

BOARD OF LIBRARY TRUSTEES MINUTES
REGULAR BOARD OF LIBRARY TRUSTEES MEETING



NOVEMBER 21, 2024, 6:00 PM
ROBERT & ELAYNE STEIN MEETING ROOM
MAIN LIBRARY

1. ROLL CALL

Trustees Present: Trustee Baltazar-Sabbah, Trustee Brown, Trustee Hayashibara, and Trustee Vega

Trustees Absent: Trustee Landmann and Trustee Milich

Staff Present: Library Director Martinez and Administrative Analyst Martinez

MOTION: Excuse Trustee Landmann and Trustee Milich absence

Moved by: Trustee Brown

Seconded by: Trustee Baltazar-Sabbah

AYES (4): Trustee Brown, Trustee Hayashibara, Trustee Landmann and Trustee Milich

ABSENT (2): Trustee Landmann and Trustee Milich

Carried (4-0)

2. CONSENT AGENDA

2.a MOTION APPROVING MINUTES OF SEPTEMBER 19, 2024

MOTION: Approve September 19, 2024, minutes

Moved by: Trustee Brown

Seconded by: Trustee Baltazar-Sabbah

AYES (4): Trustee Baltazar-Sabbah, Trustee Brown, Trustee Hayashibara and Trustee Vega

ABSENT (2): Trustee Landmann and Trustee Milich

Carried (4-0)

3. ITEMS REMOVED FROM CONSENT AGENDA – No items were removed.

4. PRESENTATION & ORAL COMMUNICATIONS

4.a ORAL COMMUNICATIONS FROM THE PUBLIC & TRUSTEES

Trustee Baltazar-Sabbah expressed gratitude to the Library Director and staff for inviting her to speak in March on the Anniversary of the Watsonville Cannery. She shared that her mother was an active striker and that she would be reflecting on how this event impacted her as a child and her trajectory on the social justice system.

Trustee Brown also expressed appreciation for the agenda packet provided. As a teacher, he shared his concern that more students are not accessing the library to read. Trustee Brown also discussed field trip logistics making it difficult to schedule trips. The Library Director explained that, as part of the strategic plan and supported by Measure R funding, there are ongoing efforts to have a librarian visit schools using the BiblioVan. She also suggested that teachers request a Zoom class visit. The library is happy to provide these services, aiming to bring library resources directly to students at their schools. This initiative aligns with the goal of increasing access to library materials and encouraging more student engagement. Trustee Brown emphasized his preference for students to visit the library in person rather than Zoom sessions, although there could be some flexibility with a Zoom session if needed. Trustee Brown proposed exploring options with Metro Bus to help transport students to the library. There was also discussion about using YouTube for presentations to improve accessibility. The Library Director highlighted that creating YouTube recordings for accessibility requires significant staff time for tasks such as adding alt text and captioning. These steps are essential to ensure that the content meets accessibility standards, making it inclusive for all viewers. The importance of making the process user-friendly for teachers to bring students into the library was highlighted. The Library Director will schedule a meeting with the Superintendent to discuss ideas on how best to connect schools to library resources.

Trustee Hayashibara shared that Ms. Placencia looks up to Director Alicia Martinez as a role model, indicating positive influence and support within the library system.

4.b ORAL COMMUNICATIONS FROM THE LIBRARY DIRECTOR

a) STAFF DAY

Our staff day centered around emergency preparedness; staff participated in hands-on training, practicing how to use fire extinguishers to put out fires and active shooter training. The Watsonville Police Department provided training on how to respond to active shooter situations, helping staff prepare for such emergencies. The next staff day will take place in February, with a focus on evacuating the building during emergencies. A variety of scenarios will be used to help staff practice and refine their response protocols.

Our new Senior Library Assistant Annie Finch has been tasked to explore alternatives to provide library resources to our homebound patrons (LibraryLink). We are currently utilizing the BiblioVan to deliver materials and recruiting volunteers to work with homebound patrons for a more tailored experience.

