



San Francisco Public Library

SAN FRANCISCO PUBLIC LIBRARY COMMISSION

Minutes of the Regular Meeting of November 5, 2015

(Approved at the Special Meeting of December 17, 2015)

The San Francisco Public Library Commission held a regular meeting on November 5 at the Koret Auditorium, Main Library.

The meeting was called to order at 4:37 pm.

Commissioners present: Dunning, Lee, Mall, and Ono,

Commissioners excused: Nguyen and Wardell-Ghirarduzzi

AGENDA ITEM NO. 1 GENERAL PUBLIC COMMENT

Richard Rothman said there needs to be a plan for the bathroom situation in the Main library. He said there are not enough bathrooms available for the public. He said he lives in the Richmond District and the librarians at the Richmond Branch allowed him to put on a photo show and he wanted to encourage and thank the library's staff for showing local artists.

Peter Warfield, Executive Director, Library Users Association, said the Sunshine Ordinance Task Force (SOTF) yesterday found in favor of the Library Users Association on the complaint against City Librarian, Luis Herrera, and Deputy City Librarian, Michael Lambert. He said the issue was the library's failure to provide a key document regarding BiblioCommons. He said the document was a webinar which was important to the privacy issue. He said the SOTF found that both the library and Mr. Hartz had behaved badly regarding Mr. Hartz' use of the "F" word.

Ray Hartz, Director, San Francisco Open Government, said he wanted to congratulate the Library Users Association on their win at the SOTF. He said it is yet another violation found against the library. He said he has won seven cases against the library. He said he had five cases at SOTF yesterday and he didn't win a one. But he will continue to fight the Library on trying to prevent and censor his public comment. He said his two main concerns are freedom of speech and access to public records.

AGENDA ITEM NO. 2016 LIBRARY COMMISSION MEETING CALENDAR

Sue Blackman, Library Commission Secretary, said the 2016 draft calendar continues with one meeting a month on the third Thursday with an additional meeting in February in order to discuss the budget.

Public Comment

Peter Warfield, Executive Director, Library Users Association, said when he started coming to the meetings the Commission met at 5:30, which gave a chance for people who are otherwise occupied during the day to have a reasonable chance to come to the whole meeting. He said that meeting at 4:30 reduces public participation. He said the Commission might want to consider televising its meetings. He said when he first started attending there were three meetings a month including committee meetings.

Ray Hartz, Director, San Francisco Open Government, said he agrees with Mr. Warfield that a 5:30 starting time would be much more amenable to the public. He said the Commission meets for its own benefit and not for the benefit of the public. He said he is making an Immediate Disclosure Request for the attendance record for this Commission for this entire year because he feels that a number of the Commissioners have violated the Mayor's Policy on Attendance. He said the Commission members are always required to be here.

Motion: By Commissioner Lee, seconded by Commissioner Dunning to approve the [2016 Commission calendar](#).

Action: AYES 4-0: (Dunning, Lee, Mall and Ono).

AGENDA ITEM NO. 3 LIBRARY COLLECTION DEVELOPMENT BUDGET TRENDS

Luis Herrera, City Librarian, said this report is in response to the Commissioners request for more information on both print and non-print materials.

Shellie Cocking, Collections and Cataloging Manager, gave a presentation on Library Materials and Budget trends. She described the allocation categories and the data sources for allocation decisions. She gave examples of recommended budgeting for branch circulating collections, fiction collection performance, and popular nonfiction areas in branches. She explained what's next for our print collections.

Laura Lent, Chief of Collections and Technical Services, went over trends and highlights in eCollections and explained what's next in eCollections. She showed graphs showing circulation trends and eBook circulation and

other eMedia circulation. She said some of the future budget considerations include a modest inflation in print prices. Explanatory document: [Library Materials Budget Trends](#) presentation.

Public Comment

Peter Warfield, Executive Director, Library Users Association, said that some of the trends are forced on the public by the materials that the library maintains. He said he is concerned that the Library quit carrying Library Literature as an electronic resource. He said there are some serious issues relating to privacy and the electronic media. He said there are issues about pricing and digitized quality.

