

**COMMUNITY SERVICES DEPARTMENT**

**ANAHEIM PUBLIC LIBRARY  
BOARD OF TRUSTEES**

**F E B R U A R Y A G E N D A**

MEMBERS

Linell Mathisen, Chair  
Laurie Crawford, Vice Chair  
Roberto Baeza  
Lana Barlow  
Carolyn Bryant

PLACE

Haskett Library  
2650 W. Broadway  
Anaheim, CA 92804

TIME

February 13, 2012  
Monday  
6:30 p.m.

STAFF

Audrey Lujan, Acting City Librarian  
Jennifer Foxx, PT Sr. Secretary

EX-OFFICIO

Bob Wingenroth, Acting City Manager  
Terry D. Lowe, Director,  
Community Services Department

**SPECIAL NOTE TO OUR GUESTS AND VISITORS**

We welcome you to our Library Board meeting. If you desire to address the Board, please do so when called for under Agenda Item No. I – C "INTRODUCTION OF VISITORS AND COMMUNICATION FROM OTHERS, Unscheduled Oral Communication from the Public." Please identify yourself; include your name and address, then make your statement. Please be advised that the Board cannot, under the provisions of the State of California's Ralph M. Brown Act, take action on any item that does not appear on the agenda.

*(The proceedings of this meeting are being audio taped)*

Presiding \_\_\_\_\_ Meeting called to order \_\_\_\_\_

**I. INTRODUCTION OF VISITORS AND COMMUNICATION FROM OTHERS**

This is an opportunity for members of the public who are present to address the Board in general.

**A. Friends of the Anaheim Public Library report:**

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**DISABILITY & CIVIL RIGHTS PROGRAMS**

The City of Anaheim wishes to make all of its public meetings and hearings accessible to all members of the public. The City prohibits discrimination on the basis of race, color, or national origin in any program or activity receiving Federal financial assistance.

If requested, the agenda and backup materials will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof.

Any person who requires a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may request such modification, accommodation, aid or service by contacting the City Clerk's Office either in person at 200 South Anaheim Boulevard, Anaheim, California, or by telephone at (714) 765-5166, no later than 10:00 AM on the day preceding the scheduled meeting.

I. INTRODUCTION OF VISITORS AND COMMUNICATION FROM OTHERS  
(Continued)

B. Friends of the Canyon Hills Library report:

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C. Anaheim Public Library Foundation report:

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D. Unscheduled Oral Communication from others:

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E. Written Communication from others (yellow attachments):

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II. APPROVAL OF MINUTES

A. Approval of the Minutes of the November 14, 2011 Meeting:

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B. Approval of the Minutes of the January 9, 2012 Meeting:

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III. UNFINISHED BUSINESS

NONE

IV. NEW BUSINESS

A. Library Board Memberships (ALA, CAL TAC) – Audrey Lujan:

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V. INFORMATION

- A. Acting City Librarian's report – Audrey Lujan (blue attachments):  
Anaheim Arts Council Grant Opportunity  
Update on Literacy Services  
Recruitment update  
Holiday Closures – Presidents Day, February 20, 2012
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- B. Virtual Library update – Audrey Lujan:
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- C. ALA in Anaheim (June 22-26, 2012) update – Audrey Lujan:
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- D. Publicity – Audrey Lujan (goldenrod attachments):
- 

- E. Legislative update – Audrey Lujan:
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VI. ACTIVITY REPORTS

- A. Central Adult and Youth Services Activities and Statistics (green):
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- B. Operations Activities (gray attachments):
- 

- C. Branch Services Activities (gray attachments):
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VII. MONTHLY RECOGNITION OF SUPPORT/CERTIFICATE BY BOARD MEMBERS

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VIII. BOARD ITEMS

Vice Chair Laurie Crawford: \_\_\_\_\_

Member Roberto Baeza: \_\_\_\_\_

Member Lana Barlow: \_\_\_\_\_

Member Carolyn Bryant: \_\_\_\_\_

Chair Linell Mathisen: \_\_\_\_\_

IX. MISCELLANEOUS

A. Next Meeting: March 12, 2012 at 6:30 p.m. at the Central Library

B. Adjournment: \_\_\_\_\_

*Please R.S.V.P. your attendance to Jennifer Foxx – 714-765-1709 or by email [jbeitler@anaheim.net](mailto:jbeitler@anaheim.net)*

AFFIDAVIT OF POSTING

I hereby certify that a complete copy of this agenda was posted by 11:00 a.m. on  
February 7, 2012.

