

**MINUTES OF THE REGULAR MEETING OF THE  
LIBRARY BOARD OF TRUSTEES  
CORONADO PUBLIC LIBRARY  
640 ORANGE AVENUE  
CORONADO, CA 92118  
December 13, 2011**

**I. CALL TO ORDER**

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

**ROLL CALL**

Present: President Franck, Executive Secretary Zoll, Trustee Warren, and Trustee Brown.

Absent: Trustee Martin  
Mayor Tanaka

Also Present: Council Member Denny  
Sharon Sherman, FOL Representative  
Christian Esquevin, Director of Library Services  
Anne Clifford, Principal Librarian  
Cheryl Grove, Library Technician (Head of Circulation Services)  
Linda Sanders, Administrative Secretary

**II PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by President Franck.

**III APPROVAL OF MINUTES**

**III-A November 8, 2011**

**Trustee Brown moved to approve the Minutes of the Regular Meeting of November 8, 2011 with the noted correction. Trustee Warren seconded the motion, and the motion was approved.**

#### **IV**      **CONSENT CALENDAR**

**Executive Secretary Zoll moved to approve the Consent Calendar, while holding the Suggestion Box Report for consideration. Trustee Warren seconded the motion, and the motion was approved.**

The Suggestion Box was discussed, particularly suggestion No. 3 regarding the idea of selling canvas tote bags. There was a discussion on the challenges of selling items in the Library, as well as the sale of book bags in the used book shop, Second Hand Prose. Sharon Sherman said that the Ramos Martinez design is an excellent bag, but it is expensive. It was decided that there should be some visible advertisement in the Library directing people to visit Second Hand Prose to purchase book bags if they want them. There was a suggestion by Trustee Warren that book bags be sold at the Library-sponsored concerts.

**Executive Secretary Zoll moved to approve the Suggestion Box Report, which is part of the Consent Calendar. Trustee Brown seconded the motion, and the motion was approved.**

#### **V**      **COMMUNICATIONS**

##### **V-A**      **Oral Communications**

##### **V-A-1**      **Public Oral Communications**

Council Member Barbara Denny discussed the speaker from the San Diego Foundation that would be coming to the Winn Room to discuss and assist with the “Show Your Love for a Greater San Diego” survey that went online November 8, 2011, to help citizens provide input into the “vision for the future” of the greater San Diego regional area. She encouraged people to attend the lecture or to go online at: [www.showyourlovesandiego.com](http://www.showyourlovesandiego.com). Director Esquevin noted that people can vote here at the Library or at any library, as well as at home on their own computers. The survey is described as an opportunity to preserve the past, protect what’s good, and create a better future for the region.

##### **V-A-2**      **Library Board Members Oral Communications**

It was suggested that it would be helpful to have an Agenda Item called City Council Communications for Mayor Tanaka, Council Member Denny, and the other members of the Council as an opportunity to share information, such as what Barbara Denny provided today about the “Show Your Love for a Greater San Diego” survey.

President Franck and other Board members commended Library staff and Director Esquevin on the wonderful Holiday Volunteer Party held on Friday, December 16, 2011, and especially wanted to recognize the committee that planned the event. It was asked that a letter be written for each of the members of the committee to personally thank them and that such a letter be prepared for President Franck's signature. It was also discussed how meaningful the employee recognition plaques and gift certificate awards were at the Volunteer Holiday Party and that it happened as a direct result of the suggestions contained in the staff survey and staff meeting with the consultants.

It was mentioned that Executive Secretary Zoll had just flown in from Washington, D.C. where she attended a special event in which her nonprofit organization, United Through Reading, received National recognition yesterday, December 12, 2011. Dr. Jill Biden, the wife of Vice President Joe Biden, hosted a military-themed holiday party with a gathering of students and teachers and others at the Biden home located at the Naval Observatory. During that special get-together a deployed military parent was reunited with his child through a special video/reading program prepared and sponsored by United Through Reading. The organization was acknowledged as providing important services that support military families and others while promoting literacy. Executive Secretary Zoll is the CEO of United Through Reading, a nonprofit organization that provides a variety of programs and receives 100% of its funding from private donations. The full story can be found at: [www.unitedthroughreading.org/news](http://www.unitedthroughreading.org/news).

