

MARIN COUNTY FREE LIBRARY COMMISSION

Proposed Agenda

WEDNESDAY, May 10, 2017

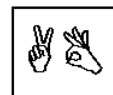
2:30 p.m.

Inverness Library

15 Park Avenue --Inverness, CA 94949

The Library shares the Gables House with the Jack Mason Museum.
Directions: Take the San Anselmo exit from Highway 101. Drive west on Sir Francis Drake Boulevard to Olema. Turn right on Highway 1. Continue for about two miles and turn left (back on to Sir Francis Drake Boulevard) and continue for another three miles. Turn left after the gas station. The Library is the third building on the right. Bus stop: The West Marin Stagecoach [North Route](#) stops in Inverness. NOTICE: In order to assure a quorum, please let Library Administration know if you are unable to attend the meeting (**call: 415-473-3222**).

| | <u>ITEM</u> | <u>PRESENTER</u> | <u>STATUS</u> |
|------|-------------------------------------|------------------|---------------|
| 2:00 | 1. Call to Order | Kathrein | Action |
| | 2. Roll Call | Kathrein | Action |
| | 3. Approval of Agenda | Kathrein | Action |
| | 4. Approval of Minutes – April | Kathrein | Action |
| | 5. Open Time for Public Expression | | |
| | 6. Reading & Correspondence File | Kathrein | Information |
| | 7. Literacy/West Marin Report | White | Information |
| | 8. New Business | Kathrein | Information |
| | a. Meeting schedule for 7/17-6/18 | Kathrein | Action |
| | b. Election of Officers | Kathrein | Information |
| | 9. Old Business | | |
| | a. June Annual Meeting | | |
| | b. NY Times access by commissioners | | Information |
| | 10. President's Report for April | Kathrein | Information |
| | 11. Director's Report for April | Bauer for Jones | Information |
| | 12. Announcements | Kathrein | Information |
| 4:50 | 13. Adjournment | Kathrein | Action |



Late agenda material can be inspected in Library Administration, between the hours of 8:00 a.m. and 5:00 p.m (Monday-Friday). Library Administration is located in Room 414 Marin County Civic Center, 3501 Civic Center Drive, San Rafael.

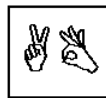
All County public meetings are conducted in accessible locations. If you require American Sign Language interpreters, assistive listening devices or other accommodations to participate in this meeting, these may be requested by calling (415) 473-3222 (Voice) or (415) 473-6172 (TTY) **at least** 72 hours in advance. Copies of documents used in this meeting are available in accessible formats upon written request.

Numbered List of attachments:

- 4. Minutes for April 12, 2017
- 8.a. Meeting Schedule for 7/17-6-18
- 12. Library Director's Report for April 2017

Unnumbered Attachments:

Approved MARINet Board minutes of February 16 and March 16, 2017 held at MARINet/Tech Services Los Gatos board meeting room



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MARIN COUNTY FREE LIBRARY
Novato Library
--PROPOSED MINUTES--
Wednesday, April 12, 2017

(1) CALL TO ORDER

Meeting called to order at 7:05 p.m.

(2) ROLL CALL

Present

| | | |
|-------------------|--------------|----------------|
| Margaret Kathrein | Helen Fauss | Barbara Schoen |
| Linda Ward | John MacLeod | Sally Hauser |
| Joel Fugazzotto | Nick Javaras | Tyrone Cannon |
| Ann Kaplan | | |

Absent with Notification

| | | |
|----------------|----------------|---------------|
| Craig Kennedy | Anya Schandler | Alison Howard |
| Loretta Farley | Ali Iqbal | |

Also Present

Sara Jones, Director of County Library Services
Scott Bauer, Deputy Director of County Library Services
Edna Guadiana, Administrative Assistant II
Dan McMahon, MARINet Systems Administrator
Jennifer Robinson, Electronic Services Librarian

