

FRIENDS OF THE PALO ALTO LIBRARY
BOARD OF DIRECTORS MEETING
May 10, 2017
Rinconada Library
MINUTES

1. Call to Order:

The meeting was called to order by Nigel Jones at 9:35 a.m.

Present: Tom Clark, Nancy Cohen, Peter Dehlinger, Charlotte Epstein, Nigel Jones, Tina Kass, Shaun Maguire, Gerry Masteller, Karen Neier, Jim Schmidt, Steve Staiger

Absent: Suzanne Little, Martha Schmidt

Guests: Monique leConge Ziesenhenné, Diane Lai

2. Agenda Approval

Nigel Jones proposed removing two items from his report: Tote Bags and Maintenance.

► **Charlotte Epstein moved approval of agenda, with proposed changes. The motion was passed by acclamation.**

3. Minutes of Previous Meeting

► **Shaun Maguire moved that the draft minutes of April 2017 be approved. The motion was passed by acclamation.**

4. President's Report (Nigel Jones)

- *School/City Liaison Committee:* Nigel attended a meeting of this group about two weeks ago; this will be a monthly meeting. The primary topic was a discussion of the future of the Cubberley site. Although both the City and PAUSD have been thinking about their futures there, there has apparently been no combined discussion until now. An example of the result of these independent discussions is that the City has been seriously considering hiring a design consultant to advise them on the possibilities, but the PAUSD knew nothing about this. They are now working together to develop a proposal.
- *Alison Cormack:* Alison Cormack participated in the joint meeting of the School/City Liaison Committee, presenting her views of possible collaboration. Nigel talked with her after the meeting and they agreed to stay in touch.
- *High Value Listings:* Nigel reported on some significant volunteer “retirements” that may affect will affect the number of listings and income we can expect from this activity over the next few months.
- *Membership:* Nigel reported that Raji Ramamurthi will be leaving the area for June and July, resulting in a gap in the support of the membership database. This will be problematic since the Members Early sale scheduled for July requires a fully updated database and production of a full and current membership list. Karen Neier and Tina Kass volunteered to meet with Raji to go over the database maintenance tasks required, and then with Martha to understand exactly what she needs for the Members Early sale, which she has agreed to manage again this year.
- *FOPAL 80th Anniversary:* Nigel suggested that we start thinking about a special event for this (will occur next year).

- *Earthquake Safety*: Nigel made a presentation at a recent section managers meeting, part of which addressed earthquakes. The presentation generated a number of questions. Nigel proposed that the Board reconstitute the FOPAL Safety Committee to look at this. In the past this committee asked Janette to gather materials on earthquake safety for discussion with volunteers. Nigel asked Janette to send it to him, and he will add it to the Document Repository.
- *Foreword Update*: The new edition is at the designers.
- *Nominating Committee update*: Nancy Cohen reported that we will need to find a successor to Suzanne Little who will be termed-out as Vice President and Chair of the Book Sale Committee. Charlotte Epstein volunteered to join the Nominating Committee, which must include at least two Board members.
- *Volunteer Lunch Cost*: Nigel reminded the Board that the volunteer who provided a full Friday-Before-the-Book Sale lunch for many years is no longer able to do that. FOPAL has been covering purchase cost of food for these events for the past few months, but the Board needs to decide on what to do about this for the longer term. Nigel will add this topic to the agenda for the June meeting.
- *Monique and the Public Library Association*: The FOPAL Board congratulated Monique on her election as President of the Public Library Association, beginning June 2017. This is a major accomplishment and honor for Monique.

5. Library Director's Report (Monique leConge Ziesenhenné and Diane Lai)

- The PACL made its first budget presentation to Finance Committee of the City Council and it appears that the Library budget went through very easily. In the proposal is a reduction in the databases/online resources line. Monique explained that although the use of these materials continues to grow, a reduction in cost was possible because the Library has been able to eliminate some of the duplication that was necessary during the building construction period. There will also be some realignment of staffing, but with no net increase/reduction.
- The PACL staff is gearing up for Children's and Young Adult programs for the summer, including a Total Solar Eclipse party in August.
- *Age of Collection Project*: Diane Lai provided a summary of this project, which was initiated to ensure that the PACL collection is up to date and meets the demands of its customers. Copies of the background provided by Diane are posted on the FOPAL Document Repository/PA City Library. Diane reported that Baker and Taylor, a major supplier of library materials, makes a general recommendation to its customers that the average age of fiction should be no more than 10 years and of non-fiction between 3 to 5 years, depending on the topic. In addition, ALA guidelines for maintaining quality library collections include: timeliness, relevancy (does the collection address needs of the community, do users find what they need), use percentage (what areas of the collection get used most, either in the library or circulated), user profiles and comparisons (why do some parts of the collection get used more than others, should a library continue to collect in areas that don't get used as much as others, and why). Given these guidelines, the PACL developed a plan that would, in five years (2015 through 2020), address the age of the collection as a way to ensure the library collection provides up to date information as well as meeting customers' current interests. Since 2015, this project has received \$224,000 from FOPAL in support. In addition, the \$1m grant from the Library Foundation, provided to the PACL after the completion of the building renovations, has been used to build the "Lucky Days" collections and purchase the leased collection. These new collections have reduced the age of PACL's non-fiction materials by 5 to 10 years, depending on topic. Another part of this project was to review how the PACL staff build and manage the collections. Now, almost all librarians are involved in this important aspect of the profession.

