

**MINUTES OF THE REGULAR MEETING OF THE
LIBRARY BOARD OF TRUSTEES
CORONADO PUBLIC LIBRARY
640 ORANGE AVENUE
CORONADO, CA 92118
July 12, 2011**

I. CALL TO ORDER

President Zoll called the meeting to order at 3:00 p.m. in the Winn Room of the Coronado Public Library.

ROLL CALL

Present: President Zoll, Executive Secretary Franck, and Trustee Cahill.

Absent: Trustee Martin
Trustee Bee
Mayor Tanaka

Also Present: Elizabeth Warren, SAB Representative
Cynthia Aguirre, FOL Representative
Christian Esquevin, Director of Library Services
Linda Sanders, Administrative Secretary

II PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by President Zoll.

III APPROVAL OF MINUTES

III-A June 14, 2011

Executive Secretary Franck moved to approve the Minutes of the Regular Meeting of June 14, 2011. Trustee Cahill seconded the motion, and the motion was approved.

IV CONSENT CALENDAR

Trustee Cahill moved to approve Consent Calendar items B, C, D, E, H, I, J, and K, specifically excluding items A, F, and G. Executive Secretary Franck seconded the motion, and the motion was approved.

In referencing item “A,” President Zoll asked that the Timetable notation for the evaluation of the Library Director be changed from April to July. President Zoll also indicated to Director Esquevin that she would like to meet with him regarding his current evaluation before she meets with and submits a written copy of the Director’s evaluation to the City Manager.

In referencing item “F,” President Zoll asked why the attendance was lower than normal for the assembly room. Director Esquevin explained that there are two categories of numbers for the assembly room attendance; one is for events that the Library sponsors and the other is for public meetings and public events not sponsored by the Library for which the Library would have no influence over the attendance.

In response to Trustee Cahill’s question as to who arranges the Library-sponsored programs and where do program suggestions come from, Director Esquevin explained that the general public is welcome to suggest a program and does sometimes, and that performers have contacted the Library to present a program, but mostly the programs are arranged by Library staff suggestions and some programs are traditionally given at the Library each year. Director Esquevin further explained that the Library staff attempts to provide a mix of music programs and lectures for the community and are always looking for good entertainment for the Library and it is sometimes found through other libraries.

In reference to item “G,” the July Financial Statement, Trustee Cahill inquired as to why there appears to be so many expenses that are higher compared to the Financial Statement for June. Director Esquevin responded that at the beginning of the fiscal year, as reflected in the July Financial Statement, many services are purchased and that at the end of the fiscal year, the June Financial Statement, fewer services are purchased.

Executive Secretary Franck moved to approve Consent Calendar items No. A, F, and G. Trustee Cahill seconded the motion, and the motion was approved.

V COMMUNICATIONS

V-A Oral Communications

V-A-1 Public Oral Communications

None

V-A-2 Library Board Members Oral Communications

Executive Secretary Franck complimented all who were involved in the Library’s 4th of July float and indicated that it was a wonderful float.

Trustee Cahill commented that he noticed that the coffee cart named changed from Café Lilas (to Oti's Place).

V-A-3 Library Director Oral Communications

Director Esquevin indicated that right at this minute the Children's Library is hosting the annual "Bubble Day."

V-A-4 Friends of the Library Representative Communication

Cynthia Aguirre reported to the Board that the Friends grossed \$740 at the recent 4th of July book sale held in front of the Library. She also explained that an individual has come forward that is willing to take all of the unsold books and he plans to give them to retirement homes, the Navy, etc.

V-A-5 SAB Representative Communication

None

V-B Written Communications

VI UNFINISHED BUSINESS

VI-A Strategic Planning Update

Director Esquevin referenced the Strategic Plan that was included as an enclosure in the Board packet and informed the Board that until they approve or revise it and then approve it, the document is considered a draft Strategic Plan. Director Esquevin told the Board that the draft Strategic Plan is largely the result of the input received from Steering Committee members during three meetings. He further noted that the draft Strategic Plan is in the format of a power point presentation and is available on the Library's wiki. When asked if he was satisfied with the draft Strategic Plan document, Director Esquevin indicated that he had expected it to be a narrative report.

Director Esquevin briefly explained each of the sections of the draft Strategic Plan, which is expected to carry the Library through 2014. He also indicated that he believes that the plan is very ambitious and he does not necessarily believe all of the goals can be achieved in three years since each of the goals are a project that needs to be sustained, which takes staff time and additional resources to achieve. Director Esquevin noted that he believes that it is important for the Board to hear from the Library section supervisors to get their feedback on the draft Strategic Plan.