(3) ADOPTION OF AGENDA

M/S/C-Kaplan/Cannon--Agenda approved with date change of 4-13 to 4-12-17

(4) ADOPTION OF MINUTES

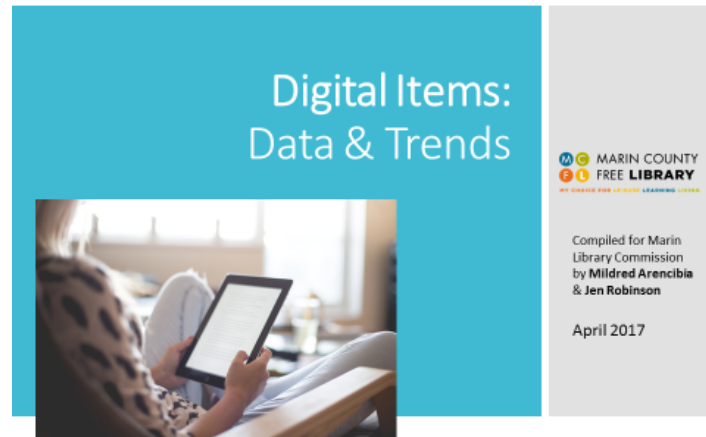
M/S/C-Hauser/Schoen minutes approved as submitted

(5) OPEN TIME FOR PUBLIC EXPRESSION -- NONE

(6) READING & CORRESPONDENCE FILE

President Kathrein included newsletter from UC Berkeley to Reading file which was routed for all to read.

(7) DIGITAL SERVICES AND INITIATIVES/MARINet REPORT
Jen Robinson and Dan McMahon each gave their individual reports



A **digital item** is something you check out that you can view on a screen



Let's just call them all eBooks

eBooks & eAudiobooks:
OverDrive
hoopla
3M-CloudLibrary

Digital Magazines:
Zinio
Movies, TV & Music:
hoopla

Why do we collect eBooks?

- Our patrons want them
- Readers are also e-readers
- Increases the library's resources
- Augment "fading" collections
- Stay in the game of digital publishing

Borrowing eBooks

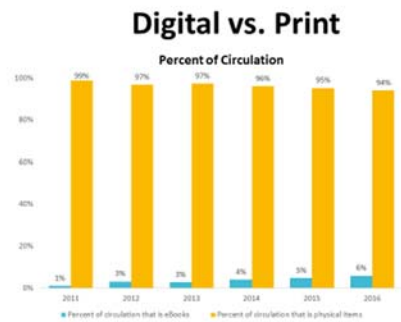


- "Check out" like regular library materials
- Borrow for 7, 14, or 21 days
- No overdue fees — when they are due back, they simply leave your device
- Can be downloaded to or streamed from computer and/or device
- Out of county library card holders cannot access these titles (due to agreement with Overdrive)

eBook Circulation



Includes OverDrive, 3M, Enki, Axis 360 and One Click Digital (Safari is separate)



Yellow columns represent total circulation that is physical items
Blue columns are the percent of circulation that is eBooks

Overdrive & hoopla: 2 main services

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|-----------|--------|--------|--------|--------|--------|--------|--------|
| OverDrive | 10,934 | 15,387 | 21,470 | 21,206 | 28,743 | 37,703 | 54,622 |
| Hoopla | 0 | 0 | 0 | 0 | 489 | 2,229 | 3,082 |

Annual Circulation 2010 - 2016



OverDrive

- MARINet-wide, shared collection
- Download eAudiobooks & eBooks
- Kindle format available
- Thousands of titles to choose from
- Users can have 10 items out a time
- We purchase titles individually and are only purchasing right to lend them for limited periods of time or # of checkouts

OverDrive Growth



Steady growth over the last 6 years

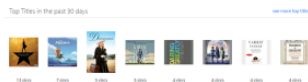
2010 – **14,228** checkouts

2016 – **195,693** checkouts



hoopla Streaming

- Only MCFL
- Stream or download eAudiobooks, movies, music, TV shows, eBooks & comics
- Supports most devices and even TV
- Hundreds of thousands of titles to choose from
- Users can checkout up to 8 items per month
- We pay for access to entire collection instead of purchasing individual titles



hoopla Growth

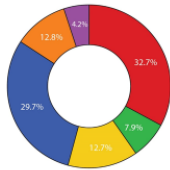


Big growth in a short time

2014 – **1,965** checkouts

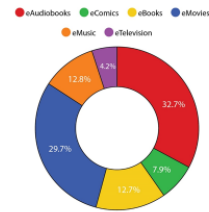
2016 – **8,915** checkouts

hoopla Trends



eAudiobook checkouts now surpass eVideo checkouts in Hoopla.

