San Francisco Public Library

**SAN FRANCISCO PUBLIC LIBRARY COMMISSION**

**Minutes of the Regular Meeting of AUGUST 18, 2022**

The San Francisco Public Library Commission held a regular meeting on **AUGUST 18, 2022,** virtually and at the Koret Auditorium, Main Library pursuant Mayor Breed's 45th Supplement to her February 25, 2020 Proclamation of Local Emergency.

The regular meeting of the San Francisco Library Commission was called to order at **4:30 PM.**

Commissioners Present: Wolf, Huang, Mall, López, and Bolander.

**AGENDA ITEM NO. 1 GENERAL PUBLIC COMMENT**

Peter Warfield, Executive Director of Library Users Association, Libraryusers2004@yahoo.com said it is important when a person identifies themselves and that the YouTube posting of the last Commission has his name wrong.

**AGENDA ITEM NO. 2 DISCUSSION on LIBRARY COLLECTION TRENDS**

Shellie Cocking, Chief of Collections and Technical Services gave a presentation on the trends in the Library's physical and e-collections. Cocking said the staff looks closely at trends in the industry to be able to provide patrons with the collections they want. She said the e-resources budget has grown significantly over the past decade and the Library is able to support the new industry and the interest from patrons. Cocking talked about the book give away funds, which support the Library's goal of providing Starter Library Kits to our youth patrons to grow their love of literature and make them regular library users. She said circulation has grown over the past decade because publishers now have e-book copies of their books. Some of the trends in the physical book world are music circulation is down but vinyl is up 33%, Youth Fiction Circulation is back to 2019 levels and magazine publishing is shifting to more online. Cocking highlighted the collection diversity and equity goals, including training staff on how to ensure diverse collections and increased funding for books and AV in languages other than English.

Explanatory Documents: Library Collection Trends Presentation

Public Comment

Peter Warfield said he is not Michael Smith which is on last month's Library Commission recording on YouTube. He said he was sorry to say there is a lot that was actually said that wasn't in the printed version and that we've got a pandemic, libraries are open for fewer hours and evening hours have been cut. He said the Library has multiple electronic copies, more available than book versions. He said it is disturbing to see only electronic versions of important books he wants to read.

Commission Discussion

President Wolf thanked Shellie for the report and said it is important staff knows the trends to make sure the Library's constituencies have what they need.

Commissioner Mall said it is incredible the amount of detail you can get from circulation data.

Commissioner Mall asked Cocking to elaborate on why Adult Nonfiction Publishing has slowed down. Cocking responded that most books are printed in China so if there is a lockdown, they are not producing paper books and there are delays of up to 6-8 months, which is a global phenomenon across supply chains.

Commissioner Mall asked if the budget from the Tenderloin Family Day comes out of the Library budget or is that extra funding.

Michael Lambert said the funding comes from the Library's budget and it is a growing trend for the Library to give away books and personal home libraries.

Cocking said the book suitcase giveaway event is something her team is working on with non-profit agencies throughout the city and the CPP team is the one that makes the connections because they develop the partnerships and then her staff packs up the books and delivery services takes them. Cocking said the free book events are happening at every neighborhood library.

Commissioner Mall said the program needs more visibility and recognition because the city is not aware of the program.

Vice President Huang said he appreciates the RSA Team supporting with the data. Huang said the physical and digital media trends are clear in the data, the express demand for collections has roughly been the same from 2013 to 2022 and the percentage for e-circulation has risen from 5% in 2013 to 50% today. Huang said the collections budget has doubled over the last ten years, express demand for collections has stayed the same, and we are providing the same material across multiple platforms. Vice President Huang asked why costs are so much more for the same demand.

Cocking said physical collections have gone up in cost and the Library does a better job keeping them

refreshed, so even though they might not be going out more, the collection is in better condition. She said the Library started the Lucky Day Collection, which is an increased cost on the physical side, when it comes to eBooks the pricing can be much more expensive compared to physical.

City Librarian Lambert said over the past 10 years the Library has been more customer focused and even though physical circulation has been declining 3-5% per year we've continued to invest in the collections budget to meet demand. When a book is a best seller, Shelly has the budget to meet the demand. Lambert said the collections budget pays for many of the learning platforms and on-line databases.

Commissioner Bolander asked if the major drop-off in circulation is due to people not coming into the city to get books.

Cocking said people from Marin, East Bay and Peninsula aren't coming into the city and that is where the drop-off is coming from.

Commissioner Bolander asked if there was and insight or data on the 10-year circulation trend for the rest of the country.

Cocking replied said that our Library has a healthy budget so its circulation has done well but many other libraries can't afford to do the 3-1 holding ratio, many do 5-1 or 10-1 for eBooks, which creates long waiting times for eBooks and their circulation is not growing near what San Francisco's is. She said for every three holds requested the Library buys one copy of the book. Cocking said eBook pricing is inconsistent across publishers.

Commissioner Lopez asked who chooses the content for the book kits, how are they selected and if there is any post evaluation on the book kits or giveaways.

