



MINUTES

REGULAR MEETING - MONDAY, SEPTEMBER 15, 2014
LIBRARY COMMUNITY ROOM - 585 FRANKLIN STREET
7:30 P.M.

1. **CALL TO ORDER**

The meeting was called to order at 7:34 p.m.

2. **ROLL CALL**

Present—Trustees David Herington, Cindy Hofen, Barbara Luedtke, Vice Chair Randall Stock, Chair Kathy Swartz, and Secretary Rosanne Macek.

Also Present—Phyllis Bismanovsky—President, Friends of the Mountain View Library; Russ Jones—Membership Chair, Friends of the Mountain View Library; Jan Jones—Book Sale Chair, Friends of the Mountain View Library; Teresa Gibson—Executive Assistant; Barbara Goodwin, resident; Jamil Shaikh—Human Relations Commission; and Max Beckman-Harned, resident.

3. **MINUTES APPROVAL**

Minutes of the July 21, 2014 meeting were approved.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**

Barbara Goodwin requested that a social worker position be added to the Library staff to assist the homeless, similar to the program at San Francisco Public Library.

5. **UNFINISHED BUSINESS**

5.1 **LIBRARY CARD AND BORROWING POLICY**

Library Card and Borrowing Policy - approved.

5.2 MATERIALS SELECTION POLICY

Materials Selection Policy – approved.

6. NEW BUSINESS

6.1 JOINT MEETING WITH THE FRIENDS OF THE MOUNTAIN VIEW LIBRARY

Phyllis Bismanovsky, President, presented the financial statements from the Friends, discussed some of their activities, and answered questions.

6.2 DEMONSTRATION OF ELECTRONIC RESOURCES

Director Macek presented Brainfuse and Mango, two electronic resources that are funded by the Friends of the Library.

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

None.

8. COMMUNICATIONS

8.1 DONATIONS

Donation accepted.

9. REPORTS

9.1 DIRECTOR'S REPORT

Director Macek presented the attached report.

10. AGENDA SETTING/PLANNING

- Homeless services
- eBooks demonstration

11. **ADJOURNMENT**

The meeting was adjourned at 8:43 p.m.

Respectfully submitted,

Rosanne M. Macek, Secretary
Library Board

RMM/5/LIB
026-09-15-14mn-E



MEMORANDUM

Library Services Department

DATE: September 15, 2014
TO: Library Board of Trustees
FROM: Rosanne Macek, Library Services Director
SUBJECT: **Library Report**

LIBRARY CATALOG UPGRADE

By early this week, we will have a new version of the library Encore catalog with some helpful new features for the public. There will be improved searching capabilities, including date ranges, easier access to additional content such as reviews, better integration with our eBook platforms, and more.

PROGRAM HIGHLIGHTS

Kids Read. This program, which started in 2009, is an ongoing partnership between the Library and the Mountain View-Whisman School District. Middle school “buddies” are paired with kindergarten through second grade students who are struggling with their reading. The middle schoolers help the younger children find books and listen to them read. Starting this month, the young readers will also have an opportunity to read to dogs. Other public libraries have implemented reading to dogs programs and have found that struggling readers are sometimes more comfortable reading to dogs, and the dogs are very good listeners!



MVPD's own Sergeant Saul Jaeger brought an amazing personal collection of lizards, snakes, and other creatures to share. We had about 100 residents show up to meet the critters:



UPCOMING PROGRAMS

September 14-20 is eBooks Weeks at the Mountain View Library! We have several new eBook services and will be hosting a variety of sessions to help the community learn how to use eBooks. Here is the schedule of events:

eBook Tours – Monday, Sept. 15 at 2:00pm; Tuesday, Sept. 16 at noon; Wednesday, Sept. 17 at 7:00pm, and Friday, Sept. 19 at 10:30am

eBooks for People with Visual Impairments – Tuesday, Sept. 16 at 7pm at the Senior Center

eReader Fair – Saturday, Sept. 20, 11:30-12:30

Road to Reading – Our next 8-week reading readiness and story time programs begin September 16.

Lunchtime Legos for Grown Ups – Thursday, Sept. 18, 12:30 to 1:30pm. Relax with other adults in the library community room and build awesome things with Legos. Drop-in, no registration required.

Water Wise Color Palette – Thursday, Sept. 18, 6:00-8:30pm. Discover how to bring pleasing, year-round color into your garden with drought tolerant plants. Learn how to achieve a lush look in your garden with beautiful, water-efficient shrubs, grasses, trees, and flowers. Presented by BAWSCA, the Bay Area Water Supply & Conservation Agency.

Bend, Balance, and Grow: Yoga and more with the YMCA – On Wednesdays at 12:30 we are offering a refreshing look at Yoga and gentle, beginner level strength training. This class helps to develop balance, flexibility, strength, posture, coordination, and fall prevention. This class is appropriate for all levels and backgrounds. Offered in partnership and led by instructors from the YMCA. Registration is required.

Raising a Multilingual Child – September 2, 7:00pm. Early childhood is a great time to learn a 2nd language. Find out about the windows of opportunity & ways to help children retain the languages they're learning. For parents with children newborn to 8.

Bi-lingual sing-along with Susie Dorn – September 27, 10:15am. With Puppets, songs and clowning, Susie teaches us to "cantar en Espanol!" Free, for all ages. In Pioneer Park.

LIBRARY REMODEL

There will be a consent item on the City Council agenda for September 23 to approve a design services agreement for the library remodel project. The agenda and report will be published by the Friday prior to that meeting. The project probably won't get started until February of next year so I will report more about the process as that is determined. While the design is funded, the construction is not yet funded.

PUBLICATIONS

Wall Street Journal article about libraries: The WSJ recently published an article "Why the Library Beats Amazon – for Now."

<http://online.wsj.com/articles/why-the-public-library-beats-amazonfor-now-1407863714>

Here's the opening paragraph: "Amazon, Scribd and Oyster now sell all-you-can-eat ebook subscriptions. But Personal Tech columnist Geoffrey A. Fowler found a free alternative with a much better digital selection: Your local public library. A growing stack of companies would like you to pay a monthly fee to read e-books, just like you subscribe to Netflix to binge on movies and TV shows. Don't bother. Go sign up for a public library card instead."

Mother Goose on YouTube: We have new online resources for parents of babies and toddlers, including 19 short videos we filmed here at the library to help parents learn the action rhymes we do in our Mother Goose & More story time. The videos are on the library's YouTube channel and you can access them through our Mother Goose & More Rhymes & Resources page: <http://www.mountainview.gov/depts/library/childservices/rhymes.asp>

One of our librarians, Emily Weak, just had an article published:

"Simple Steps to Starting a Seed Library," Public Libraries, Vol. 53, No. 4, 2014, p. 24-26.

CUSTOMER FEEDBACK

We received this nice feedback via Ask Mountain View:

"I would like to show how much I appreciate this library. First, this is a well-designed and well-managed library: bright, spacious, clean and organized. Second, all the staff have always been patient and helpful to patrons. I have never seen a staff yelling or being impatient to patrons (I have seen that in other libraries). Their helpful, lively and enthusiastic attitude has certainly brightened up this place and made the environment even more pleasant. Third, the fact that the Mountain View library has link plus service makes it very convenient for patrons to request books from other libraries. I have noticed that many libraries...do not have this service. So I am very grateful that this library has this service. Thank you!"

UPCOMING IMPORTANT DATES

September 30: Advisory body Recognition Event at 5:30-7:30pm at Michael's at Shoreline.

November 11: Library closed for Veteran's Day.