



CITY OF MOUNTAIN VIEW

LIBRARY BOARD

MINUTES

REGULAR MEETING - MONDAY, DECEMBER 14, 2015
GOSSAMER CONFERENCE ROOM - 585 FRANKLIN STREET
7:30 P.M.

1. **CALL TO ORDER**

The meeting was called to order at 7:30 p.m.

2. **ROLL CALL**

Present—Trustees Max Beckman-Harned, Paul Donahue, Vice Chair David Herington, and Chair Randall Stock.

Also Present—Rosanne Macek, Library Services Director; and Ken Rosenberg, Councilmember.

3. **MINUTES APPROVAL**

Motion—M/S Herington/Donahue—Carried 4-0—Approve the minutes of the November 16, 2015 meeting as amended to substitute the word “noted” for “praised” in Section 7.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**—None.

5. **UNFINISHED BUSINESS**

5.1 **MATERIALS BUDGET**

Benchmarking data from the California State Library was delayed, so this will be discussed again at the January meeting. Trustee Stock estimated that Mountain View’s materials budget should increase \$30,000 to \$50,000 per year.

5.2 LIBRARY CARD AND BORROWING POLICY

Motion – M/S Donahue/Herington – Carried 4-0 – Approve the Library Card and Borrowing Policy.

Trustee Donahue also brought up Council Policy K-1, Nonresident Library Cards. This policy is dated 1973 and is now incorporated into the Library Card and Borrowing Policy. Director Macek will work with the City Clerk's Office and suggest that this policy be removed.

6. NEW BUSINESS

6.1 REVIEW OF FEES

The Board recommended that the \$1 charge for holds not picked up remain in place and the Library explore the possibility of sending a reminder two days prior to the hold's expiration date and implement an education campaign. The Board recommended the removal of the \$2 charge for replacement Library cards and the \$5 charge for extra computer time.

7. LIBRARY BOARD/STAFF COMMENTS, QUESTIONS, AND REPORTS

Trustee Stock was reappointed to a second term on the Library Board.

Trustee Stock also reported on the latest Mayor's Meeting, noting an iPad application for meeting packets and a discussion about the implications for services of Mountain View's growth.

Trustee Donahue noted Council Policy K-6 mentions the Mountain View Library Foundation, which is defunct. Director Macek will suggest to the City Clerk's Office that this be updated.

Trustee Beckman-Harned asked for information on Silicon Valley Library System (SVLS) and Pacific Library Partnership (PLP), including membership and services. Director Macek will include this in an upcoming meeting report.

8. DONATIONS – None.

9. **AGENDA SETTING/PLANNING**

- Materials Budget
- Elect Chair and Vice Chair
- Presentation by Karin Bricker, Youth and Outreach Services Manager

10. **ADJOURNMENT**

The meeting was adjourned at 9:20 p.m.

Respectfully submitted,

Rosanne M. Macek, Secretary
Library Board

RMM/TG/3/LIB
023-12-14-15mn-E



MEMORANDUM

Library Services Department

DATE: December 14, 2015
TO: Library Board of Trustees
FROM: Rosanne Macek, Library Services Director
SUBJECT: **Library Report**

5.1 MATERIALS BUDGET

I am still collecting data from other libraries and should have all the information this week.

5.2 LIBRARY CARD AND BORROWING POLICY

See attached policy with suggested changes from your last meeting and input from Library staff.

6.1 REVIEW OF FEES

1. \$1 for holds not picked up

Why: We started this fee last year to help ease staff workload and allow us to implement holds on available. We were pulling 30-50 items each day from the hold shelf that were not picked up by the requestors. Each item involved staff time to pull the item from the shelf, produce a hold slip, and file in on the shelf. Then when it was not picked up it was removed from the hold shelf, checked in, and shelved back in the collection if there were no other holds.

What's changed: We received much negative feedback from the public in our recent library customer survey, which you can see below.

SVLS benchmarks: Los Gatos, Santa Clara City, Santa Clara County, and Sunnyvale do not charge this fee. Palo Alto charges \$1 and San Jose charges \$3.

