LIBRARY AND LITERACY COMMISSION
Tuesday, February 9, 2016
5:30 p.m.
CITY HALL – MCCRACKEN MEETING ROOM
291 NORTH MAIN STREET
PORTERVILLE PUBLIC LIBRARY
AGENDA

I. CALL TO ORDER

II. ROLL CALL

Esther Figueroa (10/2018) Allan Bailey, Chair (10/2018)
Jennifer Biagio (10/2016) Tamara Bishop-Mitchell (10/2016)
Patience Christenson (10/2018) Catherine E. May, Vice-Chair (10/2016)
Edith La Vonne (10/2018)

III. ORAL/WRITTEN COMMUNICATIONS FROM PUBLIC

All items not scheduled should be addressed to the Library and Literacy Commission at this time during Oral Communications. Anyone wishing to address the Library and Literacy Commission should state their name for the record. In order to proceed in a timely manner, please limit the duration of your comments to three (3) minutes.

IV. REPORTS

This is the time for the Library and Literacy Commissioners to report on advocacy activities.

V. CONSENT CALENDAR

Consent Calendar items are considered routine and informational in nature and will be enacted in one motion. There will be no separate discussion on these matters unless a request is made, in which event the item will be removed from the Consent Calendar.

1. Library and Literacy Commission Minutes from January 12, 2016
2. January Monthly Highlights
   Re: Consider approval of monthly highlights report for January.
3. Literacy Report
   Re: Consider approval of monthly Read to Succeed program report.
4. Chamber Ambassador Report
   Re: Consider approval of monthly activity report from staff.
5. Update on Centennial Plaza Literacy Center
   Re: Informational report from staff
6. Update on the Peter M. Brown Living Trust
   Re: Informational update on this City Library Gift
7. Attendance Report
   Re: City Council reviews quarterly attendance reports for Commissions and Committees
8. Announcements
   Re: Informational report regarding upcoming activities of interest to the Commission.
VI. SCHEDULED MATTERS

1. Advocacy Toolkit
   Re: The Commission will review and begin working through the provided toolkit
2. Library Division Branding
   Re: Continued discussion and knowledge building of the branding process
3. 2016 Commission Goals and Objectives
   Re: Review of revised items and timeline
4. Commission Advocacy Opportunities
   Re: Consider the March Schedule

VII. COMMENTS FROM COMMISSIONERS

The Commissioners’ opportunity to comment on any item or issue that is under the purview of the Library and Literacy Commission that is not on the agenda.

VIII. SCHEDULED ITEMS FOR FUTURE MEETINGS

Agenda items for subsequent Commission meetings.

IX. ADJOURNMENT

In compliance with the Americans with Disabilities Act and the California Ralph M. Brown Act, if you need special assistance to participate in this meeting, or to be able to access this agenda and documents in the agenda packet, please contact the Office of City Clerk at (559) 782-7464. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting and/or provision of an appropriate alternative format of the agenda and documents in the agenda packet.

Materials related to an item on this Agenda submitted to the Library and Literacy Commission after distribution of the Agenda packet are available for public inspection during normal business hours at the Library, 41 West Thurman Avenue, Porterville, CA 93257.

The mission of the Porterville Public Library is to be a visible learning center by providing literacy materials and services for all ages throughout our community for personal enrichment, the power of information, and the joy of reading.
LIBRARY AND LITERACY COMMISSION  
Tuesday, February 9, 2016  
5:30 p.m.  

CONSENT CALENDAR

1. Library and Literacy Commission Minutes

   - January 12, 2016

   Call to Order: The meeting was called to order at 5:34 pm.

   Roll Call: Chair Bailey, Commissioner Figueroa, Commissioner Biagio, Commissioner Bishop-Mitchell, Commissioner Christenson, Commissioner May, and Commissioner La Vonne.

   Also Present: Donnie Moore, Director of Parks and Leisure Services; Vikki Cervantes, City Librarian; Anthony Arellano, Library Supervisor.

   Oral/Written Communications from Public: None.

   Reports: Commissioner Bishop-Mitchell shared information from the Youth Commission meeting that she attended. Chair Bailey shared a newspaper article about Librarians.

   Consent Calendar: Chair Bailey pulled items #3 and 6. Commissioner May made a correction to item #1, Library and Literacy Commission Minutes from December 8, 2015 – under Comments from Commissioners, the first meeting for Porterville Celebrates Reading 2016 should have been recorded as January 20th (not 28th). Commissioner Figueroa motioned to accept the remainder of the Consent Calendar as corrected. Commissioner Biagio seconded and the motion passed.

   Item #3 Literacy Report. Chair Bailey inquired regarding the need for volunteer tutors. The program is sustaining, but additional tutors are needed and welcomed.

   Item #6 Update on the Peter M. Brown Living Trust. Vikki shared information from a recently received document regarding the status of some of the assets.