Ray Hartz, Director, San Francisco Open Government, said that Mr. Warfield was asking some questions and the Sunshine Ordinance specifically says that you are entitled to respond to the public if you choose to. He said eBooks and eMedia is a double edged sword for a library because a person can now download the information he needs without going to the Library. He said his main reason for his coming to the Library now is to attend these meetings. He said the Board of Supervisors approved the Friends raising another \$480,000 for the Mix. He said the documents do not show exactly what that money is going for and the item was never brought before the Library Commission.

Commission Discussion

Commissioner Mall asked about the digitization of the Chronicle.

Laura Lent, Chief of Collections and Technical Services, responded that the Chronicle does not do its own digitization. Companies buy the rights to do the digitization and then they work to get a first customer from libraries and others. She said staff is working at the digitization of our own photo collections.

Luis Herrera, City Librarian, said we have an entire strategy on how we are going to approach the different formats and collections for digitization.

Commissioner Mall asked if there is a reason for the non-fiction decline in readers.

Shellie Cocking, Collections and Cataloging Manager, said there are many ways to get information on line. She said travel is one area that has not declined. She said students tend to use data bases more and they don't need to come into the library. She said music, videos and eComics are very popular.

Commissioner Dunning asked about how prices are set with publishers.

Laura Lent said the Library negotiates with the publishers. She said the more popular the item the higher the discount.

Commissioner Lee asked about the eCirculation and how it relates to circulation of books.

Shellie Cocking, Collections and Cataloging Manager said when it comes to turnover rates we treat physical books and eBooks the same. She said the print collection is much larger because it has existed for a longer time.

President Ono asked about the different languages in our collection.

Shellie Cocking, Collections and Cataloging Manager, said it is difficult to get vendors for eBooks in different languages for the rights in the United States. She said if there are more than three holds on a book we will purchase another book.

Luis Herrera, City Librarian, said we are lucky to be in a position to be able to order new books when we have the three holds.

AGENDA ITEM NO. 4 FYs 2017 & 2018 BUDGET PRIORITIES

Luis Herrera, City Librarian, said we are continuing to provide more details on the priorities for the upcoming budget.

Maureen Singleton, Chief Financial Officer, began the presentation on the FYs 2017 and 2018 budget priorities. She explained the budget calendar and gave a review of the budget background.

Luis Herrera, City Librarian, explained the strategic priorities of a Premier Urban Library and Literacy and Learning.

Michael Lambert, Deputy City Librarian explained the strategic priorities of Youth Engagement and Digital Strategy.

Maureen Singleton, Chief Financial Officer, explained the strategic priorities of Partnerships for Excellence and Organizational Excellence. She asked the Commission to share other priorities or specific priority areas they are interested in. She went over the Budget Calendar. Explanatory document: [FYs 2017 and 2018 Budget Priorities Presentation](#).

Public Comment

Peter Warfield, Executive Director, Library Users Association, said there is a lot of vague information on a whole range of issues. He said there is no system for monitoring losses to the collection and consideration for replacement. He said the hours need to be looked at and there should be longer hours at the Main. He said the library should also be fine free.

Ray Hartz, Director San Francisco Open Government, said when he first started coming to the Commission the budget process started in January and then it was a rush to get it adopted in February. He said he is glad the Commission is now being given time to look at the information and have time to have their questions answered. He said he wants to make

sure that the Commission realizes what a wonderful resource it has in Maureen Singleton. He said she is the most consistent and professional of all the staff he has worked with.

Commission Discussion

Commissioner Mall said she is very happy with the strategic priorities. She said it is amazing that we try to do as much as we do. She asked if there was a way to prioritize the six priorities.

Luis Herrera, City Librarian, said we welcome the Commission's feedback on the priorities, but within the six, the public service ones would be the ones that should be emphasized. He said we should always be evaluating our partnerships and whether we have the best model for the partnerships.

Commissioner Mall asked if we are going to revisit the issue of fines.

Luis Herrera, City Librarian, said the issue of fines is a complicated area and what we want to do eventually is reduce barriers and fines are a barrier. He said we have a staff team looking at recommendations for better approaches to limiting those barriers. He said down the road we would like to address the issue and looking at an accountability factor to make sure the materials are returned.

Commissioner Dunning said she wants to emphasize how important she thinks the IT staff capacity and technology training is in the budget. She asked if we do an analysis about buy vs. lease equipment.

