



# BERKELEY PUBLIC LIBRARY BOARD OF LIBRARY TRUSTEES

REGULAR MEETING  
March 19, 2014

AGENDA  
6:00 PM

SOUTH BRANCH  
1901 RUSSELL STREET

The Board of Library Trustees may act on any item on this agenda.

## I. PRELIMINARY MATTERS

- A. Call to Order
- B. Public Comments \*
- C. Report from library employees and unions, discussion of staff issues  
Comments / responses to reports and issues addressed in packet.
- D. Report from Board of Library Trustees

## II. PRESENTATION CALENDAR

- A. Library Budget FY14/15 Workshop
  - i. Budget Workshop
  - ii. Public Comment (on this item only)  
(Proposed 10 minute time limit, with speakers allowed 2 minutes each)
  - iii. Board Discussion

## III. CONSENT CALENDAR

*The Board will consider removal and addition of items to the Consent Calendar prior to voting on the Consent Calendar. All items remaining on the Consent Calendar will be approved in one motion.*

- A. [Approve minutes of February 12, 2014 Regular Meeting](#)  
Recommendation: Approve the minutes of the February 12, 2014 regular meeting of the Board of Library Trustees.
- B. [Approve Measure FF Public Art Report to Council](#)  
Recommendation: Adopt a resolution directing the Director of Library Services to prepare and submit an informational report on the Measure FF Branch Library Improvement Program's civic art component.
- C. [Administrative Regulation: Non-Commercial Photography And Filming In The Library](#)  
Recommendation: Adopt a resolution adopting the Administrative Regulation revising Berkeley Public Library policy regarding non-commercial photography and filming, and the parameters under which it may take place in Library facilities.
- D. [Bequest: Estate and Trust of Mary Jo Pace](#)  
Recommendation: Adopt a resolution recommending City Council accept a donation to the library from the Estate and Trust of Mary Jo Pace in the sum of \$686,250.34.
- E. [Board Of Library Trustees' Officer Election](#)  
Recommendation: Adopt a resolution electing Trustee Abigail Franklin as Board Chairperson (President) for a one-year term effective immediately.

## IV. INFORMATION REPORTS

- A. [March 2014 Monthly Report from Library Director](#)
  - i. Library Development
  - ii. Professional Activities
  - iii. Programs, Services and Collections
  - iv. Personnel
  - v. Branch Bond Program Update

\* Public Comments - speakers allowed 3 minutes each

- B. Library events:** Calendar of events and press releases for various Library programs are posted at <http://www.berkeleypubliclibrary.org>

**V. AGENDA BUILDING**

The next meeting will be a Regular Meeting held at 6:00 PM on Wednesday, April 9, 2014 at the **South Branch Library, 1901 Russell Street, Berkeley.**

**VI. ADJOURNMENT**

\*\*\*\*\*

Written materials may be viewed in advance of the meeting at the Central Library Reference Desk (2090 Kittredge Street), or any of the branches, during regular library hours.



**Wheelchair accessible. To request a sign language interpreter, real-time captioning, materials in large print or Braille, or other accommodations for this event, please call (510) 981-6107 (voice) or (510) 548-1240 (TTY); at least three working days will help ensure availability.**

**Please refrain from wearing scented products to public programs.**

I hereby certify that the agenda for this regular meeting of the Board of Library Trustees of the City of Berkeley was posted in the display cases located at 2134 Martin Luther King, Jr. Way and in front of the Central Public Library at 2090 Kittredge Street, as well as on the Berkeley Public Library's website on March 12, 2014.

*//s//*  
 \_\_\_\_\_  
 Donna Corbeil, Director of Library Services  
 Serving as Secretary to the Board of Library Trustees

For further information, please call (510) 981-6195.

**COMMUNICATIONS**

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the secretary to the relevant board, commission or committee for further information.

**MINUTES**  
**BERKELEY PUBLIC LIBRARY**  
**BOARD OF LIBRARY TRUSTEES REGULAR MEETING**  
**Wednesday, February 12, 2014, 6:00 P.M.**

SOUTH BRANCH LIBRARY – 1901 RUSSELL STREET

Board of Library Trustees:

Acting Chair Julie Holcomb	Winston Burton
Abigail Franklin	Darryl Moore
	Jim Novosel

**I. PRELIMINARY MATTERS**

*A copy of the agenda packet and a digital recording of the meeting is accessible at [http://www.berkeleypubliclibrary.org/about\\_the\\_library/bolt/bolt.php](http://www.berkeleypubliclibrary.org/about_the_library/bolt/bolt.php)*

**A. Call to Order: 6:03 P.M.**

Present: Trustees Burton, Franklin, Holcomb Moore and Novosel.

Absent: None.

Also Present: Donna Corbeil, Director of Library Services; Suzanne Olawski, Deputy Director; Dennis Dang, Administrative and Fiscal Services Manager; Eve Franklin, Administrative Secretary.

**B. Public Comments:** None.

**C. Report from library employees and unions, discussion of staff issues:** None.

**D. Report from Board of Library Trustees:**

1. Trustee Moore – reported being in El Salvador to observe elections. Also visited some college libraries.
2. Trustee Burton – Asked which BOLT Members are on the 4x2 Committee. Director Corbeil responded Winston Burton and Jim Novosel attend 4x2 meetings. Reminders of meeting dates will be sent out.
3. Chair Franklin – spoke regarding the Authors Dinner. Highlight of the event was Director Corbeil and staff receiving the Pat Cody Award.
4. Vice Chair Holcomb - spoke regarding the Authors Dinner.
5. Trustee Novosel - spoke regarding the Authors Dinner.

**II. Presentations**

- A. **Fiscal Year 2015 Budget Development** – Dennis Dang provided a presentation (Attachment 1.) Board discussion.

**III. CONSENT CALENDAR**

Items A, B & F held for discussion.  
Action Item A moved to consent.

Action: M/S/C Trustee Moore / Trustee Novosel to adopt Resolution # R14-007 to adopt Consent Calendar minus items A, B & F.

Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None. Abstentions: None.

**A. Approve minutes of January 15, 2014 Regular Meeting**

Corrections made to page 1 header, Chair Abigail Franklin, Vice Chair Julie Holcomb.

From: Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the January 15, 2014 Regular Meeting with corrections.

Financial Implications: None.

Contact: Donna Corbeil, Director of Library Services

Action: Action: M/S/C Trustee Novosel / Trustee Moore to adopt Resolution # R14-008 approve the minutes of the January 15, 2014 Regular Meeting with corrections.

Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None. Abstentions: None.

**B. Library Facilities Naming Policy**

Board discussion.

From: Director of Library Services

Recommendation: Adopt a resolution adopting the revised Berkeley Public Library Facilities Naming Policy as revised, effective February 13, 2014.

Financial Implications: None.

Contact: Donna Corbeil, Director of Library Services

Action: Action: M/S/C Trustee Franklin / Trustee Novosel to adopt Resolution # R14-009 adopting the revised Berkeley Public Library Facilities Naming Policy as revised, effective February 13, 2014.

Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None. Abstentions: None.

