

City of Daly City
Regular Meeting
LIBRARY BOARD OF TRUSTEES

Tuesday, June 19, 2012 – 6:00 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.

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF MINUTES

Special Meeting of May 21, 2012 (Action)

APPROVAL OF AGENDA (Action)

REPORTS

1. Director's Report:
 - a. Update on the Discover & Go Program – Anderson (Presentation)
 - b. Upcoming Summer and Fall Library Programs – Anderson (Presentation)
 - c. Summer Meeting Schedule – Burns (Action)
 - d. Daly City Public Library Associates Book Sale – Burns (Information)

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT

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

AGENDA BUILDING FOR NEXT MEETING

- Election of Officers
- RFID Update
- Annual Report and Performance Measures

ADJOURNMENT

Next Meeting: Library Board of Trustees – Regular Meeting July 17, 2012

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
JOHN DALY BRANCH LIBRARY
134 HILLSIDE BOULEVARD, DALY CITY, CA
MINUTES – MAY 21, 2012

The meeting was called to order by Library Board of Trustee President Arlene Encarnacion at 6:00p.m.

ROLL CALL

Library Board of Trustees Present:

President Arlene Encarnacion, Vice President Dorie Paniza, Trustees Erlinda Galeon, Michael Maysenhalder, and Bradley Roxas.

Staff Present:

Library Services Manager Chela Anderson, Assistant to the Director Tim Birch, Librarian II/Branch Manager Tom Goward

APPROVAL OF MINUTES

Motion made by Trustee Michael Maysenhalder and seconded by Vice President Dorie Paniza to approve the Minutes of the April 24, 2012, Special Joint Meeting. Unanimously approved.

APPROVAL OF AGENDA

Motion made by Trustee Erlinda Galeon and seconded by Trustee Bradley Roxas to approve the May 21, 2012, Agenda. Unanimously approved.

REPORTS

1. Director's Report:

a. Summer Reading Program:

Library Services Manager Chela Anderson presented three themes for this year's Summer Reading Program – Dream Big, Read; Own the Night; and Between the Covers.

The primary motivation is to encourage independent reading to maintain grade level as well as increase reading improvement.

The Libraries also work in collaboration with Recreation's Junior Giants Program, which has a reading component. Ms. Anderson reviewed the weekly prizes and award stamps children can earn; as well as the special events and performances scheduled throughout the summer months. In 2011, 531 children participated.

Trustees provided comments and ideas to promote outreach and were pleased at the increase in the number of events scheduled to generate interest and participation. It was also suggested a video be presented at a City Council meeting of one of the summer reading events.

b. Department Website Re-Design:

Library Services Manager Chela Anderson informed the Library Board of Trustees that the Department's website will be undergoing a re-design. Department members include Romeo Benson, Recreation Division, and Jessica Diaz and Natalie Juhl, Library Division. Staff will be starting on the menu structure, calendar of events and organization of the website. Staff will also look at other libraries for ideas on promoting library services and events. Target date for completion is Fall 2012.

Trustees discussed their ideas and provided suggestions.

c. Overview of John Daly Branch Library Programs and Services:

Library Services Manager Chela Anderson informed the Trustees that John Daly Branch Library is the third largest Library within Daly City. The Library has the largest Spanish bilingual outlet of

materials due to the needs of the neighborhood. Librarian II Jessica Diaz coordinates bilingual story time, holiday events and cultural programs. This year several summer reading performances have been scheduled at the John Daly Branch Library.

Ms. Anderson provided a tour for the Board of Trustees of the John Daly Branch Library.

ANNOUNCEMENTS AND COMMUNICATION

Vice President Dorie Paniza and Trustee Erlinda Galeon announced that the Fil-Am Democratic Club will be having their July 4th picnic in San Bruno Park.

PUBLIC COMMENT

None.

AGENDA BUILDING FOR NEXT MEETING

- Library Staff Changes and Additions

ADJOURNMENT

Motion made by Trustee Bradley Roxas, seconded by Vice President Dorie Paniza and unanimously approved to adjourn the meeting at 7:00p.m.

DISCOVER & GO

Network Membership Overview

Thank you for your interest in the Discover & Go Network. The Network provides Member Libraries with access to an online library of passes to museums and cultural venues. This overview will get you up to speed on what a Discover & Go Network membership can do for your patrons, what you can do as a Library Member, and the costs of participation.



