

City of Daly City
Special Meeting
LIBRARY BOARD OF TRUSTEES

Monday, May 21, 2012 – 6:00 p.m.
John Daly Branch Library
134 Hillside Boulevard, Daly City, CA 94014

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 John Daly Branch Library 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

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF MINUTES

Special Joint Meeting of April 24, 2012 (Action)

APPROVAL OF AGENDA (Action)

REPORTS

1. Director's Report:
 - a. Summer Reading Program – Anderson (Presentation)
 - b. Department Website Re-Design – Anderson (Presentation)
 - c. Overview of John Daly Branch Library Programs and Services – Anderson (Presentation)

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

ADJOURNMENT

Next Meeting: Tuesday, June 19, 2012 6:00p.m. 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 333-90th 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.

**DALY CITY LIBRARY BOARD OF TRUSTEES
AND PARKS AND RECREATION COMMISSION**
Special Joint Meeting
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES – APRIL 24, 2012

The meeting was called to order by Library Board of Trustee President Arlene Encarnacion at 6:01pm.
The meeting was called to order by Parks and Recreation Commission Chair Teresa Proaño at 6:02pm.

PLEDGE TO THE FLAG

The pledge to the flag was conducted by Arlene Encarnacion, President, Library Board of Trustees.

ROLL CALL

Library Board of Trustees

Present: President Arlene Encarnacion, Vice President Dorie Paniza, Trustees Erlinda Galeon, and Bradley Roxas

Absent: Trustee Michael Maysenhalder

Parks and Recreation Commissioners

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

Staff Present:

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

APPROVAL OF MINUTES

Library Board of Trustees:

Motion made by Trustee Bradley Roxas and seconded by Vice President Dorie Paniza to approve the March 20, 2012, minutes of the Library Board of Trustees. Unanimously approved.

Parks and Recreation Commission:

Motion made by Vice President Thomas Ledda and seconded by Commissioner Jack Pastor to approve the March 27, 2012, minutes of the Parks and Recreation Commission. Unanimously approved.

APPROVAL OF AGENDA

Library Board of Trustees:

Motion made by Vice President Dorie Paniza and seconded by Erlinda Galeon to approve the April 24, 2012, Joint Special Meeting Agenda of the Library Board of Trustees and Parks and Recreation Commission. Unanimously approved.

Parks and Recreation Commission:

Motion made by Commissioner Genevieve Jopanda and seconded by Commissioner Jack Pastor to approve the April 24, 2012, Joint Special Meeting Agenda of the Library Board of Trustees and Parks and Recreation Commission. Unanimously approved.

REPORTS

1. Director's Report:

a. Proposed Biennial Budget: Fiscal Years 2012/2013 – 2013/2014

Interim Director/Assistant City Manager Kerry Burns introduced the Proposed Biennial Budget. Ms. Burns indicated the Budget would be presented to the City Council in late May. The presentation was for information, discussion and to answer any questions. The Budget was presented as a public policy statement to quantify the services the community desires with the resources the City has.

Ms. Burns stated the Budget reflects the consolidation of the newly consolidated Department of Library and Recreation Services and will provide new tools and transparency for staff and the community to show what we are doing.

Ms. Burns also stated that she anticipates formal adoption of the Budget at the City Council meeting of May 29, 2012. Ms. Burns reviewed the mission statement, core services and values of library, recreation, and support for City Council's city-wide priorities via library and recreation.

Ms. Burns presented and reviewed a "Budget at a Glance" power point providing the Department's revenues and expenditures for Fiscal Year 11-12; Fiscal Year 12-13; and Fiscal Year 13-14. Ms. Burns pointed out the State funding and library donations have decreased, resulting in close to a one-half million dollar decline in our revenue stream. In August, the Department will be presenting, to the Recreation Commission, the new structure for facility reservation fees.

Ms. Burns also noted that expenditures show a significant dip in costs due to the consolidation and efficiencies, as well as vacant positions. Ms. Burns stated that the Department's subsidy is nearly \$6 million—the same as one and one-half years ago.

Ms. Burns provided the Trustees and Commissioners with an overview of the Department organization chart, as well as specific Division information for Library, Recreation and Administration services. There are a total of 45 full time positions. It is anticipated that the Department Director position should be filled by January 2013. The information presented included program and services budget revenues and expenditures.

The Administration Division Budget reflects all the fixed costs for the Department and includes the 10 staff members.

Each Library Branches' programs, services and the neighborhood served as well as revenues and expenditures were reviewed. Additionally, Ms. Burns stated that State of California Education Code prohibits the charging of fees for library services, which has been challenging while developing the Budget. Ms. Burns and Library Services Manager Chela Anderson reviewed the hours at the Branches lost due to budget cuts and shared the proposed increase in hours by Library Branch.

Ms. Burns reviewed Recreation Services and highlighted the Community Centers' programs, services, revenues and expenditures. Ms. Burns noted that some classes are provided by contracted instructors. Ms. Burns also reviewed the Doelger Senior Center services for the 50+ age population. The Recreation Division will also be focusing on more social media outreach in addition to the current Activity Guide, which will evolve to three issues as Winter/Spring; Fall and Summer. It will continue to showcase library and recreation services and programs. Ms. Burns reviewed Afterschool Youth Recreation and Summer Youth Recreation Programs. Recreation Commission Vice Chair Thomas Ledda pointed out that the public can apply for scholarships.

