

**MINUTES OF THE REGULAR MEETING OF THE
LIBRARY BOARD OF TRUSTEES
CORONADO PUBLIC LIBRARY
640 ORANGE AVENUE
CORONADO, CA 92118
February 14, 2012**

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
Sharon Sherman, FOL Representative

Also Present: Mayor Casey Tanaka
Christian Esquevin, Director of Library Services
Linda Sanders, Administrative Secretary

II PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by President Franck.

III APPROVAL OF MINUTES

III-A December 13, 2011

Executive Secretary Zoll moved to approve the Minutes of the Regular Meeting of December 13, 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 and the Library Statistics for the Month of January 2012, which are incorporated into these Minutes and the Agenda packet materials by

this reference. Trustee Brown seconded the motion, and the motion was approved.

Executive Secretary Zoll questioned the increase in the remote catalog access information, as contained in the January Library Statistics. Director Esquevin said that it has been increasing and he expects that trend to continue. Executive Secretary Zoll also wondered about the downward trend of the number of library cards issued. Director Esquevin said that the decrease was the result of the periodic purge of inactive library cards.

President Franck asked about the increase in book reserve requests, and Director Esquevin explained that the change is cyclical and depends on those books on the “Best Seller Lists,” as well as the number of book reserves on our wait list, among other factors. Trustee Brown explained that using the book reserve feature at home on an individual’s computer is so easy to do and so that situation could also account for the increase in the book reserve requests. Director Esquevin was asked if we would be able to extract the number of book reserve requests that are made remotely, and he said that he would check into that possibility.

V COMMUNICATIONS

V-A Oral Communications

V-A-1 Public Oral Communications

None

V-A-2 Library Board Members Oral Communications

President Franck commented on the recent lecture in the Winn Room on the Martinez mural and said that she found the talk to be fascinating and interesting. Director Esquevin appreciated the comments and also said that the talk was complimentary and so the Friends of the Library did not need to pay for it or sponsor it.

V-A-3 Library Director Oral Communications

Director Esquevin informed the Board that the upcoming talk on the book, *Act of Valor*, is expected to be very popular. He noted that the talk will be given by one of the co-authors of the book, George Galdorisi, and that the story is an adventure based on activities of the Navy Seals. Director Esquevin further said that Mr. Galdorisi has given a previous talk in the Winn Room on combat search and rescue as part of a CONA event.

Trustee Brown asked if it would be possible to have popular events repeated, such as book signings and certain concerts, so that everyone who wants to see the event can participate. Director Esquevin said that it's unusual for the Winn Room to fill up completely and he does not foresee a future full house of the Winn Room, except for rare events.

V-A-4 Friends of the Library Representative Communication

Sharon Sherman, the FOL Representative, was unable to attend today's meeting due to her professional commitment in court, so Director Esquevin mentioned the recent meeting of the Friends Board in which the annual Book Fair is being planned for April 20-22, 2012.

V-A-5 SAB Representative Communication

Trustee Warren indicated that she did not attend the last meeting, but Director Esquevin did and would be able to more clearly explain the status of Serra. Director Esquevin said that since this topic was an agenda item that he would describe the situation under that heading.

V-A-6 City Council Representative Communication

Mayor Tanaka informed the Board that Director Esquevin is receiving a lot of praise and compliments for his work with the local Centennial of Naval Aviation planning group. Director Esquevin appreciated the comments from Mayor Tanaka, who also explained that Director Esquevin was the keynote speaker for the Daughter of the American Revolution plaque dedication ceremony at Memorial Park.

V-B Written Communications

V-B-1 Letter of Appreciation dated December 22, 2011, from the Library Board to Staff Members of the Volunteer Holiday Party Committee

President Franck said that the letter in the Agenda packet was the least the Board could do to thank the Committee. The entire Board agreed.

VI UNFINISHED BUSINESS

VI-A Serra Cooperative Library Update

Director Esquevin explained that the funding for Serra ceased this fiscal year and will continue to be non-existent for the next fiscal year. He further noted how Serra has been downsized and that a ½ time person is all that remains, and that person is managing the available grant funds. Director Esquevin said that Serra member agency fees are the funding source that is carrying Serra through the

next fiscal year. He described the agreement made between the Serra library members which is allowing the continuation of the book borrowing program. Director Esquevin said that mostly the reciprocal service will suffice. He explained that Coronado Library staff who live in a particular area of a Serra member library will be picking up and delivering materials between that library and the Coronado Library.

Director Esquevin explained that the reference research service that Serra had provided has ceased and that in its place a mechanism has been set up whereby an individual will post a reference question/request on a Google doc site and a librarian at a member library will attempt to offer service and answer the question/request.

Director Esquevin said that the Summer Reading Program will continue, but the grant money for eBooks is gone, so Serra member libraries will need to contribute funds to Serra so that Serra can coordinate those funds to keep the eBook program alive. Director Esquevin explained that the Coronado Friends of the Library have agreed to contribute funds for eBooks, but that will only be for eBooks that are available to individuals in our service area. He also indicated that there is hope that the State will eventually return some funds to the Serra system. In response to questions, Director Esquevin said that Coronado Library staff will receive reimbursement for their mileage to compensate them for picking up and returning books to Serra member libraries near their homes.