Executive Secretary Franck moved to postpone consideration of the draft Strategic Plan to give the Board members, including those not in attendance today, an opportunity to carefully review the document and to be prepared to discuss it. No second was received.

President Zoll explained that The Singer Group has performed the strategic planning services as outlined in the contract, even though there was no narrative provided as Director Esquevin had hoped for; therefore, she said that The Singer Group should be paid in full while the Board awaits consideration of the draft Strategic Plan at its next meeting. Director Esquevin said that he would have The Singer Group paid for their services and President Zoll asked all Board members to come prepared at the August meeting to discuss the draft Strategic Plan.

Director Esquevin said that he would have the section supervisors attend the August Board meeting and they will discuss their challenges in successfully responding to the goals and objectives of the draft Strategic Plan. He noted that the Children's Library "Story Times" is an example of a Library service that was identified in the draft Strategic Plan as something that should be increased in frequency; however, he explained that doing so would be extremely difficult to accomplish with existing staff and resources. He further noted that the Coronado Library already provides more Children's Library "Story Times" than any other library in the area.

Director Esquevin said that it would be appropriate to have the Strategic Plan as a regular item on the Board's agenda each month.

President Zoll said that it would be helpful if the section supervisors used a similar format as the draft Strategic Plan when explaining their areas. Executive Secretary Franck asked if it would be possible to receive the comments from the Library section supervisors a week before the next Board meeting. Director Esquevin said that it is his opinion that a dialog between the Library section supervisors and the Board would be better. Executive Secretary Franck said that if a Library section supervisor is unable to attend the next Board meeting, she would still like them to provide the Board with their feedback.

Executive Secretary Franck moved to postpone consideration of the draft Strategic Plan to give the Board members, including those not in attendance today, an opportunity to carefully review the document and to be prepared to discuss it with the Library section supervisors at the next meeting. Trustee Cahill seconded the motion, and the motion was approved.

In response to President Zoll's questions as to what is the plan for advising the City Council regarding the Library's new Strategic Plan, Director Esquevin said that the City Manager is aware of it and that at the very least a copy of the approved Strategic Plan will be provided to each Councilmember. He further

noted that an offer can be made to explain the details of the approved Strategic Plan individually or collectively in either a Special or Regular Board meeting. It was also noted that the members of the Steering Committee should receive a copy of the approved Strategic Plan and a thank you for their participation.

VI-B Centennial of Naval Aviation (CONA) Library Activities

Director Esquevin informed the Board that the big CONA event occurred in February, but that the celebration is continuing all year long with other organizations and with the Navy. He announced the date of July 11th for the next CONA meeting at the Library and that the North Island Speed Fest and parade of cars will occur September 24-25. He also mentioned the Carrier Classic basketball game that will be held on the flat top of the USS Carl Vincent for a game between University of North Carolina and Michigan on Veteran's Day, November 11, 2011, as a goodwill event to honor troops current and past.

Director Esquevin said that the events and exhibits at the Library as part of the Centennial of Naval Aviation celebration continue with the film showing of *The Spirit of St. Louis* on Friday night, July 15; a "Make and Take" F-14 Tomcat plastic model craft on July 23; an exhibit about aircraft manufacturing in San Diego and for the Navy; the August 19 film showing of the news docu-drama, *Fighting Lady*; and on September 17 Chuck Sweeney, President of the Distinguished Flying Cross Society, will make a presentation about the events that earned him his first DFC metal.

VII NEW BUSINESS

VII-A Election of Board Officers

President Zoll nominated and moved to elect Robin Franck the President of the Library Board effective September 1, 2011. Trustee Cahill seconded the motion, and the motion was approved.

Executive Secretary Franck nominated and moved to elect Sally Zoll the Executive Secretary of the Library Board effective September 1, 2011. Trustee Cahill seconded the motion, and the motion was approved.

VII-B Upcoming Library Board Meeting Schedule: Tuesday, August 9, 2011 at 3pm Winn Room and Tuesday, September 13, 2011 at 3pm in the Winn Room

The next regular meeting of the Library Board was scheduled for Tuesday, August 9, 2011, at 3pm in the Winn Room. It was acknowledged that August 9 would be Trustee Cahill and Trustee Bee's last Board meeting and that the City Manager would be in attendance to discuss the potential Arts Commission.

VIII **ADJOURNMENT**

Trustee Cahill moved to adjourn the meeting. Trustee Executive Secretary Franck seconded the motion, and the motion was approved.

The Library Board meeting adjourned at 3:45 p.m.

Approved and signed – original document in City Clerk’s office

Sally Ann Zoll, President, Coronado Library Board of Trustee

Approved and signed – original document in City Clerk’s office

Robin Franck, Executive Secretary, Coronado Library Board of Trustees