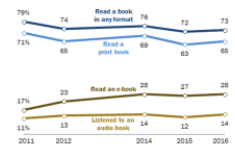
hoopla Trends



eAudiobook checkouts now surpass eVideo checkouts in Hoopla.

National Statistics

Print books continue to be more popular than e-books or audio books
% of U.S. adults who say they have _____ in the previous 12 months



Source: Survey conducted March 7-April 4, 2016.
"Book Reading 2016"
PEW RESEARCH CENTER

National Statistics

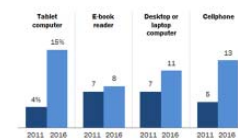
Just 6% of Americans are digital-only book consumers
% of U.S. adults who have _____ in the last 12 months



Note: "Digital books" includes e-books as well as audio books.
Source: Survey conducted March 7-April 4, 2016.
"Book Reading 2016"
PEW RESEARCH CENTER

National Statistics

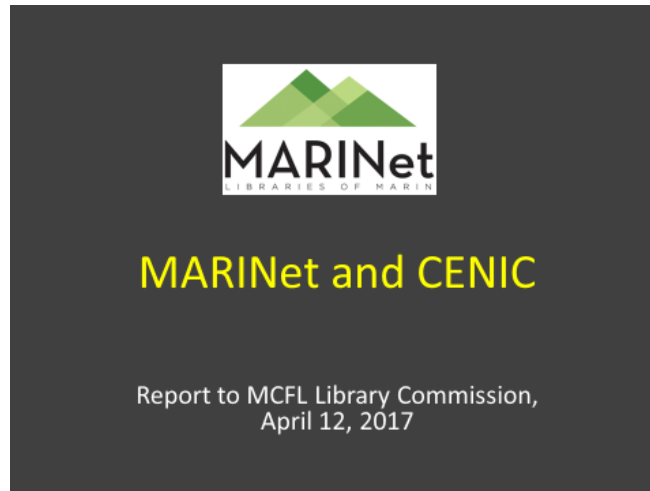
More Americans are reading books on tablets and cellphones, even as dedicated e-reader use has remained stable
% of U.S. adults who have read an e-book in the last year using a/an...



Source: Survey conducted March 7-April 4, 2016.
"Book Reading 2016"
PEW RESEARCH CENTER



Jen announced that MCFL now has an online subscription to the NY Times that patrons can remotely access free of charge. Commissioner Ward was first person to find first typo in Jen's handout and received a free Tshirt as a prize.



MARINet

- Marin Automated Resources and Information Network founded June 12, 1991
- <https://marinet.lib.ca.us>

7 Public Libraries

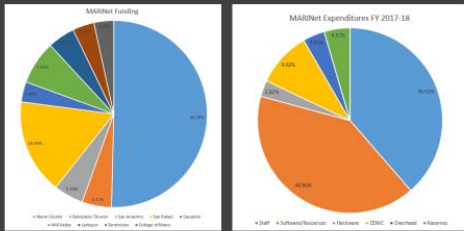
First 4 libraries that came together to form consortium were MCFL, Larkspur, San Rafael, and Sausalito

| ILS | account creation, email scripts, banners, loan rules, loan rules, location codes, API, system outages |
|-----------------------------|---|
| NETWORK | installation, security, monitoring, updates, troubleshooting |
| CIRCULATION/CWG | rotations, info, templates, policy |
| TROUBLESHOOT | problems reported by staff or patron |
| WEBSITE | updates, security |
| BUDGET/FINANCIAL | creating, tracking, vendor relations, contract negotiation, alignment to payments |
| DELIVERY | physical delivery, LinkPlus manual |
| LINKPLUS | configuration, authentication, trials |
| DATABASES | purchase, record load/clean-up |
| EBOOKS | cataloging, headings reports |
| BSWG/DATA CLEAN UP | answer, pass to home library |
| PATRON FEEDBACK | configure |
| DISCOVERY LAYER/UXWG | base cards |
| ONLINE CARDS | update |
| APP | attend, task staff trainings |
| TRAINING | Thursday, MAHlib manual, MUC messages |
| COMMUNICATION | collection, dissemination, system admin report, working groups |
| STATS/REPORTS | attendance, reports |
| CONFERENCES | trade |
| CWG | passport like projects, logs, web info, resource promotion |
| MARKETING | |