### **V-A-3 Library Director Oral Communications**

Director Esquevin informed the Board that there is a holiday concert series sponsored by the Friends of the Library and explained the next one of them is scheduled for the upcoming Friday evening, December 16 at 7pm. President Franck asked if the attendance statistics for the programs could be listed on the Weekly Update. Director Esquevin indicated that it could be done but typically our attendance stats are shown on the monthly statistical report. He noted that the most recent concert had an attendance of 70 people.

### **V-A-4 Friends of the Library Representative Communication**

Sharon Sherman, FOL Representative said that during the holiday sale the Friends raised \$1,300, which adds to the significant amount of money in their account. She asked if the Library has something special that could be funded. Sharon Sherman was asked to express from the Library Board and staff appreciation to the Friends of the Library for funding the recognition plaques and gift certificate awards presented to those part time, temporary staff who have worked for the Library 15 years or longer. Sharon Sherman indicated that the Friends were pleased to help the staff and offered to provide future funding for similar items for the Library staff.

President Franck asked if the Friends of the Library have a strategic plan and Sharon Sherman said that the Friends do not have a strategic plan, have no plans for a strategic plan, but are willing and available to assist the Library with its strategic plan. She said the Friends of the Library are desirous of meshing efforts and avoiding duplicate efforts.

#### **V-A-5 SAB Representative Communication**

Trustee Warren indicated that there is mostly doom and gloom to report about the Serra Cooperative System at this point. Director Esquevin explained that he will be attending the December 19, 2011, planning meeting. He described the tier 1 and tier 2 budget cuts by the Governor, which effectively eliminated Serra as we know it. Director Esquevin said that Serra services will basically cease and Serra administration will be winding down over the next few months.

In response to President Franck's question asking if there is a plan to educate the public on the changes coming regarding book deliveries, Director Esquevin said that there is no generalized plan as there is an expectation that people will continue with the status quo of book returns. However, he indicated that we could provide a book mark to notify our patrons. Trustee Warren suggested signage at the book drops to notify the public. She also suggested that the Serra member agencies work together to get out the message in a cooperative manner. Director Esquevin said it might be best to just wait and see how an improved delivery system is worked out.

#### **V-B Written Communications**

##### **V-B-1 Letter from the Library Board to the Mayor and City Council requesting permission to serve wine and beer at the December 9, 2011 Volunteer Holiday Party**

Director Esquevin said that the enclosed letter dated December 9, 2011, from the City Manager's Office granted permission to serve wine and beer at the annual Volunteer Holiday Party on December 9, 2011, and he expressed his appreciation to the City Council through Council Member Denny who was in attendance.

#### **VI UNFINISHED BUSINESS**

##### **VI-A Strategic Plan Questions and Answers**

Director Esquevin explained that the Strategic Plan, in a simplified and streamlined version of the original document, was approved by the Board at its last meeting, and to provide Executive Secretary Zoll with the opportunity to have input since she was unable to attend that meeting, the enclosed agenda item has responded to her questions and is on the agenda for further discussion.

Executive Secretary Zoll thanked the Board for all of its efforts in getting the Strategic Plan approved and moving forward. The question for Goal No. 2 was discussed regarding software and the possibility of using PayPal. Director Esquevin indicated that a plan to accept a credit card or a debit system is being developed for usage before 2013, but he hopes to have a credit/debit system in place prior to that time.

Addressing the question for Goal No. 5 (response No. 6), Executive Secretary Zoll said that she was surprised that the staff appreciation component was dropped from the Strategic Plan, but is glad there is a new staff appreciation program; however, she does not want it to get lost over the years as it is important for it to be ongoing. Director Esquevin said that the staff appreciation component is not dropped, it just isn't part of the simplified Strategic Plan.

