about Daly City heroes of the past and inspire young hearts to take pride in their city of today! **Cost: \$175**

## **UNFUNDED LIBRARY PROGRAMS**

### **Traveling Back to School Workshops**

Presentations on specific library online resources for students offered at the libraries and at various events. **Cost: \$8,800** (Six laptops for hands-on activities, mobile presentation equipment, handouts, mobile internet access)

### **Public Library Art, Poetry, Essays Displays**

Purchase folding display panels to showcase visiting collections or contest entries. Partnerships with local teachers bring families into the libraries to view the children's work. **Cost: \$3,200**

### **Discover and Go**

An online network that provides library cardholders with free printable passes to local museums and cultural institutions. **Cost: \$3,500**

### **Public Library Art**

Art instruction for teens on mosaics (Gateway to the Peninsula, Daly, Marchbank, Thornton). Finished pieces would hang in the public libraries. **Cost: \$3,000** (instructor, supplies)

### **Guided video tour of Daly City's historical sites**

In partnership with the History Guild, produce a narrated video guide to Daly City's history and historical sites. **Cost: \$800** (equipment and software)

### **Lovely Library Project**

Local teens can fulfill their school required volunteer hours by cleaning, painting, and planting around the streets that encompass the four libraries. This would build respect and nurturing for their Daly City community and libraries. **Cost: \$800** (cleaning tools and supplies, bright vests or T-shirts, and refreshments for an end celebration at the library)

### **Puppet Theater**

Produce a puppet show based on a book or folktale. **Cost: \$3,500** (instructor fee, small "puppet stage" and puppet making materials)

### **Author Visit**

Well-known children's author visit (e.g. Tomie dePaola, Anthony Browne, Alma Flor Ada)... subject to availability. **Cost: \$1,200**

### **Shakespeare in the Fog**

Produce an adult and young adult level drama at Gellert Park. **Cost: \$4,500** (drama instructor, books, props, possibly renting an outdoor sound system)

### **Library Service to Homebound Residents**

An organized group of volunteers, managed by library staff, provide selection and delivery of library materials to homebound library patrons. **Cost: \$2,300** (three hours/week part-time coverage to relieve a full-time staff member to administer program)

### **Family Board Game Night**

Educational or brain stimulating games like Scrabble, chess, and memory played tournament-style. This fosters family time in the library (like Dad & Me program but for the whole family). **Cost: \$500**

### **Mad Scientist Storytime**

Produce a year-long series of monthly programs featuring math games and science experiments provided by a math/science teacher with storytimes. **Cost: \$2500** (science experiment supplies and instructor)

### **Gardening Storytime**

This program introduces the science of botany to children. In this concrete environment, it increasingly grows more critical for the children of Daly City to understand where plants and produce come from. Combining story books with actual hands on gardening, children can learn and observe the process of growth from seedlings to deep rooted plants. **Cost: \$300**

**DEPARTMENT OF LIBRARY AND RECREATION SERVICES**  
**SIGNIFICANT CHANGES FROM THE PRIOR BIENNIAL BUDGET**

- Consolidation of the Public Library and Recreation Division of the Parks and Recreation Department on July 1, 2011 which included the reorganization of the Department and the transfer of the Parks Division to the Public Works Department (January 1, 2011), including realignment of staff to better meet Department Mission.
- Creation of new consolidated Department Mission Statement.
- Re-branded consolidated Department through new signage, uniforms and publicly distributed documents.
- Commenced redesign of consolidated Department webpage (pending completion in 2012).
- Enhanced efficiency and cost savings through the elimination of the Library Director and one Parks and Recreation Director, one Assistant Parks and Recreation Director position, one Neighborhood Services Manager position, two Library Assistant II positions and two Assistant Recreation Program Coordinator positions. Creation of one new consolidated Department Library and Recreation Services Director, one Library Services Manager and one Recreation Services Manager positions. Reclassify one Librarian II position to a Librarian III for the Serramonte Main Library.
- Expansion of Library hours at the Serramonte Main Library by 9 hours each week; John Daly Branch Library by 6 hours each week; and, the Westlake Branch Library by 6 hours each week for a total of approximately 1,000 additional open hours annually.
- Implementation of **R**adio **F**requency **I**Dentification (RFID) technology at all four libraries and self-service check-out stations at the three branch libraries (fourth library pending).
- Restoration of the number of Library Summer Reading Program performers from 8 to 16.
- Expansion of the Afterschool Youth Recreation Program, Summer Youth Recreation Program and Aquatics Program as previously approved by the Parks and Recreation Commission and City Council.
- Expansion of the fee waiver Scholarship Program.
- Streamlining of the Satisfaction Guarantee Policy and Program, Class, Camp and League Refund Policy.
- Significant expansion of Library programming for all age groups.
- Initiation and implementation of annual Strategic Plans.
- Updating of the Municipal Code Sections necessary to reflect and memorialize Department consolidation.
- Redesign of the Department of Library and Recreation Services Activity Guide and distribution three, rather than four times annually (effective Winter/Spring 2013).



**CITY OF DALY CITY**  
**DEPARTMENT OF LIBRARY AND RECREATION SERVICES**  
**MEMORANDUM**

**To:** Library Board of Trustees  
Parks and Recreation Commission

**From:** Kerry E. Burns, Assistant City Manager and  
Interim Director of Library and Recreation Services

**Date:** April 24, 2012

**Subject:** Cultural Celebrations

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**Recommended Action**

Staff recommends the Library Board of Trustees and Parks and Recreation Commission provide input to staff on their vision for the future format and delivery of the City's three cultural celebrations: Black History Month (February), Women's History Month (March) and Hispanic Heritage Month (September/October).

**Background/Discussion**

For many years, the City has delivered programs and/or events to celebrate the rich diversity of Daly City. In its commitment to continuous improvement and to ensure the vibrancy of these celebrations, staff is seeking input from the Board and Commission on ways these programs might be enhanced or enriched. At the February Library Board of Trustees and Parks and Recreation Commission meetings, staff requested Trustees and Commissioners consult with each member's appointing City Councilmember regarding the future format and delivery of these cultural celebrations.

Although financial resources for these celebrations continues to be limited, staff would like input from the Board and Commission on ways to continue to make these celebrations meaningful for the Daly City community. No formal action will be taken on this agenda item. Rather, it is an opportunity for staff to receive input from the advisory bodies. Staff would return at a later date with recommendations on future modifications and enhancements to the celebrations.

**Fiscal Impact**

None.

**Conclusion**

Staff is available to provide any additional information requested by the Library Board of Trustees and/or Parks and Recreation Commission.

Respectfully submitted,

Kerry E. Burns  
Assistant City Manager and  
Interim Director-Department of  
Library and Recreation Services