   Scheduled Matters:
   1. Attend Foundation Meeting. Commissioner La Vonne motioned for the Commission to attend the June 23rd meeting of the Tulare County Library Foundation. Commissioner Figueroa seconded and the motion passed.
   2. 2016 Commission Goals and Objectives. After discussion, Chair Bailey suggested to reorder the Goals and Objectives. The new timeline for discussion moves Talking Points to February and March, Community Contacts with additional tailoring of dialogue to April and May, and Fundraising to August – see page 5.
   3. Strategic Planning. Vikki shared the PLA advocacy tool kit. The Commission agreed that having an opportunity to read the tool kit before the next meeting would be helpful. Vikki will make copies and contact the Commission when they are ready to pick-up.
   4. Commission Advocacy Opportunities. Commissioner Figueroa will attend the February 4 P&L Commission meeting. Chair Bailey will give the report to City Council at their February 16 meeting. Commissioner Biagio will go to the Friends of the Library meeting on February 10. Commissioner Bishop-Mitchell plans to attend the February 8 meeting of the Youth Commission.
Comments from Commissioners: Chair Bailey inquired about Porterville Celebrates Reading. Commissioner May shared the need for assistance with contacting community groups. Donnie mentioned that the Youth Commission is looking for a project. Vikki shared information from her SJVLS meeting and the State Librarian’s meeting.

Schedule Items for Future Meetings: As discussed.

Adjournment: The meeting was adjourned at 6:45 pm.
2016 Commission Goals and Objectives – Draft II

<table>
<thead>
<tr>
<th>Goals and Objectives</th>
<th>Timeline for Discussion</th>
<th>Work Completed</th>
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<tbody>
<tr>
<td>• Logo/branding</td>
<td>January – Logo/branding</td>
<td>Goal/Objective:</td>
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<tr>
<td>• Community Contact</td>
<td>February – Talking Points</td>
<td>Date:</td>
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<td>○ Engage City Groups</td>
<td>March – Talking Points</td>
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<td>○ Target Demographics</td>
<td>April/May – Community Contact with additional dialogue tailoring</td>
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<td>• Fundraising</td>
<td>Strategic Planning – create a place on the Agenda, like Commission Advocacy Opportunities, to tackle this topic bit by bit.</td>
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<td>○ Friends</td>
<td>August - Fundraising</td>
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<td>○ Library Foundation</td>
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<td>○ Explore Endowments</td>
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<td>• Talking Points</td>
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<td>○ Elevator Speech</td>
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<td>○ Consistent Message Cards</td>
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<td>• Strategic Planning</td>
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2. **January Highlights**

Snow Many Books Reading Incentive Program and Porterville Library Winter Events ended. There were **145** participants who signed up. Staff raffled off **5** prizes and held the following events:

- **December 21:** Movie Night—Inside Out. **72** participants
- **December 23:** Craft—Gingerbread House. **250** participants
- **December 28:** Adult craft—Mason Jar Tumblers. **15** participants
- **December 30:** Craft—Shrinky Dinks. **58** participants
- **January 2:** Movie Day—McFarland USA. **17** participants
- **January 4:** Craft—Cookie Decorating. **116** participants
- **January 6:** Craft—Mug Decorating. **86** participants
- **January 9:** Movie Day—Minions. **38** participants

There were a total of **652** participants who attended the events.

**Other announcements**

Bring Your Own Game Day is held every Sunday in the Community Room at the Porterville City Library from 1:30 pm – 4:30 pm. There were **155** participants for the month of January.

January 21, 2016, staff attended the AB 1825 Training at Fire Station #2.

January 25, 2016, staff held an English Language Literacy Intensive Family Reading night for the students and their parents. Staff read “If You Take a Mouse to School” flannel board story. Participants had the opportunity to work on a book craft and had the chance to play with various educational games. Refreshments were served. There were **12** participants.

January 26, 2016, staff conducted a presentation to the parents of Olive Street Elementary School students at their Literacy Night event. The presentation included library card information, available materials, electronic resources, programs, and other services. There were **75** participants.

January 30, 2016, Lego Club @ Your Library. Participants had the opportunity to play with a variety of Legos. The children learn how to share and use their imagination. Staff watched the movie, Attack of the Legion of Doom and then raffled off a book called Totally Cool Creations. There were **21** participants.

**January Volunteer hours**

16 Volunteers: **150 hours** | 12 Community Service: **77 hours**

**Staff conducted 1-Hour courses on the following Computer Topics:**

- 1/7 Introduccion to computadores
- 1/9 Introduction to computers
- 1/16 Introduccion a internet
- 1/23 Introduction to internet
- 1/30 Introduccion a correo a electronico
Total participants: 40

Tuesday Morning Story Times: preschoolers enjoy singing, dancing, and books. There were 125 participants.

Tuesday Evening Spanish Story Times: preschoolers enjoy Spanish stories, Spanish songs, and crafts. There were 62 participants.

Boppy Times for Babies: parents and their babies get to play and bond together. There were 15 participants.