A number of questions were posed to Diane after her presentation:

- **What is the goal for the project—is it average age, and what would that be?** The goal is to ensure that the library collection (a general use, non-research collection) contains titles that are current and of interest to library patrons. Information about average age provides one measure of the collection.
- **What is the percentage of titles added over the past three years as a result of this analysis compared to the total number of titles?** Approximately 5% of the entire PACL collection has been updated.
- **Who are the comparison libraries?** Baker & Taylor provides data comparing PACL with the all of its customers who use “collectionHQ”(over 300 libraries nationally), but does not identify individual libraries.
- **How do you know if the project has been a success?** Diane explained that the change in average age that she reported is one measure, as are surveys of customer satisfaction and testimonials.
- **To what extent are the all PACL librarians responsible for collection development (CD)?** Most librarians have some collection development duties, and some have more substantial roles than others because of their specialized knowledge or interests. Most of the librarians are expected to be involved in c.d. to some extent, including actual purchase (although this is a relatively minor aspect of CD, with only 3 people involved), weeding, evaluation of materials (using available data about circulation and comparing that to other libraries), managing (i.e., focus on physical condition of materials) of collections, etc.
- **How much data does the PACL keep on collection age and size?** Both collectionHQ and Sierra gather and maintain data that may be used for analyzing information on collection age and size. Diane explained that she had only provided a summary of the current status and that there is much more data available to the staff.

6. Officer/Committee Reports

Treasurer (Shaun Maguire)

- *2018 Budget:* Shaun walked the Board through the proposals reviewed by the Finance Committee last week, using as a guide the FY17 Budget vs. Actual table that he sent in advance to all Board members. He noted one change in the table, reduction of the Amazon expense line by \$2000, reflecting both an increase in Amazon charges and the reduced target for Amazon sales in the Income category.
► Nancy Cohen moved that the Board approve the budget as proposed with the adjustment to the Amazon expense line. Seconded by Gerry Masteller. The motion was approved unanimously.
- *Library Grants FY 2018:* Shaun provided a summary of the PACL proposal request for \$162,000 of FOPAL grants. The Finance Committee proposed that the FOPAL grant \$140,000 for the year, with an agreement to revisit this midyear with the possibility of increasing it if the finances allow. Nigel has discussed this possibility with Monique and she thinks this will meet the PACL needs.
► Jim Schmidt moved that the Board approve grants as proposed with the possibility of a midyear adjustment. The motion was seconded by Gerry Masteller, and approved unanimously.
- *Silicon Valley Community Foundation:* Shaun reported on the investment opportunities managed by the Silicon Valley Community Foundation, which would provide FOPAL (and other non-profits) with opportunities to invest in some of their investment pools. The returns are likely to be significantly higher than our investments currently yield. Shaun proposed that we move funds currently in the BPB&T Checking and Money Market accounts as a first step, since both of these accounts are liquid and low yielding (0.05%), and

are not currently carrying large balances. He recommended that Nancy Cohen review the SVCF agreements to ensure that this makes sense from a legal perspective. Nancy recommended that FOPAL do some due diligence by asking for references. Tom Clark noted that the SVCF is not a Palo Alto-based organization and suggested that the Board take this into account before making any decisions. The majority of the Board, however, did not consider this to be a serious disadvantage. Board members who have had involvement with the foundation (Charlotte and Nigel) considered them to be reliable and successful. The Board agreed that Nancy would conduct a review of the agreements and get back to Shaun. Shaun will bring the topic back to the next Board meeting.

- *FOPAL Assets*: Tom Clark pointed out that FOPAL is sitting on a large balance of assets and suggested that we consider using more of these large-balance funds. There was general agreement that the Board should review these funds (the Endowment Fund and the Fund for the Future). Both funds are described in Section 6 of the FOPAL Standing Rules (see the Standing Rules on the FOPAL Document Repository/Primary Documents).

Secretary (Tina Kass)

- *Document Repository*: Tina distributed instructions for getting to the FOPAL Document Repository and suggested that Board members who expect to use this facility bookmark it on their computers. (<https://drive.google.com/drive/u/0/folders/OB0yO-U0ZWEKbeDJPZDUzYS1fV3M>)

Volunteer Manual (Peter Dehlinger)

- Peter will ask Jerry to go over the High Value user documentation to support recruitment of additional HV volunteers.
- Regarding the regular manual, Nancy volunteered to take on responsibility for the next phase of revising this manual.

7. Adjournment

► **A motion to adjourn the meeting was made, seconded and passed at 11:30 a.m.**