**C. National Library Week Celebration**

From: Director of Library Services

Recommendation: Adopt a resolution authorizing the Director of Library Services to plan and execute a month long celebration in April 2014 and accept a gift of \$10,000 from the Friends of the Library to cover associated expenses.

Financial Implications: See report.

Contact: Donna Corbeil, Director of Library Services

Action: Adopted Resolution # R14-010.

**D. Apply For, And If Awarded, Accept And Appropriate Pacific Gas & Electric (PG&E) Customized Incentive Program, Savings By Design Grant For The West Branch Improvement Project In An Amount Not To Exceed \$13,420.**

From: Director of Library Services

Recommendation: Adopt a resolution authorizing the Director of Library Services to apply for, and if awarded, accept and appropriate to fiscal year 2014/15 PG&E Savings-By-Design Program grant award funds for the West Branch Improvement Project in an amount not to exceed \$13,420.

Financial Implications: see report.

Contact: Donna Corbeil, Director of Library Services

Action: Adopted Resolution # R14-011.

**E. Contract: City Mechanical**

From: Administrative Services Manager

Recommendation: Adopt a resolution authorizing the Director of Library Services to amend Contract No. 8874 with City Mechanical for the provision of HVAC maintenance and repair, and preventative maintenance (PM) services at all Library locations to a total not-to-exceed amount of \$150,000 and an ending term date of March 31, 2016.

Financial Implications: None.

Contact: Dennis Dang, Administrative Services Manager

Action: Adopted Resolution # R14-012.

**F. Library Community Meeting Room Use Policy and Guidelines**

Board discussion.

From: Director of Library Services

Recommendation: Adopt a resolution adopting the revised Berkeley Public Library Rules and Regulations for Use of Library Grounds, Buildings, and Equipment for Meetings and Other Events Policy as revised (attachment 2), effective February 13, 2014.

Financial Implications: None.

Contact: Donna Corbeil, Director of Library Services

Action: Action: M/S/C Trustee Burton / Trustee Franklin to adopt Resolution # R14-013 the revised Berkeley Public Library Rules and Regulations for Use of Library Grounds, Buildings, and Equipment for Meetings and Other Events Policy as revised, effective February 13, 2014.

Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None.

Abstentions: None.

**G. Contract: Noll & Tam Architects and Planners for Programmatic, Architectural and Design Services for Central Library Area Improvements**

Moved from Action calendar.

From: Deputy Director of Library Services

Recommendation: Adopt a resolution authorizing the Director of Library Services to enter into a contract and any amendments with Noll & Tam Architects and Planners to provide a full range of programmatic, architectural and design services for the Central Library Area Improvements (Project) in an amount not to exceed \$80,000 for the projected period from February 13, 2014 through June 30, 2015.

Financial Implications: See report.

Contact: Suzanne Olawski, Deputy Director of Library Services

Action: Action: M/S/C Trustee Burton / Trustee Franklin to adopt Resolution # R14-014 authorizing the Director of Library Services to enter into a contract and any amendments with Noll & Tam Architects and Planners to provide a full range of programmatic, architectural and design services for the Central Library Area Improvements (Project) in an amount not to exceed \$80,000 for the projected period from February 13, 2014 through June 30, 2015.

Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None.

Abstentions: None.

#### **IV. ACTION CALENDAR**

##### **A. Contract: Noll & Tam Architects and Planners for Programmatic, Architectural and Design Services for Central Library Area Improvements**

Moved to Consent Calendar.

#### **V. INFORMATION REPORTS**

##### **A. February 2014 Monthly Branch Improvement Report**

From: Director of Library Services

Contact: Donna Corbeil, Library Director

Action: Received.

##### **B. FY 2014 Mid-year Budget Review**

From: Administrative Services Manager

Contact: Dennis Dang, Administrative Services Manager

Action: Received.

##### **C. Library events**

From: Director of Library Services

Contact: Donna Corbeil, Library Director

Action: None.

#### **VI. AGENDA BUILDING**

The next meeting will be a Regular Meeting held at 6:00 PM on Wednesday, March 19, 2014 at the South Branch Library, 1901 Russell Street, Berkeley.

Future agenda items:

- Budget

#### **VII. ADJOURNMENT**

Adjourned at 7:25 P.M.

#### **COMMUNICATIONS:**

1. Jessica Phrogus – Request for more books.

**SUPPLEMENTAL COMMUNICATIONS AND REPORTS:**

1. Library FY 2015 Mid-biennial Budget Development
2. Berkeley Public Library Rules and Regulations for Use of Library Grounds, Buildings, and Equipment for Meetings and Other Events Policy

**BERKELEY PUBLIC LIBRARY  
POLICIES**

**SUBJECT: Library Facilities Naming Policy**

ORIGINAL DATE:	01/11/2012
BOLT Resolution #:	14-014
REVISED DATE:	02/12/2014
PAGE:	1

---

It has been the practice of the Board of Library Trustees for the Berkeley Public Library, and shall henceforth be the formal policy of the Board, to name libraries according to their geographic location in the City and/or to identify each branch facility with the neighborhood where it is located or the neighborhood it primarily serves. This policy enables patrons to easily ascertain the general location of a Library facility. While Berkeley's Central Library was originally known as "Main," our North, South, Claremont and West branch libraries have maintained their original names since the early part of the 20th century, although they have all changed locations at least once, and an "Ashby" branch was apparently merged into the South Berkeley Branch in 1927.

1. This policy includes the naming of rooms or other areas or features within branch libraries or within other library facilities.
2. It shall be the general policy of the Board not to name any library facility for any person, living or deceased. However, in the rare instance where there are reasons so compelling that adding the name of a person to the geographic name of a specific branch library, or to another library facility, may be appropriate, it shall be the policy of the Berkeley Public Library to not recommend the naming of any library facility for any living person, or for any person deceased less than five years. This restriction permits the Board of Library Trustees to evaluate the lifetime contributions and accomplishments of a proposed honoree, and protects from making decisions in reaction to transitory or emotional considerations.
3. The Board of Library Trustees shall recommend a change to the name of a specific branch library only where:
  - a. There must be a strong consensus among library users and, residents of the surrounding neighborhood, to change the name of the library facility in question;
  - b. The new name should avoid controversy and not carry the banner of a transitory cause, no matter how worthy, but rather, reflect the tradition and stability of the Library as an institution, and
  - c. It must be in the public interest to approve the proposed name.
  - d. A proposed honoree should reflect the spirit of the Berkeley Public Library's mission of free and equal access to information for all;
  - e. A proposed honoree is associated with a myriad of services and has dedicated a substantial amount of energy, time, resources, leadership and/or volunteer service to improve and benefit the Berkeley Public Library system or the library facility in question. The depth and breadth of the contributions must be obvious and compelling and must reflect a dedication and beneficence to the Berkeley Public Library system or the library facility in question over a great span of time.
4. Adding the name of a person to a library facility is reserved for the rare individual whose dedication and service to the Berkeley Public Library system or the library facility in question is extraordinary, unique and of the highest quality.



