

City of Daly City  
*Regular Meeting*  
**LIBRARY BOARD OF TRUSTEES**

Tuesday, July 17, 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 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, 2102 (Action)  
Regular Meeting of June 19, 2012 (Action)

**APPROVAL OF AGENDA** (Action)

**REPORTS**

1. Director's Report:
  - a. Radio Frequency IDentification (RFID) Update – Anderson (Presentation)
2. Election of Officers (Action)

**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**

**ADJOURNMENT**

Next Meeting: Library Board of Trustees – Regular Meeting August 21, 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 333-90<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**  
**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 completed the program.

Trustee Maysenhalder asked if there was an informational sheet on the number of books to read for prizes and list of events. Ms. Anderson stated she will send the Trustees a pdf of the information requested. President Encarnacion was appreciative of the development of the schedule. Trustee Galeon expressed appreciation for the program for making the event schedule family-friendly, as well as affordable.

Trustee Maysenhalder asked if the public channel and website will have the event information. Ms. Anderson confirmed that both the public channel and website will have the event information posted.

**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.

President Encarnacion and Trustee Maysenhalder asked if the Board will be able to view ahead of time and/or see a beta version. Assistant to the Director Tim Birch will be maintaining the City website until the redesign is complete.

President Encarnacion asked if the summer reading list was coordinated with the local schools and expressed concern that some public schools are closed after this week. Ms. Anderson responded the summer reading list is available on our website. It is anticipated that dedicated staff will promote the Library's reading lists at the public schools in the future. Vice President Paniza asked if we can forward to family and friends for their information. Ms. Anderson thanked Vice President Paniza for the offer.

Trustee Maysenhalder asked if a video, with clips from the summer reading events, could be produced and presented at a City Council meeting. Trustee Roxas also suggested including the video in our website. President Encarnacion stated she would be happy to participate in the presentation to the City Council.

President Encarnacion and the Trustees expressed their great appreciation at the excellent program being provided.

**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 language outlet of materials due to the needs of the neighborhood. Library Assistant III 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.

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**ANNOUNCEMENTS AND COMMUNICATION**

Vice President Dorie Paniza and Trustee Erlinda Galeon announced that the Filipino American Democratic Club will be having their July 4<sup>th</sup> picnic at 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.

**DALY CITY LIBRARY BOARD OF TRUSTEES**  
**DALY CITY CIVIC CENTER – COUNCIL CHAMBERS**  
**MINUTES – JUNE 19, 2012**

The meeting was called to order by Library Board of Trustee Vice President Dorie Paniza at 6:07pm.

**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 May 21, 2012, Special Meeting minutes. Trustee Michael Maysenhalder commented on the importance of capturing specific items within the minutes. Ms. Burns recommended the May 21 Minutes be amended and brought to the next meeting. Trustees agreed that the Minutes of the May 21, 2012, Special Meeting will be placed on the July 17, 2012. No action taken.

**APPROVAL OF AGENDA**

Motion made by Trustee Maysenhalder and seconded by Trustee Galeon to approve the June 19, 2012 Agenda.

**REPORTS**

**1. Director's Report**

**a. Update on the Discover & Go Program:**

Assistant City Manager/Interim Director Kerry Burns introduced Library Services Manager Chela Anderson. Prior to Ms. Anderson's presentation, Trustee Erlinda Galeon, liaison to the Daly City Public Library Associates, reported that the Daly City Public Library Associates approved a \$2,500 grant towards the Daly City Library's Discover & Go Program.

Ms. Anderson presented and distributed information on the Discover & Go Program, a new service and method of outreach that is available online. Discover & Go provides library patrons with printable free and discounted museum passes. This service will soon be available on our Daly City website and will be for Daly City residents only. This program reflects the Library's broader role in the Daly City community beyond the availability of books.

Ms. Burns thanked the Daly City Public Library Associates for funding this program. Ms. Burns reminded the Trustees that this was a program that was unfunded (as presented at an earlier meeting). The Department will be submitting additional grant requests to the Daly City Public Library Associates to fund additional library programs. Ms. Burns also encouraged anyone who is interested in joining the Daly City Public Library Associates, to get information on our website [www.dalycity.org](http://www.dalycity.org).

Trustee Galeon confirmed the free admission for the museums and stated this is a wonderful program for the children. Ms. Anderson concurred with Trustee Galeon that the admission is free and/or reduced and stated that these are family oriented programs that can expand cultural and education information for our Community.

Trustee Paniza inquired as to how we will be informing the community. Ms. Anderson and Ms. Burns stated that we will be sending emails, information will be on our website, Channel 27, flyers will be available at all libraries and via the Fog Cutter City Newsletter.

**b. Upcoming Summer and Fall Library Programs:**

Assistant City Manager/Interim Director Kerry Burns explained the intention to highlight programs so the community will become more familiar with our programs. Ms. Anderson reviewed the current and upcoming programs in the upcoming session.

