

City of Daly City
Regular Meeting
LIBRARY BOARD OF TRUSTEES

Tuesday, November 20 – 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 AGENDA (Action)

APPROVAL OF MINUTES
September 18, 2012 (Action)

REPORTS

1. Director's Report:
 - a. "Draft" Work Initiatives – Anderson (Presentation)
 - b. "Draft" Annual Report – Anderson (Presentation)
 - c. Self-Check Update – Anderson (Presentation)

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

- Discussion of FY2011/2012 Annual Report
- Discussion of 2012/2014 Work Initiatives

ADJOURNMENT

Next Meeting: 6:00 p.m., Tuesday, December 11, 2012 in City Council Chambers
Joint Special Meeting of the Library Board of Trustees and Recreation Commission

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
DALY CITY CIVIC CENTER – COUNCIL CHAMBERS
MINUTES – SEPTEMBER 18, 2012

The meeting was called to order by Library Board of Trustee President Dorie Paniza at 6:03pm.

ROLL CALL

Library Board of Trustees

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

Staff Present:

Assistant City Manager/Interim Director Kerry Burns, Library Services Manager Chela Anderson, and Administrative Assistant Judy Bush

APPROVAL OF MINUTES

Motion made by Trustee Galeon and seconded by Trustee Encarnacion to approve the August 21, 2012, Meeting minutes. Unanimously approved.

APPROVAL OF AGENDA

Motion made by Trustee Encarnacion and seconded by Vice President Roxas to approve the September 18, 2012, Agenda.

Unanimously approved.

REPORTS

1. Director's Report

Assistant City Manager/Interim Director Kerry Burns reviewed the Agenda and advised the Board of Trustees that Item 1.b. RFID Self-Check Statistics will be continued.

a. Performance Measures and Customer Satisfaction Surveys:

Library Services Manager Chela Anderson reviewed the half sheet Customer Satisfaction Survey. The Survey will be used to gather data and public feedback directly related to the 2012/2014 Biennial Budget Performance Measures. Ms. Burns confirmed that the Surveys will be available in other languages and hard copies will be available at the Libraries immediately. Staff is also looking at using an online Survey, on our new website, for future data collection. Ms. Burns also stated the survey has qualitative questions with quantitative measures. All the data received will be analyzed for trends. The analysis will measure the Library's progress in meeting the Department's Performance Measures.

c. Recap of 2012 Summer Reading Program:

Library Services Manager Chela Anderson provided a recap of the 2012 Summer Reading Program. Consistent with prior years, the Library experienced excellent participation. This year's Program added an interactive display where readers could add a bead for each completed book. Staff will be meeting to discuss the possibilities for next year. Ms. Anderson stated the Program enrollment was very similar to previous years. Trustees complemented Staff on the entertainment and programs selected for the year as well as the collaboration with the Recreation staff.

d. 2013 Meeting Calendar – Quarterly Meetings at a Library:

Assistant City Manager/Interim Director Burns reviewed the experiences with the 2012 Quarterly Meetings at the Library Branches. Staff noted that meetings at the John Daly and Bayshore Libraries provided access to the community; however, there is no ability to televise the meetings or record a DVD copy.

Ms. Burns suggested a hybrid option that two Trustees would “meet and greet” the community at the Branch Libraries and regular meetings would take place in Council Chambers. The date of the Trustee “meet and greet” events would be posted and advertised to inform the community. The Trustees concurred with the hybrid option. The item will be agendaized at the November meeting for scheduling quarterly in 2013. It was also suggested by the Trustees to invite the Recreation Commissioners to join the Trustees at the quarterly meeting. Ms. Burns will query the Recreation Commissioners at their next regular meeting.

ANNOUNCEMENTS AND COMMUNICATION

- October 1 Filipino American History Month celebration at City Hall Rotunda. Pilipino Bayanihan Resource Center and the City of Daly City are sponsoring the event. There will be a reception and entertainment.
- October 4 at Gellert Clubhouse, Gellert Park, there will be Free From Violence workshop
- October 26 and October 27 – Fil-Am Film Festival at War Memorial Community Center
- September 20 – National Hispanic Celebration at War Memorial
- Trustee Galeon reported that Daly City Public Library Associates had a successful book sale with a net amount of approximately \$1,800.00.
- Trustee Encarnacion announced to the Community that the latest Fog Cutter featured information on the Libraries.
- Vice President Roxas announced an event In Commemoration of National POW/MIA Recognition Day. The event begins at 6:00pm and is being sponsored by The Manilatown Heritage Foundation located at 868 Kearny Street. The event will present *Legacy of Bataan*.