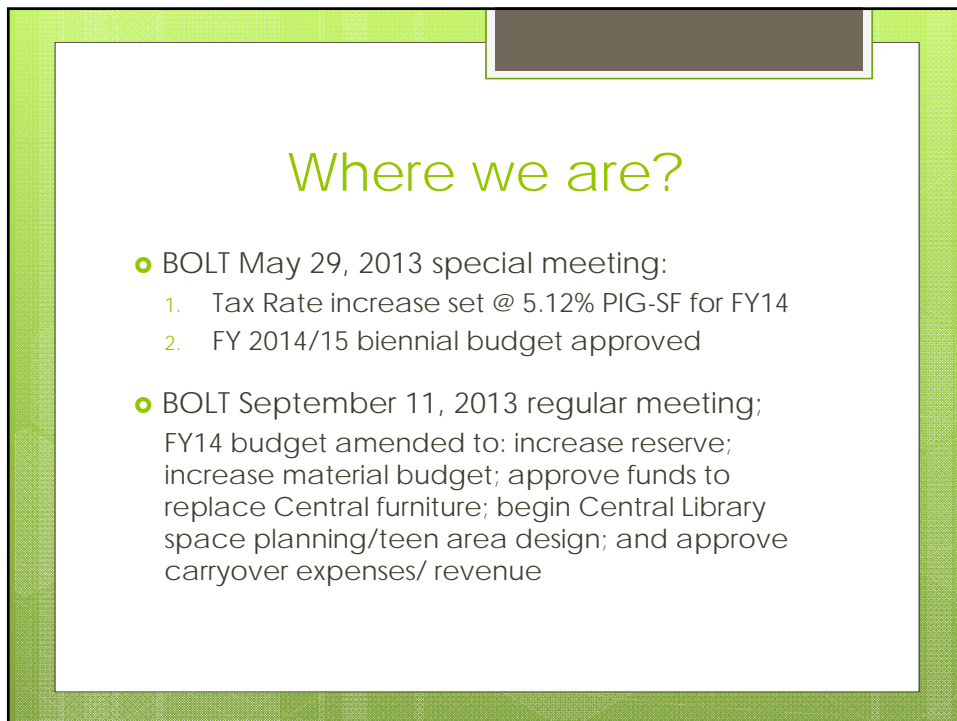
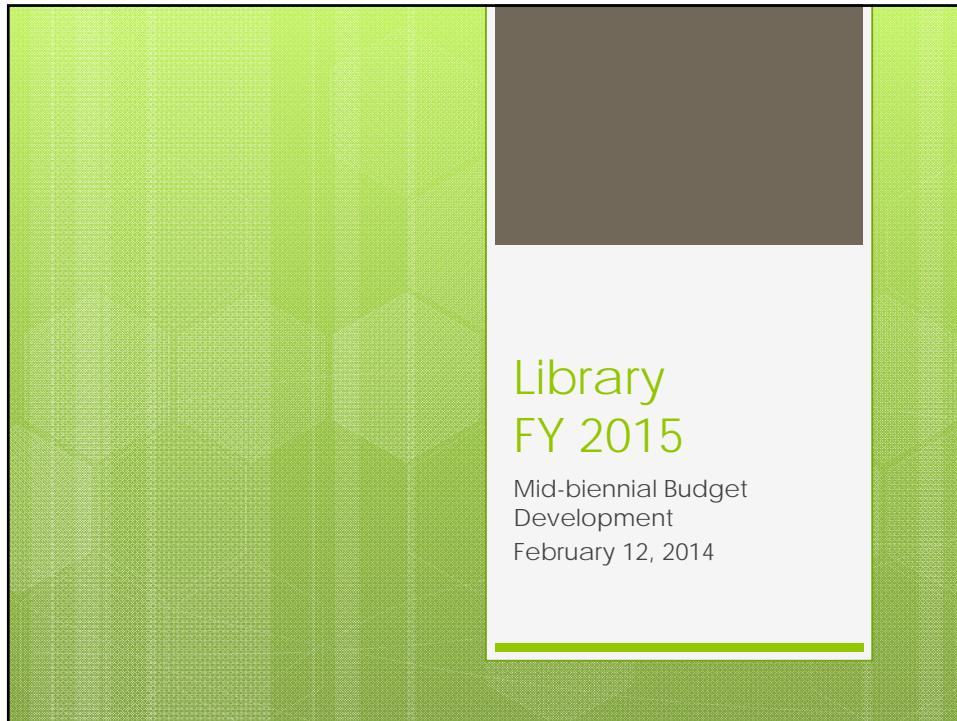
**PROCEDURES FOR EVALUATING PROPOSALS TO CHANGE THE NAME OF A LIBRARY FACILITY**

Procedures for naming or renaming a library facility or space therein is covered in, The Berkeley City Council Rules of Procedure and Order. The Board of Library Trustees is the designated ‘lead commission’: overseeing, evaluating, and ultimately advising the council on any naming or renaming application of a public facility, in this case library operated facilities. The city policy further states, the lead commission shall receive and coordinate comment and input from other commissions and the public as appropriate. The procedure for hearing requests is set by the City of Berkeley, City Council Policy. Following completion of the process, the Board shall forward to Council its recommendation for final consideration.

In Addition,

1. If the proposal involves the addition of the name of a person to the geographic name of a library, the proponents of the name addition will be asked to provide thorough and rigorous written research demonstrating that the proposed honoree meets the stringent criteria set forth in this Policy.
2. The Board Chair shall schedule one or more meetings in the branch library for which the name is proposed and/or elsewhere in the neighborhood served by such facility, to obtain direct testimony from members of the public living in the neighborhood of the facility.
3. After giving proponents of the name change and the public an opportunity to be heard, after obtaining direct neighborhood testimony (in the case of a branch library proposed name change), and upon proper notice, the Board of Library Trustees shall call for a vote on the issue of whether the proposal meets the criteria set forth in this Policy and whether it is in the public interest to change the name of a library facility. The affirmative vote by a majority of the members of the Board of Library Trustees shall be required to recommend the change of a name of a library facility. In all cases involving branch libraries, the geographic name of the facility shall precede any added honorific name.
4. The Board of Library Trustees shall, either at the time it votes to recommend a name change, or in a subsequent meeting, designate the method of display of the new name or addition, which may be by exterior building signage, interior plaque, or any other means appropriate to the specific site. The party who proposed a name change of a branch library or other library facility shall bear all costs associated with changing the name, including staff time and material expenses, unless the Board of Library Trustees finds it in the public interest to waive this requirement in whole or in part.