Maureen Singleton, Chief Financial Officer, said we have not done anything specifically on buying vs. lease equipment but we have looked at it for things like vehicles.

Commissioner Dunning asked about the Mix and she said she would love to see data that supports expanded hours. She said she does think these are the correct priorities and she hopes that we have the capacity to carry it all off.

Commissioner Lee asked if the Citywide Literacy Initiative is only in English.

Luis Herrera, City Librarian, said he believes the Initiative is only in English but he said San Francisco Unified will be leading the initiative and we will be partnering with them on that.

Commissioner Lee asked about technology refreshment and about the percentage that is in the Cloud. He said he would encourage more use of the Cloud.

Michael Liang, Chief Information Officer, said approximately one quarter of the infrastructure is in the cloud. He said we have a robust

infrastructure but we have a lot of vendors supporting us. He said our Digital Strategy Solution is probably in the Cloud and we are working towards that.

Commissioner Lee asked about the website redesign.

Luis Herrera, City Librarian, said we want to make sure that content is more accessible and that it is more user friendly.

Michael Liang, Chief Information Officer, said that the coding on the website is very old so when the information is refreshed the code of the website is slowing it down.

Commissioner Mall said since we are trying to become, if we are not already, the best library in the country, if anything our website should be top of the line.

Commissioner Lee said he is less concerned about the income lost with no fines. He said he is more concerned with character and the social contract and would like to know how decreasing or eliminating fines correlates to excellence.

Luis Herrera, City Librarian, said he thinks it does relate to excellence and maintaining our collections.

Commissioner Lee said having a fine will help people to learn integrity and that there are consequences.

AGENDA ITEM NO. 5 CITY LIBRARIAN'S REPORT

Christy Estrovitz, Youth Services Manager, gave a presentation on the ConnectED Initiative. She said this is part of the White House Initiative Library Card Challenge. She said this is a partnership with SFUSD to provide every student with a library account. She also explained the 2015 Kindergarten Library Card Drive.

Yemila Alvarez, Community Engagement Manager, gave a presentation on the Pennies to Plans program. She said the goal of the program is to integrate San Francisco Public Library into the financial framework of the City, making it a central hub of financial education resources and activities.

Luis Herrera, City Librarian, gave a presentation on the FY 16 Performance Audits to be done by the Office of the Controller City Performance Unit. He gave the background on performance audits. He said the upcoming audit projects will be a Library Staffing Analysis and a Financial Reserves Analysis. He explained the staffing analysis in a little more detail.

Maureen Singleton, Chief Financial Officer, explained the financial reserves analysis.

Explanatory documents: [Library Card Challenge](#) presentation; [Pennies to Plans: Financial Literacy](#) presentation; FY 16 [Controller's Office Audits](#) presentation

Public Comment

Peter Warfield, Executive Director, Library Users Association, said he is concerned about the ConnectEd because it might be seen as coercive. He said he is concerned about partnerships in general with the library. He said he wants the library to be independent. He said financial advising is fine, but asked why there isn't a program to teach people about homeless resources. He said he is concerned about the staffing analysis and whether there will be a dumbing down of the library.

Ray Hartz, Director, San Francisco Open Government, said encouraging kindergarten students to get their library cards is really impressive. He said he is impressed that the packets sent out for the program are in different languages. He said all programs should factor in the non-English speaking patrons.

Wendy Rinaldi, Friends Board Member, said it is a big day when young children get their first library card and the Library Card Campaign is a great program. She said she is glad the Friends are involved in the Pennies to Plans program. She said she is very proud of the library staff, management and the Commission.

Commission Discussion

Commissioner Mall asked if the private schools are also involved in the Library Card Campaign or if it is just the public schools.

Christy Estrovitz, Youth Services Manager, said at this time we are working through our partnership with SFUSD. She said the packets are being sent to every kindergartner attending SFUSD schools.

Commissioner Mall said she thinks the Pennies for Plans program is a great program but she also agrees with Mr. Warfield's statement that we should have programs for the homeless. She said what is important about the Pennies for Plans program is that the City is so divided economically that this will be very helpful for the middle and lower income families. She said she would encourage the use of the word literacy in the title of the program.

Yemila Alvarez, Community Engagement Manager, said part of the requirements of the grant is that we don't work with any financial institutions.