MARINet "products"

- Sierra, Express Lane, Classic WebPAC
- Bibliocommons catalog
- EBSCO databases, Mango, Brainfuse, Ancestry, Proquest Newsstand, Overdrive, Zinio, NoveList
- Online library cards (Library Market)
- LinkPlus

MARINet budget



MARINet Staff

- Systems Administrator (Dan McMahon)
- Systems Librarian (Jessica Trenary)
- Library Technical Assistant 2 (Connie Davis)
- Library Technical Assistant 2 (Elisa Rodrigues)
- LTA 1 extra hire help (Aaron Fong)

Formula used to divide cost among libraries
 = number of Items on shelf + usage. Our
 current year budget is \$1.3 ml and the
 upcoming year will be \$1.5 ml

CENIC Project

- Corporation for Education Network Initiatives in California (cenic.org) will connect us to Cal-REN
- Calif. State Library, Califa and NorthNet support (grants, subsidized bandwidth)
- CTF and E-Rate support for years 2 through 5
- 129 libraries, 1,100 buildings signed up in CA

Map of Cal-Ren



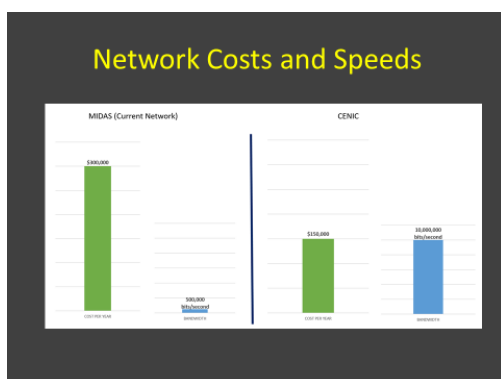
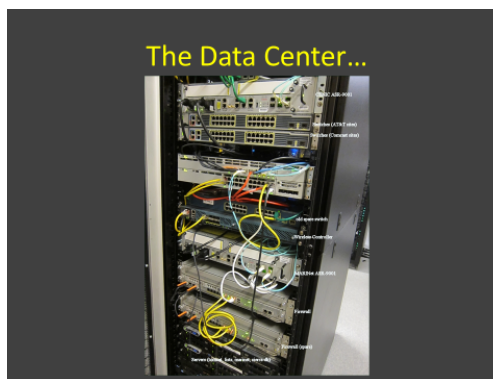
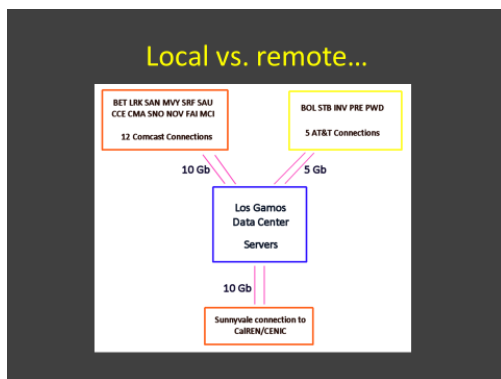
Cenic Project



- 10 Gb to Data Center is live
- First connection (Bel Tib) on Friday, Apr. 14
- All MCFL connections on Friday, May 12

3 sets of connections

- Comcast to Los Gamos DC: 12 sites @ 1 Gb
- AT&T to Los Gamos DC: 5 sites @ 1 Gb
- Los Gamos DC to CalREN (SVL) @ 10 Gb



- ### What will libraries do with all this bandwidth?
- Patrons using Wi Fi and public computers -- better service, fewer problems
 - Consuming: Public webcasts of big events (Solar Eclipse?)
 - Producing: Author talks or story hours?
 - Teleconferencing/interviews for public

After a brief question and answer period, President Kathrein thanked Jen and Dan for their most interesting and informative presentations.