<b>Reviewed by:</b>		
	Director of Library Services	Date
<b>Approved by:</b>		
	Chair, Board of Library Trustees	Date



## Budget Priorities approved by BOLT December for FY14/15

- Identify & prioritize strategic **capital improvements**, including infrastructure & Central Library repairs & improvements
- Maintain **stability of operating budget & plan for future operational needs**, including establishing/maintaining a balanced budget
- Undertake a **strategic planning** process for period beginning Jan 2014
- Consider options/ strategies to **increase branch library hours** of service

## FY2015 Budget Development - considerations

- Fully fund FY14/15 initiatives and priorities
- Full resumption of branch services
- Close-out of Measure FF bond program
- New ideas /projects
- Timeline based on City guidelines for budget development/approval
- Library Work Plan (approved July 10, 2013)

**LIBRARY PROJECTS**  
**FY 2014 & 2015 (APPROVED BY BOLT 07/10/2013)**  
 REVISED 02/2014

	Project Title	Priority	Lead	Budget	Timeline
1.	Measure FF: Branch Library Improvement Program	CI	D. Corbell D. Dang	FY14	Bond close-out In process
1.	Library Strategic Plan (2014-2017)	CI	S. Olawski & Management Team	FY14	In process, complete by 06/14
	Expand Branch Service Hours	CI	S. Olawski S. Dentan	FY14	Completed - Monitor
1.	Facility Maintenance: Life-cycle Equipment Replacement Plan & Support	SP	D. Dang	FY14/15	Ongoing
	Voice Over IP Phone System Conversion	DP	A. Abramson	FY13	Completed
	Enhance Central Teen Room Space / Services	DP	S. Olawski M. McArdle	FY14/15	In progress
	Technical Services Workflow & Shelf Ready	DP	A. Abramson J. Shurson	FY14	Completed - Monitor
	AMH at Central Library	DP	J. Dickinson	FY14	Completed
	Communications Plan	DP	D. Corbell	FY14/15	In process

## New Ideas

- Technology:
  1. Upgrade AV/Media capacity @ Central
  2. Upgrade software (Sierra, Federated searching) and staff intranet
- Personnel:
  1. Assess service needs (outreach, expanded hours, teen services) and impact on workload / staffing levels
  2. Increase staff training and development opportunities

## New Ideas cont.

- Services:
  1. Complete Strategic Plan process and implement initiatives approved
  2. Support collections and new material types, online options
- Central Library Capital Improvements

## Budget Development Schedule

- February 12: FY14 Mid-year budget update & FY15 budget development presentation
- March 12: Budget Planning Update and Presentation
- April 9: Proposed Biennial Budget FY 2015 – Library Tax Fund
- May 14: Library tax rate set & Final FY 2015 Library budget – all Funds for approval
- June 24, 2014: Council adopts FY2015 consolidated city budget

## Next Steps

- Personnel: Reassess current staffing assignments
- Personnel: Re-evaluate and cost-out proposed changes
- Non-labor: Central Library infrastructure/furnishing upgrades; Integrated Library System enhancements; Electronic Materials expansion

	FY 2014 ADOPTED	FY 2014 REVISED	FY 2014 PROJECTED	FY 2015 ADOPTED	FY 2015 REVISED
<b>Beginning Fund Balance</b>	\$ 3,063,245	\$ 3,063,245	\$ 3,063,245	\$ 3,093,824	\$ 2,380,099
<b>Revenues</b>					
Library Services Tax	\$ 15,870,770	\$ 15,870,770	\$ 15,999,834	\$ 16,188,185	\$ 16,188,185
Fines/Fees	275,000	275,000	275,000	275,000	275,000
Misc. Revenue / Interest / Refunds	10,500	10,500	16,835	10,500	10,500
<b>TOTAL REVENUE</b>	\$ 16,156,270	\$ 16,156,270	\$ 16,291,669	\$ 16,473,685	\$ 16,473,685
<b>Expenditures</b>					
<b>Operations</b>					
Salaries, Wages, Benefits	\$ 12,729,231	\$ 12,729,231	\$ 12,543,098	\$ 12,854,469	\$ 12,854,469
Salaries, Wages, Benefits less: Labor Vacancy Savings	253,691	253,691	253,691	256,243	256,243
Personnel	\$ 12,475,540	\$ 12,475,540	\$ 12,289,407	\$ 12,598,226	\$ 12,598,226
Non-Personnel	904,005	1,166,741	1,053,058	799,005	799,005
Library Materials (incl Tool Lndng)	1,152,000	1,227,000	1,227,000	1,277,000	1,277,000
Misc. Professional Services	318,600	650,924	472,042	293,600	293,600
Utilities+Telephone	509,402	566,454	551,344	459,402	459,402
Janitorial	200,000	203,182	203,182	205,000	205,000
Software Maintenance	325,000	313,805	340,162	350,000	350,000
Computer & Software Purchase >\$1K	65,000	49,632	90,924	65,000	65,000
Building/Infrastructure	150,000	159,994	400,000	175,000	175,000
<b>Subtotal:</b>	\$ 16,099,547	\$ 16,813,272	\$ 16,627,139	\$ 16,222,233	\$ 16,222,233
<b>Charges From Other Depts</b>					
Finance - Billing (3601)	\$ 18,110	\$ 18,110	\$ 18,110	\$ 18,812	\$ 18,812
Facilities - Admn (5401) +Txcs (5403)	13,034	13,034	13,034	13,096	13,096
<b>Subtotal:</b>	\$ 31,144	\$ 31,144	\$ 31,144	\$ 31,908	\$ 31,908
<b>TOTAL EXPENDITURES</b>	\$ 16,130,691	\$ 16,844,416	\$ 16,658,283	\$ 16,254,141	\$ 16,254,141
<b>Projected Surplus/(Shortfall)</b>					
(Rev - Exp)	\$ 23,579	\$ (880,140)	\$ (366,614)	\$ 219,544	\$ 219,544
<b>GROSS FUND BALANCE</b>					
(Bal + Rev - Exp)	\$ 3,086,824	\$ 2,183,105	\$ 2,696,631	\$ 3,313,368	\$ 2,599,643
Annual Committed Reserve	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000
<b>Uncommitted Fund Balance</b>	\$ 1,886,824	\$ 983,105	\$ 1,496,631	\$ 2,113,368	\$ 1,399,643

- FY 2014: Reduced projected deficit is higher tax receipts and lower budgeted staffing costs
- FY 2015: Now projecting year-end surplus to add to Fund Balance – adjust Reserve by \$100K

**308: Measure FF Fund (\$000)**  
at 31JAN14

	Total	FY14- YTD*	FY13	FY12	FY11	FY10	FY09
Revenue	\$26,496	\$2	\$17	\$6	\$16,457	\$14	\$10,000
Expenses – Projects	23,954	3,001	8,499	8,410	2,541	1,458	45
Expenses – Bond Fees	310				310		
<b>Balance</b>	<b>\$2,232</b>	<b>(\$2,999)</b>	<b>(\$8,482)</b>	<b>(\$8,404)</b>	<b>\$13,606</b>	<b>(\$1,444)</b>	<b>\$9,955</b>

- **Formulate a Budget**
  - BOLT budget direction
  - Central Library infrastructure funding



**CONSENT CALENDAR**

March 19, 2014

**To:** Board of Library Trustees  
**From:** Donna Corbeil, Director of Library Services  
**Subject:** Update on Measure FF Civic Art Projects

**RECOMMENDATION**

Adopt a resolution directing the Director of Library Services to prepare and submit an informational report on the Measure FF Branch Library Improvement Program's civic art component.

**FISCAL IMPACT**

None.

