



FOREWORD

The Newsletter of the Friends of the Palo Alto Library

Fall 2013

Members Annual Meeting—2013

- Date:** Wednesday, October 30, 2013
Time: 10:00 AM
Place: The FOPAL Annex
Agenda: Election of 2014 Board members and officers; annual financial summary from the Treasurer; vote on proposed bylaws revisions; other business from the members.

To FOPAL Members from Peter Dehlinger, President

Please join us at our annual meeting on October 30 at the FOPAL Annex at Cubberley. The past year has been one of challenge and renewal as we adjust to rising costs with efforts to strengthen our volunteer corps, broaden the customer base at our monthly book sales, and put our online operation on a stronger footing. We believe the changes we are making are vital to FOPAL's continued role as a strong partner to the community and its Library. Your ideas and continued participation as a FOPAL member are valuable to us, and we look forward to seeing you at the annual meeting.

Proposed for re-election to the Board for a two-year term

Nancy Mahoney Cohen, Martha Schmidt, Tom Wyman

Continuing Board members are:

Tom Clark, Peter Dehlinger, Gretchen Emmons, Charlotte Epstein, Ann Justice, Gerry Masteller, Frank McConnell, Jim Schmidt, Camille Sarrant, Steven Staiger, Ed Walker

Proposed new Board members

Verna Graham, Nigel Jones

Proposed FOPAL Officers

President: Peter Dehlinger
Vice President: Nancy Cohen
Secretary: Charlotte Epstein
Treasurer: (To Be Determined)
Assistant Treasurer: Camille Sarrant

Annual Member Early Book Sale

December 14th, Main Book Sale Room

Life Members 9-10 AM

Other members 10-11 AM

General Public 11 AM - 4 PM

Palo Alto Library Updates

Palo Alto Library Updates from Monique le Conge, Library Director

Mitchell Park Renovations

Progress continues on the Mitchell Park Library: inside, staff cubicles, shelving, and public art are being installed. The two recent photos show the library's living green wall, which faces Middlefield, and the courtyard inside the facility. At the moment, the contractor continues to work on various aspects of the building, and the inspectors continue to ensure that every detail is of the highest quality. We expect to continue moving in equipment, books, supplies, and, eventually, staff. While this is progress, it will take six to eight weeks after construction is completed to move into the buildings, prepare the library collection and other materials for public use, and ready the staff and the space for opening. When we get to the point of moving in – date not yet firm – the Temporary location will close so that the staff can devote themselves to testing equipment, learning the electrical systems in the LEED facility, and working on the collections to make sure that they are ready to go.



Main Library Renovations

The Main Library has been under demolition and renovation progress is being made. The City Council did not accept the Library Advisory Commission's recommendation to rename Main Library as the Rinconada Library. The Policy & Services Committee of the City Council will now take up this idea, to name the building after a significant person in Palo Alto history or retain the name "Main." In the meantime, the Temporary Main Library continues to offer a wide



range of new books, courtesy of FOPAL, and users are using that branch and other libraries throughout Palo Alto. Most of the Main Library staff was relocated to the Temporary Mitchell Park space. It's been beneficial, as staff have learned about the neighborhoods in other areas, as well as learning to work with all of the staff. Some have been assigned to special projects, such as outreach programs, school services, and work on the eBranch. These staff will continue to work at Mitchell Park and the other branches until Main is completed at the end of 2014.

Downtown Library, College Terrace, Children's Library

These branches have worked to accommodate a wide range of new users, making space available as much as possible. We've noticed that circulation and attendance have gone up at both College Terrace and Downtown Library since Main Library closed in May

Summer Reading program

The Summer Reading Program was offered in all of the library branches, and included activities and special events for all ages. Sponsored by FOPAL, this year we had 3,001 registered to participate – up from 2,048 in 2012 and 2,855 in 2011. Thank you to FOPAL for continuing to sponsor this annual activity! In addition to counting the outputs – the number of participants and the number of books read – we partnered with two organizations to capture outcomes of the SRP. We did pre- and post-tests with teenage boys and a group of pre-school children who need assistance in preparing for kindergarten. In each case, we saw positive benefits to SRP participation and plan to continue these outcome measurements next year, to see what additional patterns emerge.

New Logo for the Library

You may have noticed that the library has a new look! Beginning on September 1, 2013, the Palo Alto City Library has a new logo, developed following a

Report from the Treasurer

—Ed Walker

The past fiscal year (July 1, 2012 to June 30, 2013), has seen a turndown in FOPAL's net income due to many influences.