(8) NEW BUSINESS

- Proposed elimination of IMLS (Institute of Museum & Library Services):
Director Jones reported on and handed out a document on “Top 10 things to know (and do about saving library funding (see below):

Top 10 things to know (and do) about saving library funding

Posted by: [Kevin Maher](#) March 30, 2017 in [Funding](#), [OGR](#)



The talk of Washington and the library community (when people aren't talking about the President's tweets, anyway) is the recent recommendation by the President to completely eliminate funding for the Institute of Museum and Library Services (IMLS), including their library funding implementing the Library Services and Technology Act (LSTA) and the Innovative Approaches to Literacy program within the Department of Education. Here are the top ten things that you need to know about saving IMLS and more than \$210 million in annual federal library funding that will be going on all year.

10. Exactly how much money are we talking about?

LSTA received \$183.4 million in FY 2016 while IAL received \$27 million. These funding levels are essentially the same for FY 2017 as the year before because Congress failed to enact almost any of the twelve individual appropriations bills that fund specific parts of the federal government and is keeping the government's doors open under a series of temporary authorizations called Continuing Resolutions, or "CRs" in Beltway-speak. Under the terms of a CR, programs are funded at the previous year's levels (though this year the CR includes a *de minimus* across the board cut of less than 0.5%). If Congress returns from its upcoming April recess on April 24 and figures out how to pass 11 of the 12 unfinished FY 2017 appropriations bills in less than a week, funding levels for FY 2018 could change. However, that narrow window for Congressional action makes another CR running through the end of the current fiscal year (September 30, 2017) vastly more likely.

9. Why this doesn't matter:

Congress almost always treats the President's budget submission, which has no force of law, as "DOA." As noted above, to actually fund the government, Congress is supposed to pass 12 separate appropriations bills. While that process can be messy and protracted, the key thing is that it's controlled by the Appropriations Committees of the House and Senate which are free to ignore the President (and often do). Many Members of Congress and their staffs tell us that they are not giving serious consideration to the President's "skinny budget." So what's all the fuss about?!!?

8. Why this DOES matter:

The Republican party is now in control of both chambers of Congress and the Administration. As you may have seen during last week's debacle surrounding efforts to repeal the Affordable Care Act, Republicans (at least in the House) are hardly a unified party. However, there are a significant number of conservatives in Congress that would love to deconstruct much of the Federal government and are looking for programs, such as LSTA and IAL, to "zero out." While libraries have strong allies on Capitol Hill, the President's request provides 'red meat' to others and likely signals that this battle will continue beyond the current fight for FY 2018 funding for the duration of the Administration.

7. What is LSTA and the Grants to States program?

Of the \$183.4 million last appropriated by Congress for LSTA, \$155 million is dedicated to the Grants to State program. By law, every state gets a portion of that sum per a population-based formula (and subject to a 34% state matching requirement.) Each state librarian or library agency then determines the best use of those funds in their state. In some states, the funds go for the development and maintenance of statewide lending, shared databases, or other state-wide tools. In others, funding is provided for specific programs to, for example: assist veterans transitioning to civilian life, help small businesses to develop an on-line presence, underwrite summer reading programs, foster programs for families with disabled children or even help a small library replace part of their collection lost in a flood. Note: because states are required to match 34% of the Federal funding commitment, a cut on the Federal level necessarily means a cut in state library funding too.

6. What is the Innovative Approaches to Literacy program and why are we talking about it separately from IMLS and LSTA?

IAL grants, which are awarded by the Department of Education rather than IMLS, are the only dedicated source of Federal funding for school libraries and are not part of what was approved by Congress under the LSTA. School libraries can use IAL grant funds received to buy books and other materials in support of early literacy efforts directed to the nation's neediest children.

Of the \$27 million appropriated for the program overall, at least half is reserved exclusively for school libraries while the remainder goes to non-profits (which may partner with libraries). Individual schools or school districts apply every two years for funding to the Department of Education. Awards typically go to schools for book distribution, literacy-technology tools and literacy training for teachers and families.