PUBLIC COMMENT

None.

AGENDA BUILDING FOR NEXT MEETING

Reminder that the next meeting, Tuesday, October 23, is a Joint Special Meeting of the Library Board of Trustees and Recreation Commission. The agenda items will be:

- FY2011/2012 Annual Report
- FY2012/2013 Strategic Plans
- First Quarter Statistical and Performance Measures Report

ADJOURNMENT

Vice President Roxas motioned and Trustee Encarnacion seconded to adjourn the meeting at 6:40pm.



CITY OF DALY CITY
DEPARTMENT OF LIBRARY AND RECREATION SERVICES
MEMORANDUM

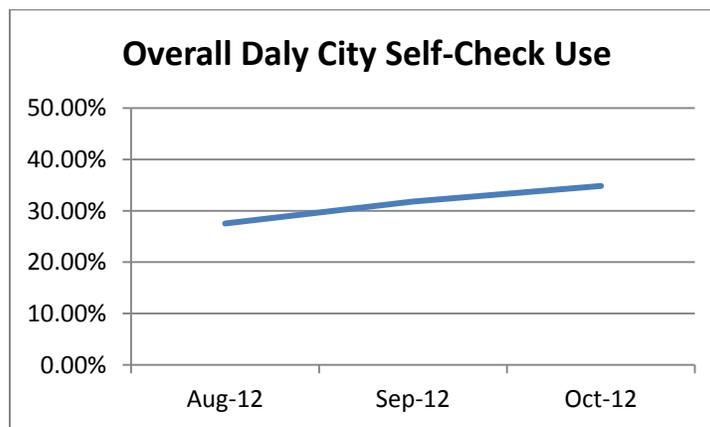
To: Library Board of Trustees
From: Chela Anderson, Library Services Manager
Date: November 20, 2012
Subject: Self-check update

Recommended Action

Staff requests the Library Board of Trustees provide input on the promotion of the RFID self-service check-out machines (self-checks).

Background

The final self-check installation was completed at Serramonte Main Library in mid-July 2012. The chart below shows percentage of check-outs and renewals completed on the self-checks in the first three months after the completion of the project at all four libraries.



Our target for this year is 50% circulation completed on the self-checks (per the Outcomes Measures in the 2012-2014 Biennial Budget). Additional promotion and service-model changes will be necessary if we are to meet this target.

Discussion

At the Westlake Branch Library, where self-check usage has been lowest, but the gains most consistent, the Branch Manager has begun stationing staff at the self-checks during the busy period after school, inviting patrons to try the technology and assisting them with the process. This approach will be adopted at the other libraries as staffing permits.

Our nearest neighbor, the South San Francisco Public Library, had an average self-check use of nearly 94% for the same period. At that library the self-checks are located on the service desk. This is the configuration at the Bayshore Branch Library, and the rate of self-check use there has consistently been the highest in Daly City, although the volume is low at that location. At the other libraries, the self-

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checks are all located near the main service desks, but not directly on or in front of the desk. Location of self-checks is limited by facility layout and availability of power and data outlets, but, within those limitations, other location options will be explored.

The South San Francisco library has adopted a self-service checkout-only service model; checkouts are not performed at the desk by staff, so all patrons must use the self-checks. This is an increasingly common practice in public libraries, but has not been our approach so far. The San Bruno Library had an average of just over 80% self-check use. They also have located their self-checks on the main desk. Their service model encourages self-check use by assigning staff to other duties, limiting the number of staff available for checking out.

Conclusion

Staff will continue to explore new approaches to increase self-check use. Staff is available to provide period updates on self-check use and any additional information desired by the Trustees.

Respectfully submitted,



Chela Anderson
Library Services Manager