Ms. Anderson reviewed the upcoming Summer Reading Programs. To date, we had 860 signups for the Summer Reading Program. As we move into Fall, there will a greater outreach to the schools on the resources available at our Libraries. In September, the Library will participate in the Hispanic Celebration to be held at the War Memorial. Throughout the month of September, we will have Spanish cultural programs scheduled; such as traditional dance instruction and guitar music. We have scheduled "We Read Together" with Marissa Mas at the Westlake Library. This program encourages the family role in reading. Breakout sessions will be available for discussion on the reading material.

October is Filipino Heritage Month and the Library will be partnering with the **Pilipino Bayanihan Resource Center (PBRC)**. PBRC helped create a successful event last year. The Library will be joining with Recreation for the annual Dia de los Muertos event scheduled for later in the year. Other programs in the process of scheduling is a Waterwise Gardening Workshop and a Job Fair in conjunction with the County of San Mateo. Flyers will be available.

**c. Summer Meeting Schedule:**

Interim Director/Assistant City Manager Kerry Burns sought input from the Trustees if they wished to cancel any summer meeting. Ms. Burns and the Trustees reviewed the meeting schedule for the balance of 2012. Vice President Paniza asked for Trustee input. Trustee Maysenhalder recommended that we work closely with staff if there are any changes. Ms. Burns confirmed with the Trustees that we will continue the meeting schedule as it is currently. Trustee Galeon commented on the December meeting schedule. The Trustees and Staff will discuss at a future meeting. Ms. Burns reminded the Trustees that the July meeting will be the Election of Officers. Trustee Galeon requested confirmation on the date of the joint meeting. Ms. Burns responded that the Trustees should rely on what is currently scheduled and Ms. Burns will advise and confirm.

**d. Daly City Public Library Associates Book Sale:**

Interim Director/Assistant City Manager Kerry Burns announced that the Daly City Public Library Associates celebrated their first year anniversary. They are planning a book sale, which will be an annual event. The Daly City Public Library Associates are looking at Saturday, September 15 and Sunday, September 16. Location will be at the Gellert Clubhouse. Members of the Daly City Public Library Associates will have a special reception and opportunity to purchase books on Friday, September 14. As specifics are confirmed, Staff will advise the Trustees and information will be made available to the community.

**ANNOUNCEMENTS AND COMMUNICATION**

Trustee Galeon attended the magic show at the Serramonte Library and was pleased to see the number of children and families attending. There were about 100 children. Trustee Galeon was very happy with the show.

Trustee Maysenhalder asked about having video taken at the events that could be presented at a future City Council meeting. Library Services Manager Chela Anderson stated that we are taking photographs and intend on sharing, via a slideshow, to the community. Ms. Burns said staff is looking at putting together a picture collage of events.

Trustee Galeon invited the community to a July 4 picnic at San Bruno Park sponsored by the Filipino American Democratic Club. The picnic is from 10:00am – 5:00pm. Food and entertainment will be available.

**PUBLIC COMMENT**

None.

**AGENDA BUILDING FOR NEXT MEETING**

Assistant City Manager/Interim Director Kerry Burns reviewed the following items scheduled for the July 17, 2012, meeting:

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

Ms. Burns encouraged the Trustees submit meeting items for future agendas.

Trustee Maysenhalder inquired about the Annual Report and Performance Measures. Ms. Burns responded that Staff will bring forward at your next meeting the best statistical and qualitative measurements that Library should be using over the next year. It is Staff's intention to discuss with the Trustees what metrics and performance measurements we should use to best showcase for the Trustees what data will be presented to ensure we are meeting the needs of the community in the delivery of our services and programs.

The Annual Report should address the State report requirements and what has occurred during the first year of the consolidation. Discussion will occur with the Trustees of whether or not it meets the Trustees' expectations.

**ADJOURNMENT**

Motion made by Vice President Dorie Paniza to adjourn the meeting at 6:33pm. Unanimously approved.



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

**To:** Library Board of Trustees

**From:** Chela Anderson, Library Services Manager

**Date:** July 17, 2012

**Subject:** Radio Frequency Identification (RFID) implementation update

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**Background/Discussion**

In order to remain consistent with other Peninsula Library System (PLS) libraries, and to improve efficiency of circulation functions and increase self-service options for patrons, the Daly City Public Library implemented Radio Frequency Identification (RFID) technology beginning in fall 2011. The project included the “tagging” of all library materials with RFID tags containing item information, replacement of security gates at library entrances, modification of check in and check out equipment and procedures to use RFID tags rather than item barcodes, and the installation of RFID self-check machines.

The final phase of the project, the installation of two kiosk-style self-check machines at the Serramonte Main Library was completed on Monday, July 16, 2012. The multi-lingual machines will allow patrons to checkout their own materials, including media items kept in security cases, renew items, and pay fines and fees with a credit card. Staff training has been completed and all staff will be instructing library patrons in the use of the new technology. A promotional campaign will begin soon.

**Conclusion**

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

Respectfully submitted,

Chela Anderson  
Library Services Manager