5. What is the ALA Washington Office doing to save IMLS and library funding?

The Washington Office is working early, late and every minute in between to ensure that no stone is left unturned and to keep IMLS, LSTA, IAL and other library funds from being eliminated in FY 2018. As we do every year, the Office of Government Relations' staff regularly lobbies directly for library funding to Congressional offices individually and/or with multiple coalitions. (Coalitions allow ALA to share information with peers in Washington and amplify our message.)

This year, however, we are working even more closely with ALA leadership and the Association's state Chapters to "raise the heat" on every Member of Congress to tangibly – not just broadly or rhetorically – support libraries. Specifically, at OGR's request, ALA President Julie Todaro has conducted hour-long "call to arms" conference calls with all ALA Division Presidents, Executive Directors, caucus leaders, the Executive Board and all 51 Chapter Presidents to brief them on the current threats to library funding and how they can help mobilize library supporters to save IMLS and library funding.

At President Todaro's request, we have even built a new one-stop-shopping webpage called "[Fight for Libraries!](#)" where library advocates can quickly [contact Congress](#), sign up for alerts, [share their own stories](#) of what LSTA and IAL have meant in their libraries and communities, [learn how to write a quick letter](#) to the Editor of a local paper and access a wealth of [other advocacy resources](#).

We are also coordinating closely, as always, with the [Chief Officers of State Library Agencies](#) and have – with special and invaluable help from Cengage Learning, Inc. – launched a new pro-library business coalition called "[Libraries Mean Business](#)" to help make libraries' profound value to society and the economy clear to all Representatives and Senators.

IMPORTANT: All of these efforts are focused for starters on first getting as many Members of the House of Representatives – and soon thereafter as many Senators as possible – to sign two incredibly important letters, one supporting funds for LSTA and the other IAL, that will be delivered to their colleagues on the House and Senate Appropriations Committees. The number of Members of Congress who sign these two "Dear Appropriator" letters can spell the difference between LSTA and IAL being eliminated or left unscathed by the budget ax!

4. Why are the Dear Appropriator letters so important?

Every year, ALA makes a strong push in March/April to ALA members to urge Representatives and Senators to sign the letters in support of LSTA and IAL (two letters in each chamber). The more signatures these letters gain—and the more bi-partisan— the stronger the message to the Appropriations Committees that these programs have wide support. A powerful Senator or Representative will ask the staff to find a program to cut to benefit their favored program. Staff has been known—off the record of course—to look at how many signatures in support various programs have garnered. Cutting a program with 15 signatures means fewer upset members than axing a program backed by 75 or 100 Members of Congress. It's that simple.

3. Are the letters more important than ever this year?

YES! YES! YES! Need we say more? OK, we will. The President has sent a message to Congress that LSTA and IAL are not important, but we and our members know just how vital these funds and programs are. With so many programs on the chopping block, supporters of programs of all kinds are trying to ward off cuts with as many signatures as they can on their own letters. We have to win that competition. The letters for LSTA and IAL have always received solid support, but in the face of especially stiff headwinds, we need to double the number of LSTA and IAL Dear Appropriator signers that we most recently received.

2. So, specifically what can ALA members and other library lovers do to save LSTA and IAL?

Whether you can spare 5 minutes or 5 hours to help save \$210+ million, here's how you can get involved...today:

- Call, email and/or tweet at your Representative in the House now, and both your US Senators in May, and ask them to sign the LSTA and IAL "Dear Appropriator" letters now circulating. You'll find talking points and everything else you need at [ALA's Legislative Action Center](#).)
- Share your library's LSTA or IAL story through our [Fight for Libraries!](#) advocacy portal. Just click on the "[Tell Your Story](#)" button. (If you aren't sure which LSTA grants your library has received, you can check [IMLS' searchable database](#).)
- [Sign up](#) to receive information from the District Dispatch, the ALA Washington Office blog, and for our action alerts. We will let you know when and how to take action and send you talking points to make that fast and easy.
- [Register to participate in National Library Legislative Day](#) on May 1-2, either in Washington, D.C., or [join us online for Virtual Library Legislative Day](#) if a trip to DC isn't in the cards this year.