In an effort to turn this situation around, we have actively recruited, and continue to do so, more volunteers, especially those with an interest in the Amazon sales where we see growth potential. For each of the first two months of this fiscal year Amazon and Cubberley Book Sales were appreciably higher than in each of the past six months.

We were able to donate to the Palo Alto Library over \$242,266 during the last fiscal year, and in the past three years, we have contributed more than \$1,300,000 to the Palo Alto Libraries. This would not have been possible without the dedication of our volunteers, the contributions of our donors, and the purchase of our books by the public. A big thanks to all.

branding process similar to the one the City Manager's Office used in 2011.

As the Library prepares to complete the branch renovations and



new construction, the image of the Library is reflected in a clean, modern, and sophisticated image and font. A good representation of the library, this logo relates to the City's logo as a "cousin" which looks natural when they are used together. Furthermore, the logo can be used when printing in black and white without losing its meaning, and reflects books, buildings, the environment, and El Palo Alto itself. The icon itself will lend itself to future apps or other uses, such as social media. It's a fresh look for our new future. The new logo was developed with the assistance of Tandem Creative, Inc., of San Francisco, CA, and was reviewed by the Library Advisory Commission.

FOPAL FINANCIAL DATA

	2012- 2013	2011- 2012
Cubberley Book Sales	\$232,467	\$241,320
Amazon Sales	\$61,616	\$74,113
Other Revenue	\$39,569	\$51,698
Total Revenue	\$333,652	\$367,131
Total Expenses	\$192,574	\$146,986
Net Income	\$141,078	\$220,145
Grants Paid to the Library	\$242,266	\$454,705
Total Assets	\$428,344	\$529,532
Change in Total Assets	-\$101,188	

Friends of the Palo Alto Library
PO BOX 41
Palo Alto, CA 94302-0041

NON-PROFIT ORG.
US POSTAGE PAID
PALO ALTO, CA
PERMIT NO. 108

RETURN SERVICE REQUESTED

Book Sales:

Second Weekend Every Month
Cubberley Community Center
4000 Middlefield Road

Saturday Hours

Main Room: 11 AM - 4 PM

*(Free tickets to reserve place in line available
at 8 AM)*

Children's Room (Annex) & Bargain Room (H2, H3):
10 AM to 4 PM

Sunday Hours

All rooms: 11 AM - 4 PM

For details, see www.friendspaloaltolib.org

Book Discussion Group: Second Thursday

Lucie Stern Community Center Community Room
1305 Middlefield Road 7:30 to 9 pm

For information, see:

www.fopalbookgroup.homestead.com

Great Books: Second Wednesday

Oak Creek Apartments Club House
1600 Sand Hill Road, Palo Alto. 8 PM

For information, call Elsie Taboroff at 493-8629
<http://www.friendspaloaltolib.org/newsletters.htm>

Library Commission: Fourth Thursday

Council Conference Room,
250 Hamilton Avenue 7 PM

To confirm date/time see:

www.city.palo-alto.ca.us/clerk/schedule.html

Friends of the Palo Alto Library Membership Form

We are a public-benefit 501(c)3 non-profit organization. Your membership is tax deductible

Join / Renew	1 Year	2 Years
_____ Student/Senior	\$10	\$18
_____ Individual	\$20	\$35
_____ Family	\$25	\$45
_____ Sponsor	\$100	\$175
_____ Lifetime	\$500	
_____ Corporate	\$1000	

_____ Name

_____ Address

_____ City / State / Zip

Phone _____

Email _____

Make checks payable to:

Friends of the Palo Alto Library

Return form to:

Friends of the Palo Alto Library
P.O. Box 41 Palo Alto, CA 94302

You will receive your FOREWORD by mail. If you would rather receive it by email or view it on our website (<http://www.friendspaloaltolib.org/newsletters.htm>), please let us know by email (editor@friendspaloaltolib.org).

Friends of the Palo Alto Library (FOPAL) Board of Directors: Peter Dehlinger, President; Nancy Cohen, Vice President; Charlotte Epstein, Secretary; Ed Walker, Treasurer; Camille Sorrant, Asst. Treasurer; Tom Clark; Gretchen Emmons; Gerry Masteller; Gene O'Sullivan; Steven Staiger; Tisa Abshire Walker; Tom Wyman; Jim Schmidt, Martha Schmidt, Ann Justice, Frank McConnell. Foreword Editor, Peter Dehlinger; Webmaster, Ann Justice; Membership, Verna Graham.