Director Esquevin said that Serra's operating budget was approximately \$300,000, but is now in the \$70,000-\$80,000 range. In response to Mayor Tanaka's question asking if other ways to keep Serra going have been explored, Director Esquevin said that the major expense has been the delivery of borrowed books to their home libraries. The issue of user fees for library cards was discussed, but Director Esquevin said that since other Serra member libraries are not charging user fees, he doesn't think the Coronado Library should charge at this time.

In summary, Director Esquevin said that the Serra funding issue is an evolving situation and he will continue to report to the Board as things change.

VI-B Newspaper Digitization Project

Director Esquevin described the proposed digitization project which he indicated would place all of the newspapers that the Library has accumulated as far back as the original ones from 1887 that are currently on microfilm onto a digital medium. He explained that microfilm is no longer a popular mode of access. Director Esquevin said that the plan would be to convert the microfilm to a digital format so that it can be easily accessed by any number of computers simultaneously searchable all around the country. He further noted that the index would be easily accessible by "keywords" in an effort to locate things

quickly. Director Esquevin said that the Judith Bond Bequest would be the source of funding if the Board approved this proposed project.

Director Esquevin said that he has recently found another option for this project, so instead of hiring a private company to make the conversion to a digital mode of access, the California Digital Newspaper Collection at UC Riverside, which is a project of the Center for Bibliographical Studies and Research at UCR, is a possibility to consider. He said that they collect, digitize, and host a freely accessible repository of digitized California newspapers from 1846 to the present.

Director Esquevin said that digitized Coronado newspapers could become part of that collection. Director Esquevin also said that there is little or no cost difference between hiring a private company or simply utilizing the services of the California Digital Newspaper Collection, but could not provide an estimate of the cost at this time. He explained, however, that the California Digital Newspaper Collection does not charge a fee for storage. Director Esquevin said that this project uses open source software so if the project were to be terminated, the Coronado Library could migrate the digitized data to a new platform.

Director Esquevin indicated that at some point he would negotiate with the Coronado *Eagle & Journal* for the rights to perform the indexing and presentation on the web. At this point he explained that an agreement needs to be drawn between the Coronado *Eagle & Journal* and the City and that the costs to be charged by the California Digital Newspaper Collection needs to be determined.

VII NEW BUSINESS

VII-A Demonstration of Photo Atlas Program

Director Esquevin made a presentation on Powerpoint of the proposed Photo Atlas Program. He explained that it is a software system provided by a vendor and it is one of the strategies from the Strategic Plan. He indicated that there is a cost associated with this project, but the Friends of the Library have agreed to sponsor the project.

On the overhead screen, Director Esquevin showed how the link would look for Coronado and that the map of Coronado would have choices of an aerial view, a satellite view, or a street atlas. He said that the website uses Bing and not Google. He then mentioned that to find information you would simply click on a pinhead fixed to a particular location, and that photos would come up in the form of post cards, photos, pamphlets, or video, and that one or more can be shown at a time.

Director Esquevin said that the goal would be to get the public involved by providing to the Library photos of historic significance of public buildings and

other sites, and that it would be a good way to build history online. He noted that there is a network of people from Coronado that live around the world who share photos on Facebook and could participate. Director Esquevin showed the home page of Photo Atlas and provided a demonstration for the Board. He noted specifically that this site is not a Wikipedia type of format and that individuals would submit their photos to the Library and a staff member would review and approve them for the Photo Atlas site for Coronado.

Trustee Warren inquired as to the amount of staff time and how time-consuming would this project be. Director Esquevin said that it would require some staff time, but volunteers would also be utilized. Executive Secretary Zoll asked about a validation process, as well as a disclaimer that would indicate that the Library does not guarantee the accuracy of the information. Director Esquevin said that he has faith that we will be able to catch irregularities and that viewers would also provide a second opportunity to catch irregularities. He also mentioned that it would be important that every photograph have identification.

In response to a question to Director Esquevin if other cities are using Photo Atlas, he said yes, but was unable to provide names or examples. President Zoll asked if the Historical Association would be involved, and Director Esquevin said that they would probably not be involved since they charge for photo reprints.

VII-B City and Library 2012-2013 Fiscal Year Budget Preparation

Director Esquevin reported to the Board that the Library and all City departments are entering the new budget preparation cycle for the fiscal year that will begin July 1, 2012. He also indicated that City departments were only given a short 10 days period to prepare their reports and requests, and that there will be allowed a 2% increase in services and supplies, which is up from the 0% increase from the last fiscal budget. Director Esquevin indicated that the Board could approve the proposed Library budget at its next meeting or a Library Board Committee could review it before then or a combination of the two options. Trustee Brown volunteered to be the committee member to review, as well as learn about the Library's budget.

VII-C Upcoming Library Board Meeting Schedule: Tuesday, March 13, 2012 and Tuesday, April 10, 2012 at 3pm in the Winn Room

The next regular meetings of the Library Board were scheduled for Tuesday, March 13, 2012 and April 10, 2012, at 3pm in the Winn Room.

VIII ADJOURNMENT

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

The Library Board meeting adjourned at 4:15 p.m.

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

Robin Franck, President, Coronado Library Board of Trustees

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

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