**BACKGROUND**

At a regular meeting of September 11, 2012 the City Council received a report on the civic art projects funded by Measure FF. The report gave information on the selection of the artists and status of each. Since this time, all four branch libraries have re-opened and the art component of Measure FF completed at each of the four branch libraries.

**CURRENT SITUATION AND ITS EFFECTS**

Since the last report to the Council, the Civic Art component of the Measure FF program has been completed. All four artists have installed their respective works and plaques have been installed commemorating the art pieces and the collaboration of the two commissions and funding by Measure FF. The installed works of art have been well received by the respective communities.

Funds to pay for artistic services were allocated from the Measure FF Bond Fund (308) through budget code 308-9301-450.30-38. Summary:

- North branch (11LB24) totaled \$43,404, Marion Coleman artist
- South Branch (11LB25) totaled \$35,747 Snapshot mosaics Inc. artist
- West Branch (11LB26) totaled \$54,510, Wowhaus artist
- Claremont Branch (11LB27) totaled \$34,368, Eric Powell artist

As of March 19, 2014 a total all inclusive sum of \$168,029 has been expended to fund civic art as part of the branch library improvement program, Measure FF. In addition, the consulting services of David



Snippen were engaged to assist the library with the project management aspects of the civic art design and installation.

FUTURE ACTIONS

None.

Attachments:

1. Resolution

# BOARD OF LIBRARY TRUSTEES

Attachment 1

## RESOLUTION NO.: R14-0XX

### Civic Art Measure FF Update

WHEREAS, the Branch Library renovation program is funded by Measure FF bond funds approved by the voters on November 4, 2008 to finance the renovation, expansion, and make seismic and access improvements at four neighborhood branch libraries; and

WHEREAS, by City Resolution No. 60,048-N.S. ("1999 Percent for Art Resolution") adopted by the City Council on May 25, 1999 sets an amount equal to one percent (1%) for each eligible capital project for the development and installation of art integrated into the completed project; as well as an amount equal to one half percent (0.5%) for administrative costs; and

WHEREAS, in accordance with the spirit of the Resolution, the Library has elected to include the civic art set-aside in the project hard cost budgets of each of the four branch projects as well as an amount to cover administrative costs; and

WHEREAS, a process involving the community, Berkeley's Civic Arts Commission and Board of Library Trustees was conducted to successfully select the artists; and

WHEREAS, all costs associated with the execution of the artist contracts and installation have been allocated; and

WHEREAS, the Board of Library Trustees last reported on the status of the Measure FF civic art component to the City Council in September 2012.

NOW, THEREFORE, BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley adopt a resolution to direct the Director of Library Services to prepare and submit an informational report to the Berkeley City Council detailing the completed status of the civic art program, Measure FF.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on March 19, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

---

Abigail Franklin, Chairperson

---

Donna Corbeil, Director of Library Services  
Serving as Secretary of the Board of Library Trustees





CONSENT CALENDAR

March 19, 2014

**To:** Board of Library Trustees

**From:** Suzanne Olawski, Deputy Director of Library Services

**Subject:** REVISED ADMINISTRATIVE REGULATION 10.18: PHOTOGRAPHY AND FILMING IN THE LIBRARY

RECOMMENDATION

Approve a resolution adopting the revised Administrative Regulation 10.18 updating the Library policy regarding photography and filming, and the parameters under which it may take place, at Berkeley Public Library facilities.

FISCAL IMPACT

This report has no fiscal impacts.

BACKGROUND

The Berkeley Public Library and its facilities are part of the public environment and are destinations for many Berkeley residents as well as visitors from other cities. In the course of using the Library, some patrons may wish to photograph or film to obtain a personal record of their visit; other individuals may find the Library a desirable location for other types of photography and filming. The first priority of the Library staff is to provide services in accordance with the Library Mission Statement. On January 9, 2008, the Board of Library Trustees approved, by Resolution R08-05, Administrative Regulation 10.18, establishing the conditions under which noncommercial photography or filming may take place in Library facilities, while preserving the rights of Library patrons to use, and staff to provide, these important and fundamental services.

CURRENT SITUATION AND ITS EFFECTS

The Library had developed a policy governing noncommercial photography and filming in its facilities and has worked with the City of Berkeley Film Office guidelines that commercial photographers, filmmakers, and videographers are required to follow when City properties are used for commercial projects. However, the Library policy does not adequately provide staff with the guidelines for considering requests other than noncommercial photography and filming to use Library facilities as a setting nor does it adequately address the rights of the Library. The revised policy clarifies the process for obtaining authorization to photograph and film in Library facilities and protects the integrity and interests of the Library.

FUTURE ACTION

No future action is required.

Attachments:

1. Resolution
2. Administrative Regulation 10.18: Photography and Filming Policy (01/09/2008)
3. Administrative Regulation 10.18: Photography and Filming Policy (revised)

**BOARD OF LIBRARY TRUSTEES**  
**RESOLUTION NO.: R14-0XX**

**Attachment 1**

**ADOPTION OF THE ADMINISTRATIVE REGULATION 10.18 REVISING BERKELEY PUBLIC LIBRARY POLICY  
REGARDING PHOTOGRAPHY AND FILMING**

WHEREAS, there are times when individuals may find the Berkeley Public Library facilities a desirable location for photography and filming for purposes other than noncommercial interests; and

WHEREAS, in order to have updated guidelines to deal with situations when people want to photograph or videotape for purposes other than noncommercial interests and that protect the integrity and interests of the Library.

NOW, THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to adopt revised Administrative Regulation 10.18 updating the Berkeley Public Library's policy regarding photography and filming.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on March 19, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

---

Abigail Franklin, Chairperson

---

Donna Corbeil, Director of Library Services  
Serving as Secretary to the Board of Library Trustees



**BERKELEY PUBLIC LIBRARY  
ADMINISTRATIVE REGULATIONS**

A.R. Number:	10.18
ORIGINAL DATE:	01/09/08
BOLT Resolution #:	R08-05
REVISED DATE:	n/a
PAGE:	1 of 2

**SUBJECT: Noncommercial photography and filming policy**

---

**I. PURPOSE**

The purpose of this administrative regulation is to set forth a photography policy addressing the parameters under which noncommercial photography and filming may take place in Library facilities while preserving the rights of Library users to use Library services.

**II. POLICY**

It is the Berkeley Public Library's most significant priority to provide library services to the community in accordance with the values described in the Library's Mission Statement, and to enable Library users to use those services while having a safe experience at the Library. To achieve this, the following rules apply to photography and filming in Library facilities:

Amateur photography: The public areas in Berkeley Public Library facilities are part of the public environment and, therefore, casual noncommercial photography intended to record a visit is permitted, provided that such photography does not interfere in any way with Library operations or capture identifiable likenesses of individuals without their permission. Individuals who photograph or film must honor requests from individuals who do not wish to be included in any photography. Photos of minors are prohibited without the permission of their parent or legal guardian. Individuals wishing to take photographs or film of Library buildings and/or inanimate objects for personal use may do so without special permission, as long as no additional equipment such as supplemental lighting is used. Nonprofit filming projects that require special equipment, staff involvement, or after-hours access, should be referred to the Library's Neighborhood Services Manager or, in the case of the Central Library, the Deputy Director of Library Services.