Ms. Burns continued to review the sports, teens and aquatics programs. Facility and field reservations were presented and Ms. Burns advised that staff will be presenting new and expanded fee structures and policies in the fall. Current special events will continue to be the Spring Fun Day, Yuletide Celebration, and Track and Field Meet. Ms. Burns emphasized that these special events should not to be confused with the City cultural programs. Additional programs reviewed included adult hotel and insurance softball leagues, grant funded ASES programs at Bayshore Community Center and Jefferson Elementary school sites, and the City's relationship with the DeLue Boys and Girls Club.

Data driven surveys will be created to receive customer feedback on how the Department is delivering its services and programs. These performance measurements will be specific for each Division and will allow the community to hold the Department accountable. Ms. Burns wants to make sure the Department is making an impact for the betterment of the community. Outcome measurements for Library Board of Trustees will continue.

Trustees and Commissioners discussed the presentation, asked questions and provided comments. Commissioner Genevieve Jopanda asked how will the data be captured and distributed. Interim Director/Assistant City Manager Kerry Burns explained the methods and tools to measure. The information will be reported to the Trustees and Commissioners at their respective July or August meetings.

Commissioner Gerardo Murillo inquired as to how we track library use and users (such as age). Library Services Manager Chela Anderson responded that we do keep track of the circulation selections. Staff will be looking at mining the library data to create programs that support our users. Vice Chair Thomas Ledda asked about field maintenance that also includes gym replacement and if these types of costs are included in the facility costs. Ms. Burns stated that facility fees include fixed costs such as custodial and utilities and do not include field maintenance or gym replacement costs (capital improvement costs). Facility replacement costs are not included in the Budget.

Commissioner Jack Pastor recommended obtaining input from patrons, via coaches and instructors, during the program versus the end of the class or season. Ms. Burns responded that we will also obtain feedback on the value of the instructor or coach as well as Daly City staff.

Trustee Erlinda Galeon asked about the process in approving the proposed library hours. The staff will be making a presentation to the Council with the proposed hours and with their approval the hours will be effective July 1, 2012, if not sooner.

Ms. Burns thanked staff and the Trustees and Commissioners for the opportunity to showcase the Budget.

b. Cultural Programs

The Department of Library and Recreation Services currently supports three cultural celebrations—Black History Month; Women’s History Month; and Hispanic Heritage. In February, staff provided a brief overview of each celebration and asked the Trustees and Commissioners to discuss these programs with their City Council to ensure we are delivering the programs the community expects.

Commissioner Pastor commented that Council appreciates seeing Trustees and Commissioners at City events. Commissioner Pastor enjoys the events and seeing the community’s participation.

Commissioner Ledda believes we do a good job in our events and hopes the community will provide input.

Commissioner Jopanda recommended we look at innovative ways to market and promote our events.

Trustees and Commissioners thanked staff for their work on the programs and recommended staff increase the promotion via various media – email, newsletter and our website. Trustees and Commissioners asked that an email alert be sent as a reminder of upcoming special events.

Ms. Burns stated staff will continue the excellent cultural programs and continue to obtain community input.

c. Library Board of Trustees – Special Meeting Date and Location:

The next meeting of the Library Board of Trustees will be located at the John Daly Branch Library and scheduled for Tuesday, May 16. However, due to Budget Study Sessions scheduled that week, Assistant City Manager/Interim Director Kerry Burns suggested moving the meeting time to Monday, May 21, 6:00p.m. as a Special Meeting of the Library Board of Trustees at the John Daly Branch Library. Motion by Trustee Dorie Paniza and seconded by Trustee Erlinda Galeon to change the meeting date to Monday, May 21. Unanimously approved.

Ms. Burns provided an update to the Municipal Codes:

- Beginning the May 2012 meeting, the Parks and Recreation Commission will be *Recreation Commission*.
- Beginning the May 2012 meeting, Library Board of Trustee meeting will begin at 6:00p.m.

ANNOUNCEMENTS AND COMMUNICATIONS

Assistant City Manager/Interim Director Kerry Burns announced the following:

- Puppet Art Theatre – Dad and Me @ the Library on May 22
- Registration Information for Summer Youth Recreation Program
- May 5 – Fun, Health and Safety Fair and Recreation Services Day at Serramonte Shopping Center
- Reception April 27, 3:00p.m. – 5:00p.m. at Doelger Café for Sue Horst, Neighborhood Services Manager who is retiring.

Trustee Erlinda Galeon announced that Pilipino Bayanihan Resource Center would be having an installation dinner/ dance on Friday, April 27.

Commissioner Genevieve Jopanda thanked the Lions Club and Volunteens for supporting the Spring Fun Day.

PUBLIC COMMENT

None.

AGENDA BUILDING FOR NEXT MEETING

- Recreation Commission – Solicit input for facilities rental fees and policies. Final report available July or August.
- Library Board of Trustees – May meeting - Listening tour to engage with the community.

ADJOURNMENT

Library Board of Trustees

Motion made by Trustee Erlinda Galeon, seconded by Vice President Dorie Paniza and unanimously approved to adjourn the meeting at 7:57p.m.

Parks and Recreation Commission

Motion made by Commissioner Genevieve Jopanda, seconded by Commissioner Gerardo Murillo and unanimously approved to adjourn the meeting at 7:58p.m.