



## **AMENDED MINUTES LIBRARY COMMISSION**

Wednesday, April 3, 2019

### **LIBRARY COMMISSION REGULAR MEETING**

#### **CALL TO ORDER**

At 7:05 p.m., Chair Crabtree called the meeting to order at the Cupertino Library, 10800 Torre Ave, Cupertino, in the Think Tank Room.

#### **PRESENT: (Roll Call not taken)**

Commissioners: Liana Crabtree, Amanda Jia Wo, Qin Pan, Rahul Vasanth

City/County Library Staff: Jenny Koverman, Clare Varesio, Nancy Howe

Absent: Christie Wang

#### **APPROVAL OF MINUTES**

Meeting of March 9, 2019

Commissioner Pan made a motion to approve the minutes with the following amendment:

Under New Business, Book Recommendations, amend to "Due to a public request, the item was on the agenda three times. No one came to speak to the Commission. However, Vice Chair Wo & Commissioner Pan had a special meeting with Clare to understand the process and responded to the person who brought up the issue" and Commissioner Vasanth seconded. Motion passed unanimously.

#### **ORAL COMMUNICATIONS**

None

#### **POSTPONEMENTS**

None

#### **WRITTEN COMMUNICATIONS**

None

#### **OLD BUSINESS**

##### **Discussion of a Marketing Plan for the Tri-Annual Library Survey**

Clare Varesio reported that there is no update on the marketing plan this month but hopes to have one in May. The target date to administer the survey is also in May.

Focus groups have been conducted. The survey company that the library is working with was able to gather some information from those. Next week, there should be more information on the survey design and implementation as well as the marketing plan. Commission had some excellent ideas, which will be implemented.

Chair Crabtree suggested continuing this item to the May meeting when there is more information.

Clare Varesio will not be able to attend next month's meeting but can have someone attend to give the update. She will also send Commission an update next week or the following week. Once the survey implementation date is known, Commissioners will be sent an email.

The Volunteer Fair will be held on May 5. The library will have a table for volunteer opportunities at the library and may hand out surveys as well.

Discussion followed regarding whether to use incentives to take the survey or not.

#### Discussion of Future Library Commission Work Plan Items to Submit for City Council Approval for FY 2019/20

Chair Crabtree opened the item up for suggestions on how to proceed. Vice Chair Wo inquired about a unified format for the work plan for them to follow.

Chair Crabtree suggested prioritizing the items and flagged one item, the Poet Laureate program. Library Commission inherited the program in 2017. The current Poet Laureate's term ends December 31, 2019 so a new one will need to be selected. This was previously done by a committee but the Commission is new to the process, and needs to ensure this a priority in their work plan. Requested further information about when the application process should start and what the interview process would be like.

Clare Varesio said the steering committee had put together a playbook of information they gathered while maintaining the program and suggested it might be helpful to invite some members of the committee to a Commission meeting to give an overview of how the selection process works. Not all of the information has been passed on to the City so need clarification from the Director of Parks & Recreation as to what the City is maintaining and what the Commission is expected to maintain. Also suggested that the current Poet Laureate, Kaesey McCormick, would be a good resource and should agendize the Poet Laureate specifically at an upcoming meeting.

Chair Crabtree requests from staff some information about how staff perceives the division of responsibility and what does the Commission need to be doing, planning for, and what does the City do and the timeline for that. Need to understand what the Commission's obligations are prior to finalizing the work plan.

Commission discussed their prioritized work plan items and how to move forward. Chair Crabtree suggested that they form a committee of two to structure the items into a format similar to the City's work plan and, if possible, distribute them back to Kevin and give feedback.

### Priority Items

- Patron Survey
- Community Outreach, Including Collaboration with Local Schools
- Partnership with Cupertino Library Foundation & Friends (and other groups)
- Parking and Patron Drop-Off
- Solve Programming and Library Space Issues
- Poet Laureate

Vice Chair Wo made a motion to approve a sub-committee being created for the top six items and to draft a final copy and deliver that to Kevin to distribute to everyone by April 17. Commissioner Vasanth seconded and motion passed unanimously.

### **NEW BUSINESS**

Discussion of Observations and Lessons Learned from “Root Causes of Pain” Community Outreach and Social Media Campaign, to Identify an Upcoming Program to Promote, and/or Setup a Promotion Strategy to Test in April, 2019

Commissioners posted event on Next Door and a few comments were received. Two sessions were held, one in Mandarin and one in English. Will post again for another upcoming event.

### **STAFF AND COMMISSION REPORTS**

#### **Cupertino Community Librarian Report**

Clare Varesio reported as submitted.

- February Circulation – 222,875
- Digital Storytelling Workshop will be held April 19 and 20.

#### **County Librarian Report**

Nancy Howe reported as submitted.

- Santa Clara County Library District is offering the Food for Fines amnesty program during the month of April.
- April is Financial Literacy Month providing tools to help patrons manage their finances.
- Free 2018 Tax Help from Volunteers in April.

#### **Friends of the Library Report**

None

#### **Cupertino Library Foundation Report**

None

#### **Commissioner Reports**

Commissioner Pan reported on the March Mayor’s meeting.

- Add a discussion item to the May agenda about the environmental conditions and noise level at the Library.

Commissioner Vasanth would like to add an item to the May agenda to discuss holding Library events at Community Hall.

Chair Crabtree reported on the April City Council meeting.

**Poet Laureate Report**

None

**Staff Report**

None

**Calendar Review**

None

**ADJOURNMENT:** The meeting adjourned at 9:29 p.m. to May 1, 2019 at 7:00 p.m.

Respectfully Submitted by,

Jenny Koverman, Recreation Supervisor

*Minutes approved at the 05.01.19 meeting.*