The Library Director, along with three other library directors, were invited to speak about their leadership journeys in the library profession. They shared their experiences and insights with a cohort of 25 individuals (CALL – California Libraries Learn) who are currently working towards their master's degrees. The participants had the opportunity to ask questions that would help them succeed in their own careers, gaining valuable advice from experienced leaders in the field. This session provided an opportunity for the cohort to learn from the directors' trajectories and leadership strategies, helping them navigate their future roles in the profession.

b) BUDGET QUARTER 1

The Library Board briefly reviewed the budget expenditures. The Library Director announced that the AV system in the library meeting room will be updated. A brief discussion followed regarding sales tax increases, staff salaries and positions, other budget line items.

c) STATS QUARTER 1

The Library Board briefly reviewed the library statistics. The Library Director explained that they have recently started tracking statistics related to the mandated bill SB 321 (student success cards), to monitor the effectiveness of the program and provide data on how students are utilizing the library resources and services.

d) FACILITIES

The one-stop service desk has arrived, we are waiting for the Facilities Supervisor to build a platform to hide all electrical wiring and prevent tripping hazards.

Both library carpets will be cleaned during the Thanksgiving closure. The library will be closed to the public from Monday, December 23, 2024 to Wednesday, January 1, 2025. During this period, staff members can choose to come in and work on projects. Plans are in place to carry out other maintenance upgrades during the closure.

e) TEEN ACTION COUNCIL (TAC)

On October 22, 2024, the Teen Action Council members were presented to the City Council, highlighting their efforts in engaging youth in the community. They hosted Leadership Friendsgiving on November 15, bringing together various youth groups. The event allowed participants to share a meal, connect and build relationships. TAC members participated in the first Youth

Round Table, where they collaborated on envisioning a new youth-centered courtyard at 15 Madison Street in Watsonville. This space will serve as a hub for youth activities and foster collaboration with nonprofit organizations such as Luna y Sol, MENtors. Daniela Hernandez, TAC's youth representative, is actively involved in the Climate Action Committee. She is gathering input from community members to help shape the 2030 Climate Action Plan for the City of Watsonville. Additionally, Daniela is a participant in the PVUSD student advisory group, which focuses on the concerns of a dozen youth from PVUSD high schools. This advisory group was created by the new superintendent this year.

f) **POET LAUREATE**

A Proclamation was presented to Bob Gomez at the November 12 City Council Meeting. Bob gave a heartfelt and inspiring speech, warmly welcoming Dr. Victoria Bañales to her new role. Victoria, already full of ideas, is enthusiastically planning for the upcoming year. We are excited to have her as the new Watsonville Poet Laureate for the next two years and look forward to the creative contributions she will bring to our community.

g) **OTR - LITERACY PROGRAM**

The Opportunity to Read program has formalized a partnership with the UCSC Psychology Field Study Program. Starting this semester, students will serve as tutors and mentors for our literacy program as part of their academic requirements. In addition, we have reached out to Cabrillo College to recruit both tutors and learners. We are excited to provide students with the opportunity to experience working in a library literacy program.

This year marks the 40th anniversary of the California State Library's Adult Literacy Program. The Watsonville Opportunity to Read program has been a part of this important initiative since 2003. In celebration of the anniversary, we are highlighting one of our dedicated employees, Esperanza Gutierrez, who has been doing an exceptional job in the program. To commemorate this milestone, the city's communication team will create a video for the "Watsonville at Work" series, which will be shared on social media.

4.c COMMENT FORMS

The Library Director received a comment form requesting an increase in computer usage time. Staff will review the statistics to ensure that computer time is distributed equitably among all patrons, as we aim to prevent any monopolization of access. She explained that the total computer time an individual can use the computer is 3 hours. A report and recommendations will be provided once the review is complete.

