



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

Minutes

Library Commission

March 18, 2024

6:30 PM

**City Hall
Meeting Room 2A**

CALL TO ORDER

Commission Chair Goward called the meeting to order at 6:30p.m.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

AB 2449 TELECONFERENCE NOTIFICATIONS AND CONSIDERATION

No notifications or considerations to report/discuss.

ROLL CALL

Present: Commissioners Priscilla Banks, Dominique Dozier, Carl Gorringer, Marhya Kelsch, Crystal Porter, Shareen Purcell, and Suresh Sangiah and Councilmember Julie Roche
Absent: Commissioners Shonda Goward and Sofy Navarro
Staff: Jayanti Addleman, Director of Library Services
Melissa Burkley, Management Analyst I
Visitors: N/A

APPROVAL OF MINUTES

MIN 24-038 Library Commission Meeting Minutes of February 26, 2024

Motioned by Commissioner Purcell to approve the February 26, 2024, Library Commission Minutes: seconded by Commissioner Dozier. Passed 7-0-0.

PUBLIC COMMENTS

There being no general public comments, Chairperson Goward opened and closed the public comment period at 6:32PM.

NEW BUSINESS

- a. Presentation on Marketing and Outreach Methods
 - PowerPoint presentation led by Director Jayanti Addleman
 - Suggestion to hold Trunk or Treat event in different locations around the city each year
 - Question about how notifications are done when library cards expire
 - Commissioner would like more information on why cards are expired and how and when notifications go out
 - Cards are expired to make sure we have up to date information for patrons
 - Director will look into ensuring notifications are working properly
 - Suggestion to have a regular "library corner" in the Stack newsletter
 - HPL Facebook utilizes free posting options but occasionally boosts are paid for by HPL or Friends of Hayward Library
 - Request to provide full URLs for sharing purposes to ensure partners have correct format for social media platforms when re-posting for HPL
- b. Overview of Meeting Room Reservation 2022-2023

-
- Presentation led by Director Jayanti Addleman
 - There has been an increase in the use of free meeting room usage
 - The trial period of the free meeting room has been extended beyond the trial period
 - The computer classroom and digital lab is not a space available for public reservations
 - This room is used by HPL staff and partners
 - Anyone interested in doing a partnered program is invited to complete a partner request online
 - Some challenges posed with room reservations include very involved staff time answering questions, phone calls, and emails, staff setting up and tearing down, users trying to start earlier than and stay later than reserved times, the public requesting tours
 - Staff time available to coordinate reservations and set-ups is limited
 - Government agencies aren't charged for rooms as a reciprocal situation
- c. Letter re: Budget Enhancement Requests for FY25
- Letter from letter writing committee presented to Commissioners
 - Recommendation to remove exhibit
 - Director Addleman will work with Chairperson Goward to submit letter to Council and will send signed copy to all Commissioners

Motioned by Commissioner Banks to approve the letter as to form regarding Budget Enhancement Requests for FY25 for Council on behalf of the Library Commission: seconded by Commissioner Porter. Passed 7-0-0.

OLD BUSINESS

- a. Letter Writing Committee
- Survey draft was presented to Commissioners
 - Surveys should be used as outreach when Commissioners are out at special events
 - Survey done in a more open-ended format for the sake of getting more information that responses we may already be aware of
 - Surveys can be filled out by Commissioners during conversations with the public or be handed to the public to fill out themselves
 - Suggestion to format another version of the survey with multiple choice so it's easier for people to complete when standing at invites
 - Suggestion to have a survey box for completed surveys to be dropped in at events where they're used
 - Library offerings sheet was presented to Commissioners
 - Info sheet can be shared and handed out at events with larger groups/people in lines
 - Library can format documents and print when needed
 - Commissioners can reach out to staff ahead of time when they have an event they feel these documents could be used at and documents can be prepared
 - Completed surveys will be reviewed by Commissioners and new, useful, informative responses will be shared in Commission meetings
 - Add information that these documents exist to the Standard Operating Procedures/Best Practices so future Commissioners are aware they exist and what they're used for

Motioned by Commissioner Porter to adopt survey and informational sheet drafted by the Letter Writing Committee.

Amendment suggested by Commissioner Banks to add that this practice will become part of the Standard Operating Procedures/Best Practices as well as a guideline to perform a review of collected information once per year.