What the Network Provides

- Customized Discover & Go downloadable museum pass service for your website
- An Opening Day Collection of passes for your patrons to many Bay Area museums and cultural venues
- Patron authentication based on your Library's integrated library system
- Direct access to site administration for adding new venues and offers
- Online technical and administrative support training
- An easy-to-use online tutorial to educate the public
- Sample flyers and club cards for publicity
- Sample letters to help recruit local museum partners
- Quarterly reports on program usage and statistics

Membership Costs

- A one-time cost of \$2,500 to setup authentication and join the network.
- An annual hosting fee shared by all Discover & Go Network Library Members: \$5,000 +\$250 per Library Member. As new members join, this cost will shrink each year. For 10 Network Members, the cost is \$700 per Library Member. For 20 Network Members, the annual cost is \$475.

What a Library Member Provides

When sourcing new museum partners within your own community, Library Members first advocate, where possible, for access for all Discover & Go Network Members, expanding access to culture for patrons in all Member communities. To help grow the network, and expand access to culture, each Library Member will:

- Approach local cultural institutions to join Discover & Go and advocate for access for all network members.



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- Lindsay Wildlife Museum*
- Museum of Children's Art*
- Oakland Museum of California*
- Pacific Pinball Museum*
- Tech Museum*
- Freight & Salvage*
- Zeum: S. F. Children's Museum*

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COUNTY LIBRARY

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WHAT THE NETWORK PROVIDES YOU

A ready-to-go online library of passes to cultural venues

Our pitch letter for potential partners, which landed us 40+ cultural venues

Online technical and administrative support

Flyers, club cards, and employee badges, all in English and Spanish



THE DISCOVER & GO STORY

Discover & Go was developed by Contra Costa County Library with the Denver-based Quipu Group (quipugroup.com). Funds to develop the network were provided through a Bay Area Library Information System (BALIS) grant. The concept was then tested and proven with Alameda County Library, our first member of the Discover & Go Network. The program has already attracted 40 Bay Area cultural partners, and has made over 13,000 cultural visits possible. Discover & Go transforms your library web site into an access point to Bay Area culture!

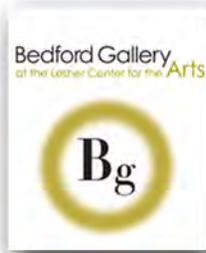
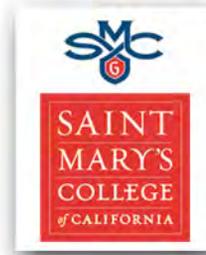


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DISCOVER & GO NETWORK



SAY HELLO TO YOUR READY-TO-GO COLLECTION





CITY OF DALY CITY
DEPARTMENT OF LIBRARY AND RECREATION SERVICES
MEMORANDUM

To: Library Board of Trustees

From: Chela Anderson, Library Services Manager

Date: June 19, 2012

Subject: Upcoming Summer and Fall Library Programs

Recommended Action

Staff requests the Library Board of Trustees review and provide input on the upcoming summer and fall programs scheduled at the Library.

Background/Discussion

Summer Reading 2012 is in full swing. Staff secured grant funding from the Thelma Doelger Charitable Trust to fund approximately half of the youth program. The remaining costs were included in the Fiscal Year 2012-13 Budget. The themes this year are: ***Dream Big, Read!*** for younger children, (through grade 4), ***Own the Night*** for older kids and teens, and ***Between the Covers*** for adults. There are twelve programs remaining as well as VIP parties at all Libraries for those who complete the program.

In the fall, staff will be promoting library services and resources in the schools as part of a Back-to-School outreach campaign.

The Library will be co-hosting the Hispanic Heritage Celebration with the Recreation Division this year. The event will be held at the War Memorial Community Center and John Daly Library. A special storytime will take place and Library staff will be assisting with the youth handicrafts breakout session as well as staffing an information table. Throughout the month, Hispanic Heritage storytimes will be offered at all the Libraries and a special Celebration of Spanish Culture program will be hosted at Westlake Library on September 25.

This year's *We Read Together* program, sponsored in collaboration with the Burlingame Library, Menlo Park Library, Redwood City Library, San Bruno Library, San Mateo City Library, San Mateo County Library, and South San Francisco Library, will bring award-winning children's author Marissa Moss to the Westlake Library. The program will be interactive, encouraging families to read and discuss her books together.

October is Filipino American Heritage Month and the Library will be co-hosting a celebration of Filipino Culture with the Pilipino Bayanihan Resource Center as well as presenting Filipino Storytimes and an author visit.