Research photography: Permission is required to take photographs of special collections such as the Berkeley History Room Collection, the Art/Music clipping files, etc. Individuals interested in research photography must first obtain permission from the Supervising Librarian overseeing the specific Library unit.

Commercial photography: Individuals or organizations seeking to do photography or filming for commercial purposes are referred to the Berkeley Film Office and its policies (510-549-7040, <[filmberkeley.com](http://filmberkeley.com)>.)

Media Photography: Staff are directed to notify the Community Relations Librarian, or the Director of Library Services, when news media are in Library facilities, or have requested use of Library facilities for photography or filming activity.



**Reviewed by:** \_\_\_\_\_  
Director of Library Services Date

**Approved by:** \_\_\_\_\_  
Chair, Board of Library Trustees Date

**BERKELEY PUBLIC LIBRARY  
POLICIES**

**SUBJECT: Photography and Filming in the Library**

A.R. Number:	10.18
ORIGINAL DATE:	01/09/08
BOLT Resolution #:	R08-05
REVISED DATE:	01/19/14
PAGE:	1 of 2

**I. PURPOSE**

The purpose of this administrative regulation is to set forth photography and filming policy addressing the parameters under which photography and filming may take place in Library facilities while preserving the rights of Library users to use Library services and facilities.

**II. POLICY**

It is the Berkeley Public Library's most significant priority to provide library services to the community in accordance with the values described in the Library's Mission Statement, and to enable Library users to use those services while having a safe experience at the Library. To achieve this, the following rules apply to photography and filming in Library facilities:

Casual Photography and Filming: The public areas in Berkeley Public Library facilities are part of the public environment and, therefore, casual photography and/or filming intended to record a visit is permitted, provided that such photography and/or filming does not interfere in any way with Library operations, is consistent with the Library's Mission Statement and rules or capture identifiable likenesses of individuals without their permission. Individuals who photograph and/or film must honor requests from individuals who do not wish to be included in any photography/filming and have the sole responsibility for obtaining all necessary releases and permissions from persons who consent to being photographed and/or filmed. Photographing and/or filming of minors are prohibited without the permission of their parent or legal guardian. Individuals wishing to take photographs of and/or film Library buildings and/or inanimate objects for personal use may do so without special permission, as long as no additional equipment, such as supplemental lighting, is used. Library personnel may terminate any photography and/or filming session that appears to compromise public safety or security and/or violates Library rules.

Research Photography and Filming: Individuals interested in research photography and/or filming of the Library's special collections, such as the Berkeley History Room Collection, the Art/Music clipping files, etc. must obtain advance authorization from the Manager overseeing the specific Library unit in order to avoid disrupting library operations. Researchers are responsible for obtaining their own permissions when photographing and/or filming copyrighted material in the library.

Media Photography and Filming: The Library welcomes media requests for stories directly involving library programs, resources, collections and services; however, advance authorization must be obtained from the Director of Library Services, or her/his designee, for use of library facilities for photography or filming activities in order to ensure there are no disruptions to Library operations and to protect the safety of those using library facilities. The Library does not grant permission for news media to use its facilities for stories or projects that do not relate to the Library itself, as interview venues for unrelated stories, and disallows access to library patrons for opinion polls or man-on-the-street interviews within its facilities.

Commercial Photography and Other Filming: Filming and commercial photography projects in library facilities require advance authorization from the Director of Library Services, or her/his designee. Factors considered for approval are inclusive of, but are not limited to, the Library's interest; issues of

confidentiality; statutory requirements; amount of time the project requires, inclusive of employees' time; and any other purpose the Director of Library Services, or her/his designee, deems to be of interest of the Berkeley Public Library.

All filming and/or photography requests must be submitted in writing at least 2-3 weeks prior to the desired shoot date. Requests will only be considered if submitted in writing at least 2-3 weeks prior to the shoot date. The letter of intent must include a synopsis and script of the shoot and a storyboard where the Library is featured as itself; a complete breakdown of all shoot specifics, including number of crew members, exact and or proposed schedules, requested locations, and equipment to be used; and, any other requests. Students must include a copy of their course assignment. The Library reserves the right to decline involvement in any project and to approve any scene and/or image in which the Library is featured.

Filming and/or photography may not be related to political campaigns or to partisan issues because the Library wishes to avoid any appearance, no matter how slight, of impropriety or impression of political preference.

The Berkeley Public Library does not allow the promotion or advertising of any brand other than the Berkeley Public Library brand. Any products, signs, or promotions used for filming and/or photography must be displayed or take place solely within the designated filming and/or photography area, with the approval of the Library and removed prior to the Library's operating hours.

Filming and photography may take place only in public spaces during hours when the Library is closed, cannot endanger Library facilities, and must not disturb Library personnel or interfere with normal Library operations. Filming and/or photography in staff areas is prohibited. All facilities rules and guidelines must be followed. Smoke and smoke effects are not permitted; and, all equipment must be removed prior to the Library's operating hours. The production / film maker / photographer will be charged for the repair of any damage that is incurred.

Library personnel such as are necessary to open, secure, and remain on the premises during a shoot must be paid at overtime rates by the production / film maker / photographer. Additional production fees may apply. Fees are quoted on a case-by-case basis and go directly to support Library programs and services.

Any persons filming and/or photographing on Library premises have sole responsibility for obtaining all necessary releases and permissions from persons who are filmed.

Individuals or organizations seeking to do photography and/or filming for commercial purposes are referred to the Berkeley Film Office and its policies and requirements (510-549-7040, <http://visitberkeley.com/film-office/filming-guidelines>).

Library staff may stop any filming session that appears to interfere with library operations, compromise public safety or security and/or jeopardize the integrity of the Berkeley Public Library.

<b>Reviewed by:</b>	_____
	Director of Library Services <span style="float: right;">Date</span>
<b>Approved by:</b>	_____
	Chair, Board of Library Trustees <span style="float: right;">Date</span>



**CONSENT CALENDAR**

March 19, 2014

**TO:** Board of Library Trustees  
**FROM:** Donna Corbeil, Director of Library Services  
**SUBJECT:** BEQUEST: ESTATE AND TRUST OF MARY JO PACE

**RECOMMENDATION**

Adopt a resolution recommending that the City of Berkeley City Council approve acceptance of gift funds from the Trust of Mary Jo Pace (passed through the Berkeley Public Library Foundation) in the sum of \$686,250.34.

**FISCAL IMPACTS OF RECOMMENDATION**

The acceptance of this gift will have no negative impact on the Library budget. Upon City Council acceptance, the full bequest of \$686,250.34 will be deposited into Fund 306 (Library Gift Fund) and assigned dedicated Project Code 14LB29 in fiscal year 2014.

**CURRENT SITUATION AND ITS EFFECTS**

The Library has been notified by the Berkeley Public Library Foundation that it has been designated a recipient charity in the settlement of the Survivor's Trust of the Nello Pace and Mary Jo Pace Trust.