\_\_\_\_\_  
Jennifer Foxx, PT Sr. Secretary  
Community Services Department  
Library Services Division



V. INFORMATION

A. CITY LIBRARIAN REPORT – Carol invited the Board to the Staff Holiday Party/Retirement Recognition for three staff members on December 22. The holiday hours are the same schedule as last year, a memo listing the holiday hours is included in the packet. Through the restructuring of the Library 10 positions were lost that affected 11 individuals. However, no one was laid off. Some employees jobs were retained based on retirements that will happen in December and several employees found positions in other city departments. There have been a lot of staff reassignments and many employees are learning new assignments. The staff restructuring is modeled on the Orange County proposal. Days and hours of operation were not reduced. Programs will not be eliminated but starting January 2012, the frequency of the programs will be reduced. October 17-23 was National Friends of the Library Week. Staff recognized the Friends with thank you posters and a small gift. Funding from the California State Library for Inter Library Loan and Public Library Funding are in danger of being cut from the State’s budget. Letters of support for Public Libraries may be written and sent to the Governor’s Office.

B. PUBLICITY – Included in packet.

VI. ACTIVITY REPORTS

A. CENTRAL ADULT & YOUTH SERVICES ACTIVITIES & STATISTICS: Included in packet.

B. OPERATIONS ACTIVITIES: Included in packet.

C. BRANCH SERVICES: Included in packet.

VII. RECOGNITION OF SUPPORT

A. RECOGNITION OF SUPPORT BY BOARD MEMBERS: None.

B. MONTHLY RECOGNITION OF SUPPORT CERTIFICATE: The Board recognized Larry Rushing of the Friends of the Canyon Hills Library for his contributions to the Friends.

VIII. BOARD ITEMS

LINELL MATHISEN, CHAIR: Sent both Friends groups a personal note of thanks.

LAURIE CRAWFORD, VICE CHAIR: Attended and really enjoyed the new Muzeo exhibit. The Colony has been looking into a tax measure to benefit the Anaheim Public Library.

ROBERTO BAEZA: Will be hosting Council Member Eastman as Principal of the Day for Juarez Elementary School.

IX. MISCELLANEOUS

A. NEXT MEETING: The next meeting will be Monday, December 12, 2011 at the Central Library.

B. ADJOURNMENT: Chair Linell Mathisen adjourned the meeting at 7:50p.m.

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Chair

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Secretary



- B. PREVIEW NEW & ENHANCED LIBRARY WEBSITE - Lori Shensky presented the new Anaheim Public Library website.

V. INFORMATION

- A. ACTING CITY LIBRARIAN REPORT – Audrey updated the Board on the transition. Karen Gerth will be Acting Library Operations/Branch Services Manager, however, Audrey will be retaining supervision of the Branches at this time, and Ellen Fusco will become Acting Library Services Manager over Central Public Services. Audrey is very impressed with the staff. Staff has found creative ways to continue programming levels. She shared a list of what staff will do, programs, crafts, etc. to promote the Mayor’s Make Kindness Contagious initiative.
- B. PUBLICITY – Included in packet.
- C. LEGISLATIVE UPDATE – Audrey reported that the Governor’s Trigger Bill will be in effect for 2012/13. This means a loss of approximately \$138,000 in State funding, money that was primarily used for Library materials. The loss of this money in addition to the potential loss of CDBG and Redevelopment money is a huge loss of funding for the Division as well as the Department. Audrey will keep the Board apprised in regard to the plans for the 2013/14 State funding.

VI. ACTIVITY REPORTS

- A. CENTRAL ADULT & YOUTH SERVICES ACTIVITIES & STATISTICS: Included in packet.
- B. OPERATIONS ACTIVITIES: Included in packet.
- C. BRANCH SERVICES: Included in packet.

VII. RECOGNITION OF SUPPORT

- A. RECOGNITION OF SUPPORT BY BOARD MEMBERS: None.
- B. MONTHLY RECOGNITION OF SUPPORT CERTIFICATE: The Board recognized Carol Stone for her dedication and devotion to the Anaheim Public Library. Lori Shensky, Graphic Artist for her creativity and persistence on the Library’s new and improved website.