Motion including amendment seconded by Commissioner Purcell. Passed 7-0-0.

- b. Report from HARD Partnership Committee

-
- Possible framework for steps moving forward will be discussed at next subcommittee meeting
 - c. Report from Welcome Committee
 - Request for Director Addleman to send updated Commissioner Roster and staff contact list to Commissioners and updated documents will be added to Welcome Packet
 - Suggestion to complete packet by September when new Commissioners may start
 - Biographies may be used internally in welcome packet and potentially for introducing commissioners to the public via social media posts
 - Request to discuss the need/desire of Commissioner biographies to April agenda
 - d. Report from CSUEB-Chabot Partnership Committee
 - Primary objective is to cultivate a college culture at the Weekes Branch
 - Primarily trying to reach commuting students
 - Plan to launch library card drive utilizing Curbie at local college(s), aiming to raise awareness of services available to college students
 - Naming efforts “Right Where You Live”
 - Will research if something similar has been done in the past
 - Take Curbie to college campuses to promote services and get more students to apply for library cards on site
 - Concern raised about Weekes Branch being large enough to provide enough space for both college students and school-aged students
 - Introducing college students to Weekes Branch will bring in a different group of people at different times than typical
 - Suggestion to see if Chabot College or community colleges can provide funding of any kind
 - e. Report from Non-User Survey Committee
 - Removing item as it was duplicative
 - f. Report from Best Practices Committee
 - Working with Welcome Committee
 - Best Practices name change to Standard Operating Procedures recommended to pause pending direction from City Council pending an upcoming discussion

RECOMMENDATIONS

- a. Updated Curbie map shall be sent via email by Director Addleman; if map triggers questions, agenda item will be added at a later date
- b. Add canceled library card statistics (# of canceled cards, renewed cards, etc.) to end of the year report

REPORTS

- a. Library Director
 - Women’s History Month programming
 - Scavenger hunts at Downtown Branch
 - Book displays
 - Georgia O’keefe art themed exhibit
 - Online author series
 - City Council making a proclamation 3/19
 - Weekes Update
 - Received funding to beautify branch
 - If Measure C is extended, we’ll be able to show what a small change can do
 - Weekes-specific programming has increased
 - Job Resource Fair 3/23
 - Strategic Plan still ongoing

- Focus groups are occurring this week
- Draw your dream library for young teens and youth contest
- AI Program 3/29
- Cesar Chavez Day observed 4/1 and Library branches will be closed
- b. City Council Liaison
 - Follow-up Items
 - Brown Act
 - City Attorney stated changes to Brown Act are still being watched
 - MUNI code
 - City Clerk informed that it hasn't been standard practice to have all Commissions present at Council meetings
 - Commission Applications
 - No information on the applications (including addresses) are available to the public
 - Biographies
 - No other Commissions provide these but could be done as an internal process specific to Library Commission
 - Council has moved to no online public comments; only in-person or written comments are allowed for the time being for an undetermined amount of time
 - Work session with HARD at Council meeting 3/12
 - Council is talking to the community regarding Measure C looking toward November ballot
 - Mid-year budget update included purchase of B Street cinema building
 - Process has begun to recruit for City Manager vacancy; interim City Manager will be Assistant City Manager, Dustin Claussen
- c. Friends of Hayward Library
 - No updates
- d. Library Commissioners
 - Hayward LitHop and poet laureate event will be 4/27

AGENDA BUILDING

- a. Add biography discussion to April meeting
- b. Add strategic plan results to unscheduled items

ADJOURNMENT

The meeting was adjourned at 8:42p.m.

NEXT MEETING – April 15, 2024

Attendance Commissioner	Present at 3/18/2024 Meeting	Meetings Present to Date This Fiscal Year	Meetings Absent to Date this Fiscal Year
Priscilla Banks	√	6	0
Dominique Dozier	√	5	1
Carl Gorringer	√	6	0
Shonda Goward	-	5	1
Marhya Kelsch**	√	2	0
Sofy Navarro	-	3	3
Crystal Porter	√	6	0
Shareen Purcell	√	6	0
Suresh Sangiah	√	5	1
Kelly Sullivan*	-	2	1
Council Member			
Julie Roche	√	5	1

*Commissioner Sullivan no longer on Commission as of 1/22/24 meeting

**Commissioner Kelsch moving from alternate status to Commissioner as of 2/26/24 meeting