The Estate and Trust of Mary Jo Pace has generously bequeathed a proportionate share of the Survivor's Trust's residue for distribution for exclusive use and benefit of the North Branch Library of the Berkeley Public Library. The recommendation to accept the bequest is consistent with passage of a resolution by the City Council on September 20, 2011 accepting the recommendation of the Board of Library Trustees' Resolution No. 11-051, delegating to the board the authority to accept any non-duly restrictive gift of funds, goods, or services to the Library up to \$200,000 or gifts of any amount assignable to the Berkeley Public Library Foundation FF&E Capital Campaign Fund, and the annual reporting to the City Council of any gift in excess of \$1,000.

The full bequest has been distributed to the Library Foundation acting as a pass-through agent. Upon acceptance of this generous bequest by City Council, the Library Foundation will transfer this gift in its entirety to the Library.

**BACKGROUND**

The Board of Library Trustees has in the past managed the acceptance and appropriation of all grants, and gifts, including substantial gifts, donations, and monetary awards designated for use by the Library,

as part of the regular budget management process, including quarterly budget reports, the annual budget appropriation. Since 2008, the Library has had a Gift Policy (A.R. Number 10.11) which addresses the acceptance of gifts by the Board of Library Trustees.

In all cases of gifts to the Library in excess of \$200,000 and not related to the Berkeley Public Library Foundation's Branch Libraries FF&E capital campaign, the acceptance of the gift is subject to Section 2.06.150 of the Open Government Ordinance, which states that, "*Contributions to the City or any of its functionaries or Legislative Bodies, for the purpose of carrying out or assisting any City function, shall be disclosed and approved on the Agenda of a regular meeting of the City Council.*"

This generous bequest of the Survivor's Trust of the Nell Pace and Mary Jo Pace Trust being above the \$200,000 threshold and unrelated to the FF&E capital campaign requires City Council acceptance in order for the Library to complete the transfer of funds into the Fund 306 / Library Gift Funds.

#### RATIONALE FOR RECOMMENDATION

The Library regularly receives gift funding and support from the Berkeley Public Library Foundation, the Friends of the Berkeley Public Library, as well as many individuals and organizations. Donations and gifts are greatly appreciated by the Library as they allow the Library augment and enhance the delivery of public services in a tangible and visible manner that benefits the quality of life standards enjoyed by all members of the Berkeley community.

The Library is honored to have been named a recipient for this very generous bequest from the Survivor's Trust of Nello Pace and Mary Jo Pace.

#### Attachments

1. Resolution

**BOARD OF LIBRARY TRUSTEES**  
**RESOLUTION NO.: R14-0XX**

**ACCEPT GIFT FROM BERKELEY PUBLIC FOUNDATION OF BEQUEST FROM SURVISOR'S TRUST OF THE  
NELLO PACE AND MARY JO PACE TRUST**

WHEREAS, the Berkeley Public Library regularly receives gifts from two support organizations, the Berkeley Public Library Foundation and the Friends of the Berkeley Public Library, as well as many individuals and groups; and

WHEREAS, following passage of the Open Government Ordinance by the City Council, the City Council by passage of Resolution No. 65,444-N.S. delegated to the Library Board of Trustees the authority to accept any gifts of funds, goods, or services made to the Library up to \$200,000 that do not include unduly restrictive conditions on their use, and all gifts from the Library Foundation constituting payments toward the Foundation's Branch Library FF&E Campaign; and

WHEREAS, Section 2.06.150 of the Open Government Ordinance, states that, "*Contributions to the City or any of its functionaries or Legislative Bodies, for the purpose of carrying out or assisting any City function, shall be disclosed and approved on the Agenda of a regular meeting of the City Council.*"; and

WHEREAS, the Library has a Gift Policy (A.R. Number 10.11), which addresses the acceptance of gifts by the Board of Library Trustees and includes a requirement for annual reporting to the City Council for any gift received over \$1,000 in aggregate; and

WHEREAS, the full bequest has been distributed to the Library Foundation acting as a pass-through agent, and upon acceptance of this generous bequest by City Council the Library Foundation will transfer this gift in its entirety to the Library; and

WHEREAS, the Estate and Trust of Mary Jo Pace has generously bequeathed a proportionate share of the Survivor's Trust's residue for distribution for exclusive use and benefit of the North Branch Library of the Berkeley Public Library.

NOW, THEREFORE BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley hereby recommends that the Council of the City of Berkeley approve the acceptance of gift funds from the Survivor's Trust of Nello Pace and Trust of Mary Jo Pace, passed through the Berkeley Public Library Foundation, in the sum of \$686,250.34.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on March 19, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

---

Abigail Franklin, Chairperson

---

Donna Corbeil, Director of Library Services  
Serving as Secretary to the Board of Library Trustees



**CONSENT CALENDAR**

March 19, 2014

**TO:** Board of Library Trustees

**FROM:** Donna Corbeil, Director of Library Services

**SUBJECT:** CONFIRM THE ELECTION OF TRUSTEE FRANKLIN AS THE SELECTION FOR BOARD CHAIRPERSON (PRESIDENT) EFFECTIVE IMMEDIATELY

**INTRODUCTION**

Each year the Board of Library Trustees elects Officers for a one-year term. Following discussion, the Board will nominate Trustees to sit as Chairperson and Vice-Chairperson, for the term commencing, for a one-year term. In cases where the incumbent's term is renewed while an elected office, the election appointment must be reconfirmed by the majority.

**FISCAL IMPACT**

This report will have no fiscal impacts.

**BACKGROUND**

Each year the Board of Library Trustees appoints a Trustee to sit as Chairperson and a second Trustee to sit as Vice-Chairperson for the following year. *Section 3.04.040 Organization of Board* of the City of Berkeley Municipal Code specifies that each year the Board of Library Trustees shall elect one of its member's president and another vice president for a term of one year, on or about the first meeting of the board in October of each year. At the November 14, 2013 regular meeting of the board, Trustee Franklin was voted Chair and Trustee Holcomb Vice-Chair.

**CURRENT SITUATION AND ITS EFFECTS**

In January 2014, the Library was informed by the City Clerk's Office that because there was a term change for Trustee Franklin, she would need to be reconfirmed as Chair by the board. Trustee Franklin was appointed to a second 4-year term by City Council by consent at the regular council meeting of December 17, 2013, with her term period January 3, 2014 through January 3, 2018.

*Process*

The Commissioner's Manual sets the rules and procedure by which the board operates:

[http://www.cityofberkeley.info/uploadedFiles/Clerk/Level\\_3 -  
\\_Commissions/Final%20Formatted%20Manual%205.06.08.pdf](http://www.cityofberkeley.info/uploadedFiles/Clerk/Level_3_-_Commissions/Final%20Formatted%20Manual%205.06.08.pdf).

Per this document, Trustee Franklin must be re-elected to the position of chair, the Vice-Chair election results remain in effect.