VIII. BOARD ITEMS

LAURIE CRAWFORD, VICE CHAIR: Fluor, the company she works for is celebrating their centennial by creating a Centennial Community Fund and will award 10 different \$10,000 awards to the top 10 project ideas submitted for community enhancements, five in the United States and five globally. She thought this was a good opportunity for the Library. The Board will be presenting Carol Stone with a gift at her retirement party.

CAROLYN BRANT: Attended the Friends mini book sale and the Library Division Holiday party. She suggested that the Library’s website have a place where patrons can donate money to purchase a specific book that the Library does not have and be the first one to check it out, basically donate a book to your community. She also suggested a button on the website that says “donate to the library” so that patrons can make monetary donations online.

LANA BARLOW: Shared information she brought back from the Cleveland Public Library.

IX. MISCELLANEOUS

A. NEXT MEETING: The next meeting will be Monday, February 13, 2012 at the Haskett Library.

B. ADJOURNMENT: Chair Linell Mathisen adjourned the meeting at 7:57 p.m.

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Chair

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Secretary



City of Anaheim  
COMMUNITY SERVICES DEPARTMENT  
Library Services Division

**DATE:** FEBRUARY 2, 2012  
**TO:** TERRY D. LOWE, DIRECTOR  
**FROM:** AUDREY LUJAN, ACTING CITY LIBRARIAN  
**SUBJECT:** FEBRUARY 2012 REPORT

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**SERVICE ENHANCEMENTS/ACCOMPLISHMENTS:**

- February 6 announcement of downloadable audio books “One Click Digital” offering 10,000 popular titles.
- Orange County READ offered to continue the Anaheim Public Library (APL) Literacy Program for free. A \$10,000 gift/savings to APL.
- Enabling the self-check machines to accept credit card payments. If successful at Central Library the software will be made available out system-wide when funds become available.
- Developed a new enhanced Library Website.
- Developed year long list of offerings for the Mayor’s initiative “Making Kindness Contagious.”
- The Five Year Technology Plan was submitted to the California State Library. This plan provides the basis and justification for any grants we apply for whether this year or in the future.
- Coordinated field visit to Silverlake Branch Library of Los Angeles Public Library for the Virtual Team to experience the virtual options that branch has to offer.
- Found a solution to the loss of our expert collection development part time staff as a result of AB 1028 – we will rehire Cynthia Hicks, part-time, former branch manager and skilled in collection development to replace Karen Gerloff.

**IN PROCESS:**

- Application to Fluor through Laurie Crawford for a \$10,000 grant.
- Prepare two Anaheim Arts Council Grants for \$2,000 each through Anaheim Public Library Foundation.
- Securing subsidized workers to beta test selling Friends of APL materials online.
- Complete Jane’s MAPS.
- Purchase “Boopsie” a mobile phone solution for libraries to develop a “virtual” library option for patrons.
- American Library Association fundraiser ideas to benefit Anaheim organizations – Muzeo, Anaheim Historical Society/Packing House idea.
- Implement a “Donate Now” option on Library Website and self-check machines.
- Submit Staff Report to City Council to accept a \$15,000 grant from the California State Library to fund a Family Place Grant at the Sunkist Branch Library focusing on emergent literacy for children ages 0-5 and their families.

- Plan for February Division Meeting to include follow-up on recommendations for “long lines at desks” and “telephone serve at public desks,” as well as announcing the “V” Virtual Team members and their ideas.
- Now that there is fiber to Sunkist and Euclid the APL Automation Team will be investigating the possibility of securing E rate funding to upgrade the cabling for staff computers at Euclid and Sunkist which will enable staff to use VoIP (voice over internet phones). If this project is successful then we can add the Euclid and Sunkist phones to the City switch.
- Partnering with Recycle Anaheim for the 2012 Anti Litter Poster Contest.

**TO DO:**

- MAPS for Karen Gerth, Guadalupe Gomez, and Marianne Hugo.
- Review of alternate models of staffing – public service desks, etc.
- Investigating more self-service options
- Assess and recommend hours of service throughout the System.
- Collection development philosophy/policy