5. UNFINISHED BUSINESS

5.a LIBRARY STRATEGIC PLAN

a) PROJECT UPDATES

As previously mentioned, the library is focusing on expanding our outreach efforts and encourages teachers to reach out and schedule class visits. The BiblioVan is currently visiting schools to provide library cards, checkout of library materials and students are able to return items. We will not be visiting schools during the winter break, but we will continue visiting adult sites and resume our regular routes at the beginning of the new year.

We will continue to open on the third Saturday of each month and offer family programming on those days to encourage patrons to visit. Additionally, the Friends of the Library will host book sales on these Saturdays.

b) MARKETING EFFORTS

We are exploring additional ways to better market our services, such as posting flyers at laundromats, churches, car washes, and other places frequently visited by community members. We also aim to reach individuals who are not active on social media, possibly through platforms like WhatsApp. As part of this effort, we are considering purchasing a business license to facilitate these outreach initiatives. We are also in the process of updating our website to include information about the BiblioVan routes and provide details on how to request a BiblioVan visit.

5.b MEASURE R

a) PROJECT UPDATES

The plans for the rooftop project is progressing well. The Library Director met with the Measure R Committee on November 6th, and they approved the budget, operations, and expenditures completed so far. They are very excited about the project. We continue to meet with KPA Architects on a bi-weekly basis. They are currently working on the completing constructions documents with the engineers. We hope to have the construction documents ready for the City's permit review process in January for approval, RFQ (Request for Quotes) with the goal of breaking ground in the summer of 2025.

b) OUTREACH EFFORTS

We are continuing to purchase materials for our outreach efforts and utilizing funding hourly staff wages. When our permanent staff is out at outreach efforts, our hourly employees cover the service desks.

A significant portion of our budget will be allocated to paying for performers, as we aim to provide ongoing programming and a robust Summer Reading Program. Additionally, we hope to purchase specialized equipment to enhance our programming efforts.

We are collaborating with the Community Specialist at local elementary schools, focusing on ensuring that third-grade students receive library cards.

We are sending out the updated application along with a parental consent form, where parents can either authorize their child to receive a library card or opt out. We recently learned that we are one of the few libraries in the tri-county area that has already started this state mandated initiative.

As part of the mandate under Senate Bill Ashby 321, which requires libraries to issue library cards to students up to third grade, we are also required to gather data metrics. We have noticed that younger students are still unfamiliar with the concept of a library card.

6. REPORTS

6.a FRIENDS OF THE LIBRARY

The Friends meet every third Wednesday of the month. While they have a core group of board members, they are looking to recruit more members. They will hold their Annual Friends meeting in February where they will honor Bob Gomez former Watsonville Poet Laureate.

They are also planning the commemoration of the Watsonville Cannery Strike anniversary event on Saturday, March 15, which will be hosted in the City Civic community room.

For Watsonville Reads 2025, the selected book is *Somewhere we are Human* by Reyna Grande, which explores diverse voices on migration, survival, and new beginnings. We are hopeful that she will host a book signing event at the library. Additionally, we will offer book club kits in both English and Spanish, along with book discussions, food, and art programming centered around this theme.

6.b FEATURED PROGRAMS AND SERVICES

a) CALENDAR OF EVENTS

Pedro Martin, the author of the graphic novel *MexiKid*, which tells the story of his adventures picking up his grandparents in Mexico and bringing them to the United States, will be visiting EA Hall, Rolling Hills, Lakeview, and Pajaro Middle Schools. We will be offering book giveaways and raffles during these events.

Events:

- Holiday Train Night: Tuesday, December 17, 6:00pm
 - Train themed film, with a craft
 - Learn about the 5-year span when the City of Watsonville controlled the railroad systems.
- Palabra Campesina: Saturday, December 14, 4:00 – 7:00pm
 - Featuring a live storyteller, photo gallery, and dinner.
- Virtual Author Talks

Please remember to visit the library's website, sign up for the library's newsletter and mobile app; and social media outlets to learn more about the library's resources and programs.

7. ADJOURNMENT

The meeting adjourned at 7:05 pm

Trustee Jesus Vega, Chair

ATTEST:

Alicia Martinez, Library Director