*"4) Transfer of Chair*

*In the absence of the chairperson or his/her inability to act, the vice chairperson presides in place of the chairperson. In the event of the absence or the inability to act of both the chairperson and the vice chairperson, the remaining members elect one of their members to act as temporary chairperson. If a chairperson is terminated for any reason, the office is vacated and the rules for transfer would apply. If a vice chairperson is terminated, the office is vacated and new election would be held to fill the office. If the officer is reappointed she or he shall not resume the office and must be re-elected to the office by the majority of the membership. "*

The election of officers is a public process, with the results announced at the conclusion of voting. The one-year term commenced at the first scheduled meeting of December 2013.

FUTURE ACTION

No future action is needed.

Attachments:

1. Resolution



**BOARD OF LIBRARY TRUSTEES**

**RESOLUTION NO.: R14-0XX**

**APPOINTMENT OF TRUSTEE ABIGAIL FRANKLIN TO SIT AS CHAIRPERSON FOR THE BOARD OF LIBRARY TRUSTEES EFFECTIVE MARCH 19, 2014**

WHEREAS, each year the Board of Library Trustees must appoint a Chairperson and Vice-Chairperson to sit in those capacities for the following year; and

WHEREAS, the Board wishes to establish a consistent practice for this process to be followed in the current term and in the future, such that in October or November of each year, an open nominations process will occur, to be followed by election of Library Trustee Chair and Vice-Chair for a one-year term to the Board of Library Trustees; and

WHEREAS, nominations were taken “from the floor” at the regular board meeting in December 2013, whereby Trustee Franklin was voted Chair and Trustee Holcomb Vice-Chair; and

WHEREAS, the *Commissioner’s Manual* , provides that, if the officer is reappointed she or he shall not resume the office and must be re-elected to the office by the majority of the membership.

NOW, THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to appoint Abigail Franklin to sit as Chairperson for the remainder of 2014 and through the time of the next election.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on March 19, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

---

Abigail Franklin, Chairperson

---

Donna Corbeil, Director of Library Services  
Serving as Secretary to the Board of Library Trustees





INFORMATION CALENDAR

March 19, 2014

**TO:** Board of Library Trustees  
**FROM:** Donna Corbeil, Director of Library Services  
**SUBJECT:** MARCH 2014 MONTHLY REPORT FROM THE DIRECTOR OF LIBRARY SERVICES

INTRODUCTION

Every month the Director of Library Services gives the Board a report on Library activities and updates from the previous month.

FISCAL IMPACT

This report will have no fiscal impacts.

LIBRARY DEVELOPMENT

*Conferences / Staff Development*

ALA Midwinter Staff Reports (Attachment 1).

PROGRAMS

*New Service – Books by Bike*

The Library will be implementing a new *Book Bike* outreach service model (name for the service pending), similar to other book bike programs currently in practice at Seattle Public Library and Oakland Public Library, beginning summer 2014. This program will sustain a mobile presence in the community for the Library and assist in advancing the Library's in-development strategic planning initiatives:

- *To publicize library services, build community trust and demonstrate value by consistently responding to their needs through the services we provide both in and outside of the Library's physical spaces; and*
- *To improve our connection and collaborate with other community organizations, city depts., schools etc. to leverage our resources and have greater impact.*

The environmentally-friendly Book Bike program will allow the Library to engage with the community at locations and events citywide. An outreach schedule will be created with staff attending such events as farmers' markets, school sites, Bay Fest, Off the Grid food truck events, Sunday Streets, etc. For example, staff could bring a cookbook collection to the farmers' market, books on sustainability to an Earth Day event or children's books to a school visit and a Wi-Fi hot spot would allow staff to issue

library cards, check out books, show patrons how to download eBooks and inform the community about library services and events. More information will be forthcoming.

### BOND PROGRAM

#### *April Celebration – Branch Out Update*

The celebration events have all been planned and included on a new library webpage: <http://www.berkeleypubliclibrary.org/events/branch-out>.

In addition, publicity includes: Banners at each branch and Central; Book marks; a Printed multi-page program; online resources, including calendar and pdf of program and updates on new events; and a limited edition library card to be revealed in April.

Media ads, several sponsors were enlisted to support the media promotion of events - these are East Bay Express (paper and online), Berkeleyside, 510 Families and KALX.

Posters for distribution to businesses and nonprofit storefronts

Facebook feed for these events, which will included 'Friday Night' at the branch libraries, with the start of NLW on Sunday, April 13<sup>th</sup> reserved for an afterhours program in the Central Library reading room, all events are free and open to all.

#### *Sustainability Web Page*

The library has added a webpage to its site to capture information related to the green elements of the branch projects, it can be viewed at: <http://www.berkeleypubliclibrary.org/library/faqs/about-library-bond-faq1>.

## Midwinter Meeting Report

Sarah Dentan, Library Manager

Most of my activities were related to my committee work.

This is my first year on ALA's Training, Orientation & Leadership Development Committee, or TOLD. This committee is responsible for the annual workshop for new ALA/Council committee chairs, and for the intern program that provides each committee with an intern. In addition to meeting with my group, I attended the ALA Intern Meet & Greet, where more information on the organization and process of "Big ALA" was presented. I have lots of division-level committee work at ALA, but this is my first foray into ALA proper; I also attended my first council session.

My second committee is a YALSA committee, Library Administrator Resources Task Force. While this is a virtual task force, I met with my committee chair to discuss our work helping YALSA members communicate better with their supervisors and administrators.

I attended a GALE/Cengage luncheon and learned about their distance education high-school program; this is not a product I recommend we pursue. At the exhibits, I looked at a number of streaming video products, though found nothing beyond what we were already considering. In addition to visiting publisher's booths, I attended a number of "first look" sessions and brought back a number of suggestions and galley for staff.

Finally, I was pleased to attend the Monday Morning Youth Media Awards, where our own Alan Bern was serving on an awards committee.

Andrea Malarkey, Librarian II

I attended the ALA Midwinter Meeting primarily because of committee obligations. As the chair of the NMRT Orientations Committee I was in Philadelphia to lead our committee in hosting an orientation session for all interested conference attendees. In addition this year I serve as a member guide to a group of Emerging Leaders who are working on a promotional project for NMRT and so I was in Philadelphia to meet with that group and provide them with resources and support as they launched their project. And I serve as a member of the Bylaws & Organization committee for LITA and we met in Philadelphia to launch a large-scale project to review and propose amendments to the Bylaws for the division.

While I was obligated to be at the Midwinter meeting for these reasons, I was also able to take advantage of the opportunity to meet with vendors in the exhibit hall, learn about upcoming publications from major publishers, and participate in e-book and vendor-relations sessions. Those enhanced my understanding of the publishing landscape and digital opportunities and put me in a better position to advise on which products we might add to the suite of resources we offer our patrons – all helpful in capacity as a Collection Development Librarian. I also was able to attend multiple sessions on library services to teens, special young adult services projects involving non-library partners, committee meetings on the best fiction and audiobooks for teens, and teen maker programs – all useful in my capacity as a temporary Teen Librarian.

I am grateful to the Friends of the Berkeley Public Library for funds they make available for conference attendance and the support that Berkeley Public Library has given me in enhancing my professional involvement through ALA committees and division work. I have already had the opportunity to bring some of the ideas and information I gained at ALA Midwinter back to the library and look forward to implementing even more things I have learned for the benefit of our patrons.