Cocking said she has a lot of people on her team with experience in children's collections and know what books are produced at a mass-level. Currently the program is focused on ages 0-3 and every year the plan is to add a new age group. She said they rely on feedback from participants and not a formal evaluation for the program.

City Librarian Lambert said the Library is fortunate to have a Research Strategy Analytics unit, which helps develop outcome measures. He said every year the Library, in partnership with SFUSD, uploads the student directory into the patron database ensuring every student has a library card, that program is the Scholar Card Initiative.

Commissioner Mall asked if people who live outside San Francisco can obtain SF Library cards.

Lambert responded that is required that all members and residents of California can get a library card if they come into one of our buildings.

President Wolf asked for a future meeting to hear about other elements of circulation trends, non-circulation trends and how the San Francisco Library trends relate to other parts of the country.

**AGENDA ITEM NO. 3 CITY LIBRARIAN'S REPORT**

Chief Financial Officer Mike Fernandez gave an FY 23-24 Budget Overview. Fernandez said since the last update to the Commission the budget has increased to $18m million for FY23 and $186.9 million for FY24. He said a few highlights are $1.1 million in investments to improve inclusivity, about $1 million dollars to improve digital access, debt relief for patrons and the transfer of a social worker to work directly for the Library. He highlighted the major capital branch renovation program, LIFT, is how the Library participates in the local economic stimulus effort and the bids for the Mission project are due later this month while Chinatown renovation project in schematic design and Oceanview Branch is in the planning phase. Fernandez said there was a significant increase in the Friends Annual Grant Award for FY23 from the last cycle and continues to be structured with a mix of unrestricted support and donor designated accounts.

Kate Patterson, Director of Communications introduced the Digital Ad Campaign for Work It and Tech Time. She said during the pandemic the programs available at the Main Library Small Business Center grew significantly in popularity and the Library recognized an opportunity to reach new people through a digital advertising funded by the Friends of the San Francisco Library. Patterson introduced Michelle Jester, Strategic Performance Manager with 46 Mile, which ran the campaign. Jester gave a detailed outline of the campaign objectives, key metrics, people who were reached, where the ads were seen and a channel summary and breakdown. Jester shared insights of the campaign and its success in getting the word out to raise awareness and let people know about Tech Time and Work It.

Anissa Malady, Adult Engagement Coordinator highlighted some of the programming happening for VIVA! Latinx Heritage. Malady said team is exploring new ways for diverse program to exist beyond the heritage month and happen through the year and outlined the artists, book lists, book clubs and programs for VIVA!

Public Comment

Maria Ciepiela, Executive Director Friends of the San Francisco Library said the Friends made the investment for a digital marketing campaign because libraries are struggling with how to find the non-user and they wanted to find the highest need non-users who require more help and bring another tool to the Library. Ciepiela said The Friends considered what is it they uniquely can bring as a community and it was this amplified microphone.

Peter Warfield said the chart he referenced, the funding for electronic materials has gone from more

than $2 Million to more than $10 Million and the budget increase for books has gone from $8 Million to $10 Million and what you provide and what you offer in many cases will perform and determine performance. He said they didn't measure browsing time and they need an 800 number for publicity to the public.

Explanatory Documents: FY23-24 Budget Update Presentation; Economic Recovery Advertising Campaign Report Presentation; and VIVA! Latinx Hispanic Month Presentation

Commission Discussion

President Wolf thanked the presenters for the information and updates and thanked the Friends for their support of the marketing campaign.

Commissioner Bolander asked if there was budget inflation adjustment for staff.

Maureen Singleton, Chief Operating Officer said the MOUs for staff included a 5.25% adjustment for year one, which is not reflected in the table but is part of the overarching total budget, which came out of negotiations with the Unions and went into effect in July.

**AGENDA ITEM NO. 4 APPROVAL OF MINUTES – JULY 21, 2022**

Public Comment

Peter Warfield said he wished Library Administration would stick around for public comment and the minutes consistently left out him identifying himself and ways to get in touch. He said his purpose was to comment on budget priorities and how you measure and evaluate performances. He said two items of public comment were different from what he said.

Commission Discussion

**Motion:** By Commissioner **MALL,** seconded by Commissioner **LOPEZ** to approve the July 21, 2022, Commission Minutes

**Action:** AYES 5-0 (Wolf, Huang, Mall, López, and Bolander)

**AGENDA ITEM NO. 5 ADJOURNMENT OF THE AUGUST 18, 2022**

Public Comment

Peter Warfield said you should not adjourn until you say what the future agenda items you would like to see, if any on a future Library Agenda as many other bodies still do.

Commission Discussion

**Motion:** By Commissioner **MALL,** seconded by Vice President **HUANG** to approve the July 21, 2022, Commission Minutes

**Action:** AYES 5-0 (Wolf, Huang, Mall, López, and Bolander)

The meeting adjourned at 6:45 PM
Margot Shaub - Commission Affairs Analyst

Explanatory documents: Copies of listed explanatory documents are available as follows: (1) from the Commission Liaison Affairs Analyst/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 Commission webpage: sfpl.org/library-commission/public-notices/agendas. 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).