

LARKSPUR LIBRARY BOARD
Minutes of Special Meeting- March 3, 2014

Roll Call: Present: Chair Michelle Melka (arrived at 6:25), Joan Foley,
Jeff Gunderson, Daniel Kunstler, Noel Shumway

Staff: Library Director Frances Gordon

Acting Chair Gunderson called the meeting to order at 6:20 p.m.

Approval of Consent Calendar

The Library Director certifies that this Agenda has been posted in accordance with the requirements of the Government Code

Approval of Minutes as Submitted: Regular Meeting, February 3, 2014

M/s, Shumway-Kunstler and approved 4-0 (Melka absent) to approve the Consent Calendar as submitted.

Chair Melka arrived at the meeting.

PUBLIC COMMENT

There were no comments.

BOARDMEMBER REPORTS

Boardmember Shumway reported the Town of San Anselmo was renewing its Parcel Tax that helps fund Library operations. Library Director Gordon reported they were having trouble managing library services prior to the tax.

LIBRARY DIRECTOR'S ORAL REPORT

Library Director Gordon reported on the following: 1) Library and City Hall Facility; 2) Library Programs; 3) MARINet Library Consortium Update; 4) Miscellaneous.

Boardmember Foley discussed an article about a library in the Midwest that offers Melkat, KPL, FreeGal, and Zinneo, systems that allows patrons to check out music and magazines through digital devices. Library Director Gordon stated these systems are not offered in Larkspur but the Bel-Tib Library might have Zinneo. They do have some

digital magazines that are part of the subscription for some print magazines. Boardmember Foley asked Library Director Gordon if she could check into the cost of these on-line resources. Library Director Gordon stated her materials budget was limited and adding more on-line resources would require additional funding. She noted the Marin libraries were trying to provide more MARINet-wide services. She asked Boardmember Foley to email the information to her. Boardmember Foley stated the article also discusses how libraries are changing with the times.

Boardmember Kunstler asked how many patrons could “check out” the digital magazines at the same time. Boardmember Foley asked if patrons would need to go to the library to read digital magazine or if they could do it from home. Library Director Gordon stated she was not sure and would report back to the Board.

Boardmember Gunderson noted DVD’s were becoming obsolete because of the ability to “stream” information.

UNFINISHED BUSINESS ITEMS

1. Updates on Communication Plan for a Community/Library Facility

Chair Melka stated there were no specific updates.

Boardmember Foley stated it would be helpful if the Board and staff had specific “talking points” that they could use when talking to Larkspur residents. They should be on the same page. They should also stay apprised of new information. She volunteered to come up with some frequently asked questions that need answers.

Boardmember Kunstler asked if there was any way to ask the community at large about what questions they might have. Boardmember Foley stated they should come up with some preliminary questions first.

Library Director Gordon stated she would like to run the draft by Council Liaison Haroff or the City Manager. She noted the March 19th City Council agenda includes a discussion about a Request for Proposal (RFP) for the site. She encouraged the Board to attend.

Boardmember Kunstler had questions about the RFP process and how much the Board would be involved.

2. Report on any updates regarding the Rose Garden Community Facilities Parcel Master Plan

Chair Melka stated there were no updates.

3. Continue Brain-storming Session on Action Plan for 2014

Chair Melka stated the Board discussed this item at the last meeting and isolated the following tangible things that the Board could help with: 1) Space; 2) Money/Resources; 3) Programming; 4) Communication; 5) Technology. She noted the Board also discussed fundraising, parking, furniture, budget, volunteers, improving relationships with other entities (Foundation, City Council, etc.), raising awareness of the library in the community, longer hours, and purchasing a “people” counter. She would like to focus on several items that seem feasible.

Boardmember Gunderson stated he would like to build a stronger relationship with the Foundation. Boardmember Foley asked how often they meet and suggested the Board attend one of the meetings. She wants to be on the same page as the Foundation.

Chair Melka stated Foundation President Lanctot had mentioned to her that they would like to see a stronger volunteer base for the Library. She would like to get the community more engaged in the events/programs. Boardmember Foley stated they need to have some events that they can “rally the troops” around. She noted the schools usually have their annual auctions scheduled ahead of time. Library Director Gordon asked Chair Melka if she was talking about fundraising events. Chair Melka stated “yes”. Boardmember Foley stated they would ultimately need to hire a professional fundraiser. Chair Melka stated she would follow-up with Foundation President Lanctot and get the Board included on their email list.

Boardmember Shumway asked about the status of the Steering Committee. Library Director Gordon stated she would talk to former Steering Committee Chair Peter Martin.

Boardmember Kunstler stated he was very interested in the topic of digital resources and what other libraries were using. In addition, he would like to find out how to better guide patrons in the use of these resources.

Boardmember Foley stated she liked the idea of communicating with patrons through the bookmarks, signs, the exhibit board, etc. She is always drawn to these visual cues. Boardmember Kunstler stated he liked the idea of creating the new library before it is actually built- they need to prepare for that transition now. Chair Melka asked if the library ever sends out a bulk mailing. Library Director Gordon stated “no” and there is not budget for bulk-mailing. Years ago the Friends used bulk-mailing but it did not generate enough response.

Boardmember Foley asked if anyone had talked to St. Patrick’s School about using their parking lot. Chair Melka stated she was working on that.

Boardmember Kunstler asked Library Director Gordon if she knew what the percentage of people who attend events were Larkspur residents. Library Director Gordon stated “no”.

Chair Melka discussed ideas about new programs including college applications, taxes, etc. Boardmember Kunstler stated one thing that was not offered were college forums or panels. Boardmember Foley stated the library already has great programming but these classes could fill in a gap. In addition, they do not want to “reinvent the wheel”. Boardmember Gunderson stated all these ideas were wonderful but they seem to come back to “space”.

The Board discussed participation in the 4th of July Parade. Library Director Gordon stated they need to get the application from the Chamber of Commerce.

Chair Melka stated she would like to continue this discussion at the next meeting.

BOARDMEMBERS REPORTS AND COMMENTS

There were no reports.

Status Reports:

1. Reports from the Library’s Support Groups (Friends, Foundation, and Steering Committee)

There were no reports.

FUTURE AGENDA ITEMS

Chair Melka stated the following items would be on the next agenda: 1) Report on any updates regarding the Rose Garden Community Facilities Parcel Master Plan; 2) Communication Plan for a Community/Library Facility; 3) Continue Brain-storming Session on Action Plan for 2014

NEXT MEETING DATE

Chair Melka stated the next meeting would be held on Monday, April 14, 2014. The meeting would start at 6:15 p.m.

ADJOURNMENT

Chair Melka adjourned the meeting at 7:28 p.m.

Respectfully submitted

Toni DeFrancis
Recording Secretary