Sunday traffic counts for January:
- Sunday, January 3: 209
- Sunday, January 10: 218
- Sunday, January 17: 242
- Sunday, January 24: 240
- Sunday, January 31: 192

3. Literacy Report
Tutors trained: 0 Learner assessments: 0 Tutor matches: 3

Learners’ Achievement Corner
✔ Virginia T. passed her Citizenship exam.

English as a Second Language Conversation Circle group currently meets Tuesdays and Thursdays evenings. The group is currently utilizing the Life Skills series and continues to work on vocabulary phrases, expressions, and greetings. There were a total of 30 participants.

English as a Second Language - Arabic group meets Tuesday, Wednesday, and Thursday mornings. There were 124 participants.

The Library has partnered with the Police Department Thunderbolt Program staff. We currently have 3 students who are meeting with Tutors for assistance with their writing assignments.

4. Chamber Ambassador Report
- January 15, 2016, staff attended a ribbon cutting for JCR Tech support.
- January 27, 2016, staff attended a ribbon cutting for Jaff Mediterranean Grill.
- January 29, 2016, staff attended a ribbon cutting for Planet Fitness.

5. Update on Centennial Plaza Literacy Center
Staff has scheduled furniture installation to begin Monday, February 8 and the install is expected to take up to 3 days. After furniture installation has been completed the adult literacy office staff will begin to move into the space. Staff anticipates placing onto your next agenda a tour of the newly developed adult learning space.

6. Update on Peter M. Brown Living Trust
At this time staff does not have any new information to share.
7. **Attendance Report**

This item is to inform the appointed Commission that the City Council reviews attendance quarterly of the City Commissions and Committees. Staff has attached the City Council agenda item from their February 2 meeting for your information and review.

8. **Announcements**

- The Transaction and Use Tax Oversight Committee (TUTOC) will meet on Thursday, February 11 at 6pm at City Hall in the Coleman meeting room.
- Wednesday, March 2 – Dr. Seuss’s Birthday @ your City Library, flyer attached
- Mini Reading Incentive Program – Bee a Reader starts March 1, flyer attached
- Annual Pictures with the Easter Bunny, flyer attached
- Kids Need to Read (KNTR) a non-profit organization contacted us in January and has selected our City Library to receive a donation of books. The representatives from KNTR will present information to the parents and children at the English and Bilingual Story times on the new children’s books that were donated to us and how they can participate to grow the library’s book collection. Their visit is schedule for Tuesday, March 15.
- Save the Date – Saturday, April 30-The California Public Library Advocates (CPLA) will offer a workshop on Library Foundations, Bond Measures 101, Fundraising, and/or some other respective advocacy initiative. This opportunity will be closer to home via a pending Fresno County Library location. Staff will share more information when available.

**CITY COUNCIL**

✓ City Council will have a place on their Tuesday, February 16, agenda for the Library & Literacy Commission to report. Commission Chair Bailey has volunteered to deliver the report.
SCHEDULED MATTERS

1. **Advocacy Toolkit**

   The Commission agreed at their January meeting to utilize the Public Library Association (PLA) advocacy toolkit for success: *Libraries Prosper with Passion, Purpose, and Persuasion!* Staff has prepared toolkit binders for dissemination to the Commissioners. Staff will bring the remaining binders to your scheduled meeting.

   Staff would like to suggest that the Commission spend time reviewing the contents of the binder and to develop a work plan to move through the toolkit.

2. **Library Division Branding**

   Staff provided a small assignment to review the current Mission and Vision Statement of the Library, as well as the five library service roles; staff has provided an attachment with this information. Please refer to the attachment to begin discussion on proposed revisions.

   Staff will provide a presentation at your meeting to begin working through the branding process. This initial step will give the Commission an opportunity to build knowledge of the branding process and help clarify the message to our stakeholders as to why branding the City Library is important; therefore, strengthening your library advocate position.

3. **2016 Commission Goals and Objectives**

   This item has been placed on the agenda to continue discussion and review the revisions from the last meeting. Please refer to the chart on page 5. Staff has added a goal and objective worksheet for the Commission to utilize for organization of the collective process (see attachment).

   Staff would like to recommend that the chart timeline reflect a breakdown of some of the lengthier subjects, such as the Strategic Planning (advocacy toolkit) and Branding topics that will take a good portion of your 2016 meeting calendar.

4. **Commission Advocacy Opportunities**

   Upcoming meetings:
   - P&L Commission – March 3 – Council Chambers @ 5:30 pm.
   - City Council – March 15 @ 6:30 pm.
   - Friends of the Library – March 9 – Library Local History Room @ 4 pm.
   - Youth Commission – March 14 – Council Chambers @ 4pm.

VII. **COMMENTS FROM COMMISSIONERS** – comments on any items or issues not on the agenda

VIII. **SCHEDULE ITEMS FOR FUTURE MEETINGS**

IX. **ADJOURNMENT** – Adjourn the meeting