President Franck said that the word simplified is not what she thinks the intent of the Board had in mind when approving the revised Strategic Plan, but instead considers the word streamlined a better explanation of the final version. She also asked if the Strategic Plan could be placed on the Library Board agenda each month, to which Director Esquevin commented that he thinks if it is on the agenda each month the natural human response would be to overlook it and take it for granted and not give it the relevance it deserves as compared to it being on the agenda less frequently. Director Esquevin suggested that the Strategic Plan be placed on the agenda every two or three months which should provide an opportunity to see movement and progress.

President Franck suggested that during the periodic Strategic Plan reports she would like it mentioned whenever employee awards occur and when and why they don't occur as that would be important for the Board to know. Trustee Brown said that she would also like to learn about when things are not working and why. Trustee Warren thought that having a quarterly report on the Strategic Plan would be sufficient. Anne Clifford mentioned that the strategies, which are part of the Strategic Plan, are geared toward fiscal year accomplishments and reporting. Executive Secretary Zoll suggested that since the Strategic Plan is now approved, it would be appropriate for the Steering Committee, City Manager, and other stakeholders to receive a copy of the final version of the Strategic Plan. It was suggested that Library staff section managers should attend the Board meetings in which the Strategic Plan is listed as an agenda item.

#### **VI-B Library Volunteer Holiday Party De-Brief**

In addition to what was discussed earlier in the meeting regarding the party, Director Esquevin said that the attendance of 175 people at the Library Volunteer Party was the highest ever for this annual event and that everyone seemed to have enjoyed themselves. He described the cost for the party to be approximately \$8 per person. Director Esquevin said the total cost for the party

came to \$1,500, which included the meal, alcoholic beverages, and the entertainment. He explained that some of the meal was purchased already-prepared and some of the meal was prepared by the staff. He noted that the Library staff worked very hard the day and evening of the event, as well as planning for the event months in advance. Overall Director Esquevin was satisfied with the outcome of the party, pleased with the efforts of the committee, but does expect to make some minor changes next year, such as rethinking the location of the entertainment.

## **VII NEW BUSINESS**

### **VII-A Digitizing Microfilm of Coronado Newspapers**

Director Esquevin explained that the local newspapers as far back as the 1880s have been placed on microfilm, but he believes the time has come to have those reels of microfilm digitized for easier access. He stated that there are 110 reels that need to be processed, and that he already has one quote in the amount of \$27,000 from a reputable company that can accomplish the work professionally. Director Esquevin said that the Judith Bond endowment in the amount of \$50,000 is available for historic preservation projects and that he has spoken to the family of Judith Bond and they are supportive of this particular use of a portion of the funds. He further noted that this is such a large project and requires special equipment so it needs to be outsourced, and he would need to receive three bids before he can choose a vendor for this project. The digitization would also include indexing and making it web accessible.

Executive Secretary Zoll asked what the ongoing cost will be to the Library to continue to copy the newer issues of the newspaper on disk. Director Esquevin indicated that is a cost he would have to come up with but expects it to be very minimal, and it could be taken from the Library's general budget, not the Judith Bond endowment fund. Executive Secretary Zoll said that she feels that the Library is somewhat "behind the 8 ball" in making the transition from microfilm since many, especially younger people, do not like working with microfilm. She also suggested that the Library choose an Internet solution instead of going with a computer disk for this project. It was discussed that perhaps both could be done.

Director Esquevin indicated that the vendor he has located and who has already provided a quote has done reliable work for the State Library. Trustee Warren wants to know what the yearly costs would be.

### **VII-B Upcoming Library Board Meeting Schedule: Tuesday, January 10, 2012 at 3pm in the Winn Room**

No items were mentioned as being added for the next meeting. The upcoming regular meeting of the Library Board was scheduled for Tuesday, January 10, 2012, at 3pm in the Winn Room.

**VIII      ADJOURNMENT**

**Trustee Brown moved to adjourn the meeting. Trustee Warren seconded the motion, and the motion was approved.**

The Library Board meeting adjourned at 4:05 p.m.

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

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Robin Franck, President, Coronado Library Board of Trustees

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

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Sally Ann Zoll, Executive Secretary, Coronado Library Board of Trustees