The annual Día de los Muertos Celebration at the War Memorial Community Center and John Daly Library, co-hosted, as in previous years, by the Recreation Division, will be held again at the War Memorial Community Center and John Daly Library. Families enjoy this Mexican cultural celebration of the ancestors with folklore, dance, music, food, and folk arts.

**Special Joint Meeting
Library Board of Trustees and
Parks and Recreation Commission
April 24, 2012**

Conclusion

Staff is available to provide any additional information requested by the Library Board of Trustees.

Respectfully submitted,



Chela Anderson
Library Services Manager

Attachments: Schedule of Upcoming Library Programs for Summer and Fall 2012 (Attachment No. 1)

**Schedule of Upcoming Library Programs for Summer and Fall 2012
(Attachment No. 1)**

Happy Birds: Trained parrots will perform

Thursday, June 21 at 1:15 p.m. at Westlake Library

Perry Yan: Magician

Tuesday, June 26 at 2:30 p.m. at Serramonte Library

Jungle Joe: Puppet Show

Wednesday, June 27 at 3:30 p.m. at John Daly Library

Once Upon A Time in Daly City: Author Jessica Diaz will lead an interactive session on the history of Daly City and its pioneers. A book signing will follow.

Tuesday, July 3 at 2:30 p.m. at Serramonte Library

The Trombonist Andy Strain: Musician

Tuesday, July 10 at 2:30 p.m. at Serramonte Library

John Weaver: Interactive storytelling

Thursday, July 12 at 10:15 a.m. at Westlake Library

Images in Motion presents Big Bad Bruce: Puppet Show

Tuesday, July 17 at 2:30 p.m. at Serramonte Library

Wild Things, Inc.: Live Animals

Friday, July 20 at 3:00 p.m. at Bayshore Library

Craft Day: Interactive craft activities for children in a festival environment

Tuesday, July 24 at 2:30 p.m. at Serramonte Library

Steve Chaney: Ventriloquist Puppeteer

Tuesday, July 24 at 7:15 p.m. at Westlake Library

Owen Baker-Flynn: Juggler and entertainer

Wednesday, July 25 at 3:30 p.m. at John Daly Library

Owen Maercks of the East Bay Vivarium: Live animals

Tuesday, July 31 at 2:30 p.m. at Serramonte Library

VIP Parties: celebration events for Summer Reading participants who complete the program

Tuesday, August 7 at 6:30 p.m. at Bayshore Library

Wednesday, August 8 at 6:30 p.m. at Westlake Library

Thursday, August 9 at 6:30 p.m. at Serramonte Library

Friday, August 10 at 6:30 p.m. at John Daly Library

Tuesday, August 21 at 6:30 p.m. at Westlake Library – Adult Gala

Back-to-School Outreach: Staff visits to area schools throughout the month of September to promote the Library and its services and resources

Financial Literacy Workshop Series: Four financial management workshops hosted in collaboration with Project Read

Saturday, August 18 from 10:00 a.m. - 12:30 p.m. at Westlake Library

Saturday, August 25 from 10:00 a.m. - 12:30 p.m. at Westlake Library

September 8 from 10:00 a.m. - 12:30 p.m. at Westlake Library

September 15 from 10:00 a.m. - 12:30 p.m. at Westlake Library

Hispanic Heritage Celebration: City-wide cultural event hosted by the Department of Library and Recreation Services

Thursday, September 19 at the War Memorial Community Center and John Daly Library

Celebration of Spanish Culture: A professional dancer accompanied by a guitarist will discuss the history and cultural significance of Flamenco in Spain, provide a demonstration, and then instruct participants on the basic steps of the iconic dance.

Tuesday, September 25 at Westlake

Marissa Moss: Families are invited to read together and discuss an Amelia or Max Disaster book and meet award winning author Marissa Moss as part of this year's *We Read Together* program.

Tuesday, October 2 at 4:00 p.m. at Westlake

Filipino American Heritage Celebration: Throughout the month of October, the Library will be celebrating Fil-Am culture with special storytimes, an author visit, and a gala evening of Filipino food, music, dance, and poetry co-hosted by the Pilipino Bayanihan Resource Center.

Día de los Muertos: This annual Mexican celebration of the ancestors draws families for Mexican folklore, dance, music, food, and folk arts.

Thursday, November 1 at 6:00 p.m. at the War Memorial Community Center and John Daly Library