Survey comments:

"There is a \$1 charge for holds that are not picked up by the due date. This is simply excessive. There are times when the patron is not able to pick up the hold by the due date and they should not be charged such an outrageous amount."

"Charging a fee for failure to pick up a hold item is quite tacky. In a world where everyone here is extremely busy, its very possible not to be able to pickup an item on hold before the due date. I have not experienced a fine at any other local library for this infraction It makes your services to appear draconian and disconnected with the pace of life of most people in this valley. Late fees for returning a borrowed item, I get it. A late fee for material that is still in the library's possession I don't buy that."

"I somehow did not pick up a recent hold. I understand the \$1 and I'd love to have had an auto email that reminded me two days prior."

"It would be great if we were not charged \$1 fine for failure to pick up in time. I am happy to make a donation to the library on my own terms."

"I hate you [charge] \$1 a day fine for not picking up holds. Instead, you should just remove the hold books that are not picked up by the date indicated."

2. \$2 replacement library card

Why: It's not uncommon for public libraries to charge for replacement library cards because we do purchase the cards.

What's changed: Upon analyzing current costs, we only pay .15 per card so the \$2 fee is high. Also, with print circulation dropping, we want to eliminate every possible barrier to service.

SVLS benchmarks: Los Gatos and Santa Clara County do not charge this fee. Palo Alto, San Jose, and Santa Clara City charge \$1. Sunnyvale charges \$2.

3. \$5 for extra computer time

Why: I believe this fee was put in place many years ago when we had waiting lists to use the public computers.

What's changed: More people are coming into the library with their own devices to use WiFi, so use of the Library's desktop computers is dropping. That means that there is capacity to accommodate more use and we recently increased our time limits from 90 minutes to 120 minutes. We could likely accommodate more use without getting to capacity.

SVLS benchmarks: Los Gatos, Palo Alto, San Jose, and Santa Clara City don't charge this fee. Santa Clara County charges \$4 for 2 hours. Sunnyvale doesn't offer this at all.

LIBRARY NEWSLETTERS

We are launching two new newsletters. One will focus on programs, collections, and information for adults and one for children and families.

Here is the link to the flyer with the URL to sign up:

<http://www.mountainview.gov/civicax/filebank/blobdload.aspx?BlobID=18246>

UPCOMING PROGRAMS

See the library online calendar for full details. This is just a selection of the programs happening this month.

December 15, 10:15am: **Awesome December Dance Party.** Move and dance with scarves, shakers and action songs. For children ages 0-5 and their families.

December 15, 6:30pm: **Watercolors for Grown-Ups.** This workshop is for adults to enjoy the freedom to play with watercolor paints. It is geared for beginners. We will discuss basic tools and materials, and explore various watercolor techniques before making holiday gift tags and cards.

December 17, 4:00pm: **Wimp Out! A Wimpy Kid Celebration.** For 3rd-5th graders. Silly stories, games & prizes, and Wimpy Kid trivia.

December 18, 4:00pm: **Holiday Crafts for Tweens.** Tweens in grades 4th-6th are invited to join us for an afternoon of holiday crafting. We will make ornaments, gift tags, jewelry and more.

December 20, 2:00pm: **Holiday Sing-Along with Linda Gibson.** Fun holiday songs for all ages and all voices.

December 20, 21, 23, 2:00pm: **Python for Kids**. Learn the basics of Python, a powerful programming language. A 3-day class for kids in grades 5-8.

December 21, 7:00pm: **Holiday Stories, Cider, & Song**. Cozy up to the fire in the 2nd Floor Magazine Reading Room for holiday stories.

December 28, 6:30pm: **Sing and Play Along Ukulele**. Beginners and ukulele enthusiasts alike are welcome to join us on the fourth Monday of every month to sing and play together.

UPCOMING HOLIDAYS

The Library will be closed on these dates:

December 24, 25, 26 - Christmas

December 31 and January 1 - New Year's