CALL TO ORDER; ROLL CALL

The Library Commission of the County of Napa met on Thursday March 7, 2019 at the Napa Library. Chair Patti Krueger called the meeting to order at 5:07 p.m. with the following commissioners present: Scott Owens, Jr., Richard Pastcan M.D., Halley Lauer, and Davina Rubin arrived at 5:31 p.m.

Excused Absence: Pastor José Díaz, Sarita Lopez

Absent: Vanessa Chen

ADOPTION OF THE AGENDA ORDER:

Motion moved by Commissioner Krueger to accept the agenda order as presented. Motion passed 4-0, with Scott Owens, Jr., Richard Pastcan M.D., and Halley Lauer voting yes.

APPROVAL OF THE MINUTES:

1. November 8, 2018 (Members Jean DeLuca, Scott Owens, Jr., Richard Pastcan M.D., Sarita Lopez, Halley Lauer and Vanessa Chen were present.)

2. January 10, 2019 (Members Patricia Krueger, Davina Rubin, Richard Pastcan M.D., Sarita Lopez, Halley Lauer, and Pastor José Díaz were present.)

Due to the lack of quorum, the minutes for the November 8, 2018 and January 10, 2019 meeting will continue to the next meeting.

PUBLIC COMMENT:

One (1) person spoke during public comment

OLD BUSINESS:

None.

NEW BUSINESS:

a. Elect a Library Commission Chair and Vice Chair

Commissioner Krueger motioned to appoint Halley Lauer as the next Commission Chair, Commissioner Owens seconded the motion. Motion passed 4-0.

Commissioner Krueger motioned to delay the Vice Chair vote, Commissioner Owens seconded the motion. Motion passed 4-0.

b. Update on the Marketing Plan, Presentation by Breanna Feliciano, Information Services Supervisor and Nicole Shields, Branch Services Supervisor
Ms. Breanna Feliciano gave a PowerPoint presentation on the forms of marketing used by the Napa Library. With strong consideration to the budget and each department’s needs, the Library markets its free programs and services to the community in various formats such as: Bilingual newsletters, monthly & special emails, fliers and post cards, free annual color coded calendars and bulletin boards both in the library as well as outside on local bulletin boards. The Napa Library has continued to provide eye-catching promotional displays that both engage and excite patrons for upcoming events and services. Social media platforms such as Twitter, Facebook and Nextdoor have been excellent resources. One of the most engaging methods of marketing is community outreach; staff visit many local events and agencies such as Napa Farmers Market, Headstart, Doctors’ offices, and retirement communities. The value in sharing an experience and personally inviting someone to the Napa Library makes a large impact and increases the likelihood that an individual will visit. Napa Library pays for advertisement costs in supplies and printed content; you can spot a library ad in your local Napa Register or occasionally in a post card mailer.

Ms. Nicole Shields presented a summary on the Marketing and Communications Plan draft. The Napa County Library is flexible in providing free library services with no residency requirements, this increases community growth and remote usage. Library users value the services provided, patrons are long term and lifelong users. There is a growing demand for study/meeting space at all four locations, including a demand for increase of library hours. The key goals and objectives are to:

- Promote the library’s fundamental messages throughout the community: Free to use, safe, community-oriented, inclusive.
- Expand community engagement and support for all system libraries and programs, including online services.
- Optimize community marketing and communication tools and resources in relation to above goals.
- Cultivate excitement for and pride in the library’s success among staff and stakeholders e.g. county employees, volunteers, etc.
- Strengthen internal communications, collaboration, problem-solving and success-sharing.

PUBLIC COMMENT: Two (2) people spoke during public comment

c. Select one new jury member for Art in the Library selection committee

Commissioner Krueger briefly explained the commitment needed from an appointee, as well as the blind voting process.

Commissioner Rubin motioned to appoint Halley Lauer as the new Art in the Library jury member, Commissioner Owens seconded. Motion passed 5-0.

d. Library Hours & Section 29

Commissioner Krueger motioned to accept Section 29 update with the director’s discretion to make any necessary changes regarding new hours of operation and with permission to make any non-
substantive changes to present to the Board of Supervisors. Commissioner Owens seconded the motion, motion passed 5-0.

PUBLIC COMMENT: One (1) person spoke during public comment

e. Door Count Analysis

The door count analysis project has been implemented in an effort to capture the amount of persons that visit the library. Tracking accurately has been an ongoing struggle due to inaccuracy. There have been three methods used thus far- manually counting, pulling tickets, and an electronic door scanner. All three systems have proven to provide skewed numbers, though the effort continues.

LIBRARY DIRECTOR’S COMMENTS AND ANNOUNCEMENTS:

The Library has received a few grants:

Mental Health Grant: Working together with Chamberlain High School, the objective is to train staff to better understand people with mental health issues. As well as an introduction to healthy activities such as; healthy life, wallet, mind, bodies, and much more at the library.

H2O Warriors: Supporting healthy discussions on river clean up, healthy water and its effects on the community.

Recently library staff participated in de-escalation training, to prepare staff for high stress situations.

LEGISLATION:

The library Director commented that the best way to help, is to take the time to write personal letters on the federal level, asking to support funding for the Institute of Museum and Library Services.

COMMISSIONER COMMENTS:

Commissioner Krueger commented that she loved the recent Mardi Gras event, she is pleased with all the work the American Canyon branch is doing.

Commissioner Owens commented that the Dr. Seuss event was a great success, he enjoyed the turnout as he read to kindergarten through fourth grade students. He commended the Director on her ability to equally distribute library hours to all four branches in her draft implementation.

Commissioner Rubin commented that she was excited to see the children enjoy the book she read at the Dr. Seuss event.

Commissioner Lauer commented that she was very pleased to have seen Dr. Seuss ads, and promotions in at least eight different locations.

AGENDA BUILDING:

- Section 29
- Presentation on the process that creates the program; Art in the Library
SET DATE, TIME, AND PLACE OF NEXT MEETING:

The next Library Commission Meeting is Thursday May 2, 2019, at the American Canyon Library at 5:00 p.m.

ADJOURN:

Meeting adjourned at 6:56 p.m.

Betty Figueroa
Senior Office Assistant