Commissioner Dunning, asked about the languages provided for the program.

Yemila Alvarez, Community Engagement Manager, said the program has been provided in both English and Spanish. She said ideally we would like them to be offered in more languages.

Commissioner Dunning said it is a matter of equity that we offer programs in different languages. She said she will be curious to hear about the results of the focus groups. She asked what other projects were considered for the studies to be done by the Controller.

Maureen Singleton, Chief Financial Officer, said that outcome measures vs. output and the hours assessment were both considered.

Luis Herrera, City Librarian, said that the two issues identified were the priorities at this time.

Commissioner Dunning said regarding staffing analysis it says models of efficient staffing and she thinks that should be effective staffing not just efficient. She said she is very excited about the reserve analysis because it is something she has been asking about.

Commissioner Lee said the ConnectEd program is related to youth engagement and the financial literacy program is connected to literacy and learning and also partnership for excellence. He said the Controller's Audit on the financial reserve is connected to the strategy of having a premier urban library. He said he finds it very satisfying to find that the library is walking the talk.

President Ono thanked the staff for their reports.

AGENDA ITEM NO. 6 APPROVAL OF THE MINUTES SEPTEMBER 17, 2015

Public Comment

Ray Hartz, Director San Francisco Open Government, said he would like to call your attention to page 2 of this document and the block of print that is indented. He said that is a 150 word summary and he fought very hard and very long to have these summaries included in the minutes. He said he encourages all boards and commissions to be open to public comment and public attendance.

Peter Warfield, Executive Director, Library Users Association, said Mr. Hartz has done tremendous work and it has been way more work than it should have been because of the resistance of this Library Commission. He said there needs to be clarifications to his comments. He said on the first page he would like the Commission to add the words "earlier this month" after his comments "found in violation. He said it should be made clear that his statement "it showed a lack of understanding" should be the library showed a lack of understanding. He said his comments on item two the Controller's report needed to be clarified.

Motion: By Commissioner Dunning, seconded by Commissioner Mall, to approve the [Minutes of September 17, 2015](#).

Action: AYES 4-0: (Dunning, Lee, Mall, and Ono).

AGENDA ITEM NO. 7 APPROVAL OF THE MINUTES OCTOBER 8, 2015

Public Comment

Ray Hartz, Director San Francisco Open Government, said Mr. Warfield pointed out some things regarding his own public comment statements and the Commission basically ignored them. He asked why the Commission has public comment about the minutes if the Commission ignores what the public has to say, especially when it regards the public's own comments. He said it is a first amendment right to have comments of the public reported accurately.

Peter Warfield, Executive Director, Library Users Association, said he agrees with Mr. Hartz and he is not asking for major changes, he is asking for small changes. He said his comments on page 4 need clarification and his comments on page 6 needs clarification. He said his comments on page 7 should include his comments about his concern brought up by the labor union that the library is providing poor or poorer service for the public. He said his comments on page 8 also need to be clarified.

Motion: By Commissioner Lee, seconded by Commissioner Dunning, to approve the [Minutes of October 8, 2015](#).

Action: AYES 4-0: (Dunning, Lee, Mall, and Ono).

AGENDA ITEM NO. 8 ADJOURNMENT

Public Comment

Peter Warfield, Executive Director, Library Users Association, said that the Commission is shirking its responsibility to the public as Commissioners by not insisting on having an item on New Business for future agendas.

Motion: By Commissioner Mall, seconded by Commissioner Dunning, to adjourn the regular meeting of October 8, 2015.

Action: AYES 4-0: (Dunning, Lee, Nguyen and Ono)

The meeting adjourned at 7:09 pm.

Sue Blackman
Commission Secretary

Explanatory documents: Copies of listed explanatory documents are available as follows: (1) from the commission secretary/custodian of records, 6th floor, Main Library; (2) in the rear of Koret Auditorium immediately prior to, and during, the meeting; and (3), to the extent possible, on the Public Library's website <http://sfpl.org>. Additional materials not listed as explanatory documents on this agenda, if any, that are distributed to library commissioners prior to or during the meeting in connection with any agenda item will be available to the public for inspection and copying in accordance with Government Code Section 54954.1 and Sunshine Ordinance Sections 67.9, 67.28(b), and 67.28(d).