1. The #1 thing you need to know about the fight to save LSTA and IAL funding?

It will not succeed without you – and the friends, colleagues, neighbors, patrons, customers, relatives and complete strangers that you actively recruit – getting involved TODAY and staying involved all through 2017. Without that sustained commitment on a scale that we have never achieved before, we will not succeed at a cost much greater than money to the hundreds of millions of people and businesses who depend on libraries.

[Don't let them down. Act now!](#)

Some of the things we will lose without IMLS funding include:

- John's first VR project - gone
- Veteran's resource center – gone
- Mind in the Making Program – gone
- Online career high school – gone
- Eureka Leadership – gone

Sara requested that all commissioners call, email or write letters against eliminating IMLS Funding and appeal to family and friends in other states to do the same to their local legislators telling them we need literature, arts and culture in our lives!

(9) OLD BUSINESS

- a. 1B1M event, 4-13-17 – President Kathrein reminded everyone about tomorrow night's 1B1M final event will start with a reception @ 5:30 followed up by an interview of Anthony Mara by Michael Krasney @ 7pm.

(10) PRESIDENT'S REPORT FOR MARCH

President Kathrein commented that last month's report from MCI staff to the Library Commission in Marin City was very interesting and impressive.

(11) DIRECTOR'S REPORT FOR MARCH

Director Jones reported that:

- ✓ The Library's budget workshop presentation is scheduled at 2pm on Tuesday, April 24
- ✓ Funding of FLAGShip is \$100,000 from Marin Community Foundation, \$100,000 from County of Marin, the Library is going to use Measure A funds over 2 fiscal years for another \$100,000 and the MCFL Foundation has raised \$25,000. We had calculated that it would cost \$350,000 to get a new FLAGShip, so we can now place order for new vehicle.
- ✓ Laurie Thompson send very pretty postcards to give out to each Library Commissioner.

(12) ANNOUNCEMENTS

None

(13) ADJOURNMENT-M/S/C-Javaras/Schoen-Meeting adjourned @ 8:40 pm.

Everyone was invited to tour the Annex after the meeting.

MCFL COMMISSION MEETINGS

Schedule for 2017 – 2018

7:00 – 8:30 p.m.

| <u>Month</u> | <u>Date</u> | <u>Location</u> | <u>“Special Presentations”</u> |
|-------------------|--------------------------|--|---|
| July | <u>NO MEETING</u> | | |
| August | 09 | Novato | Collection Development Report (Bauer) |
| *September | 13 | Measure A Oversight Committee @ 6pm (Strategic Plan) – Jones/Bauer Corte Madera | Corte Madera/Strategic Plan Update (Magnus) |
| October | 11 | Fairfax | Youth Services Report (Miles/Patterson) |
| November | 08 | South Novato | Education Partnerships (Jones/Macleod) |
| *December (Thurs) | 14 | Measure A Oversight Committee @ 6pm (Facilities & Capital Needs) Civic Center/Rm410B | CCE/Facilities/Capital Needs (Patterson/Hill) |
| January | 10 | Fairfax | Fairfax Report (Miles) |
| February | 14 | Novato | FLAGShip/Bookmobile Report (White/Jones) |
| *March | 14 | Measure A Oversight Committee @ 6pm (Budget) Marin City | Marin City & Budget Report (Magnus/Lopez/Yon) |
| April | 11 | Tech Svcs/1600 Los Gatos | Digital Svcs & MCFL Tech Svcs Rpts (Robinson & Bauer) |
| May | 09 | Point Reyes @ 2pm | Literacy/West Marin Report (White) |
| June | 13 | McInnis Park @ 6pm | Annual Meeting/Social Event |

Please Note: All meetings are subject to change. *Indicates revised.

cc: Deputy Director, Library Services Managers, Administrative Services Manager, Library Branch Managers, Electronic Services Librarian, Bookmobilst, and MARINet Systems Administrator

NOTE: * Indicates Measure A Oversight Committee will meet @ 6pm prior to Library Commission meeting