



City of Santa Clara

Meeting Agenda

Board of Library Trustees

Monday, April 1, 2024

6:00 PM

**Hybrid Meeting, Margie Edinger Room
Central Park Library
2635 Homestead Rd
Santa Clara, CA 95051**

The City of Santa Clara is conducting the Board of Library Trustees meeting in a hybrid manner (in-person and continues to have methods for the public to participate remotely).

- Via Zoom:
 - o <https://santaclaraca-gov.zoom.us/j/85864257230>

Meeting ID: 858 6425 7230 or

- o Phone: 1(669) 900-6833

PUBLIC PARTICIPATION IN ZOOM WEBINAR: Please follow the guidelines below when participating in a Zoom Webinar:

- The meeting will be recorded so you must choose 'continue' to accept and stay in the meeting.
- If there is an option to change the phone number to your name when you enter the meeting, please do so as your name will be visible online and will be used to notify you that it is your turn to speak.
- Mute all other audio before speaking. Using multiple devices can cause an audio feedback.
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CALL TO ORDER AND ROLL CALL

CONSENT CALENDAR

The items listed on the CONSENT CALENDAR are considered routine and will be adopted by one motion. There will be no separate discussion of the items on the CONSENT CALENDAR unless discussion is requested by a member of the Board, staff, or public.

- 1 24-315 [Action on the Board of Library Trustees Meeting Minutes of March 4, 2024](#)

Recommendation: Approve the Board of Library Trustees Meeting Minutes of March 4, 2024

PUBLIC PRESENTATIONS

[This item is reserved for persons to address the body on any matter not on the agenda that is within the subject matter jurisdiction of the body. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The governing body, or staff, may briefly respond to statements made or questions posed, and appropriate body may request staff to report back at a subsequent meeting.]

GENERAL BUSINESS

- 2 24-316 [Discussion and Action on Santa Clara City Library Draft Strategic Plan](#)

Recommendation: Review and recommend revisions to the vision and mission statements and general content of the Santa Clara City Library Draft Strategic Plan.

- 24-318 [Discussion on Connecting with other City of Santa Clara Boards and Commissions](#)

Recommendation: Discuss and identify Boards and Commissions to connect with.

STAFF REPORT

TRUSTEES REPORT

ADJOURNMENT

The Board of Library Trustees Meeting is adjourned to May 6, 2024, at 6:00 PM.

MEETING DISCLOSURES

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. If a person wishes to challenge the nature of the above section in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Santa Clara, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

If a member of the public submits a speaker card for any agenda items, their name will appear in the Minutes. If no speaker card is submitted, the Minutes will reflect "Public Speaker."

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the City of Santa Clara will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. The City of Santa Clara will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in the City's programs, services, and activities. The City of Santa Clara will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities.

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Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the City of Santa Clara, should contact the City's ADA Coordinator at 408-615-3000 as soon as possible but no later than 48 hours before the scheduled event.



Agenda Report

24-315

Agenda Date: 4/1/2024

REPORT TO BOARD OF LIBRARY TRUSTEES

SUBJECT

Action on the Board of Library Trustees Meeting Minutes of March 4, 2024

COUNCIL PILLAR

Enhance Community Engagement and Transparency

PUBLIC CONTACT

Public contact was made by posting the Board agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Approve the Board of Library Trustees Meeting Minutes of March 4, 2024

Reviewed by: Sami James, Management Analyst

Approved by: Patty Wong, City Librarian

ATTACHMENTS

1. Board of Library Trustees Minutes - March 4, 2024 Minutes - Draft



City of Santa Clara

Meeting Minutes

Board of Library Trustees

03/04/2024

6:00 PM

Hybrid Meeting, Edinger Room
Central Park Library,
2635 Homestead Rd, Santa Clara, CA 95051

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CALL TO ORDER AND ROLL CALL

Chair Evans called the meeting to order at 6:01 PM.

A motion was made by Vice Chair Hintermeister, seconded by Trustee Tryforos, to excuse Trustee Broughman.

Aye: 4 - Trustee Tryforos, Vice Chair Hintermeister, Trustee Ricossa, and Chair Evans

Excused: 1 - Trustee Broughman

CONSENT CALENDAR

- 1 [24-181](#) Action on the Board of Library Trustees Meeting Minutes of December 4, 2023 and February 5, 2024

Recommendation: Approve the Board of Library Trustees Meeting Minutes of December 4, 2023 and February 5, 2024.

A motion was made by Trustee Tryforos, seconded by Vice Chair Hintermeister to approve Staff Recommendation.

Aye: 4 - Trustee Tryforos, Vice Chair Hintermeister, Trustee Ricossa, and Chair Evans

Excused: 1 - Trustee Broughman

PUBLIC PRESENTATIONS

JoAnn Davis, Executive Director of the Santa Clara City Library Foundation and Friends shared upcoming Foundation activities with the **Board**, including upcoming book sales scheduled in March and a fundraiser scheduled at Red Robin in Rivermark Plaza on March 27. Information was shared regarding the Librarypalooza annual fundraiser, scheduled on May 11, to be held at the Triton Museum. The theme for Librarypalooza will be Literary Cocktail Hour, and this year's event will feature special guest Olivia Allen Price, host of the Bay Curious podcast.

Ina Bendis, Community Member and retired physician introduced herself and shared her interest in applying to join the **Board**. She shared her experience volunteering with Read Santa Clara and several other boards, and expressed interest in attending future **Board** meetings.

GENERAL BUSINESS

- 2 [24-175](#) Proclamation of April 7-13, 2024 as National Library Week

Recommendation: Recommend that the City Council proclaim April 7-13, 2024 as National Library Week in the City of Santa Clara.

Patty Wong, City Librarian reviewed with the **Board** a Proclamation to be presented at **Council** on April 9, proclaiming April 7-13 as National Library Week. **City Librarian Wong** will be presenting the Proclamation, and invited the **Board** to attend. The **Board** requested information about library programs scheduled for National Library Week, and discussed what related information might be shared with **Council** at that time.

A motion was made by Trustee Ricossa, seconded by Vice Chair Hintermeister, to approve Staff Recommendation.

Aye: 4 - Trustee Tryforos, Vice Chair Hintermeister, Trustee Ricossa, and Chair Evans

Excused: 1 - Trustee Broughman

STAFF REPORT

Patty Wong, City Librarian discussed the **Board** dinner with **Council** that was held February 20, 2024, and shared that staff would be able to share their notes of **Council's** questions with the **Board**.

City Librarian Wong addressed the topics raised by attendee **Betsy Megas** at the **Board's** regular February meeting. Regarding concerns about e-resource platforms Overdrive and Libby, it was shared that there are few e-resource platforms available to libraries, and these are the most popular and widely used services nationwide. Addressing concerns about Hoopla e-resource platform promoting Christian content, it was shared that on this e-resource platform, also widely used nationwide, the entire collection available through Hoopla is subscribed to rather than individual titles. It was reaffirmed that the Library seeks to provide a diverse and equitable collection and not promote any one religion or point of view over another. It was suggested that in a future meeting more information could be shared with the **Board** on what digital resources and available models are available, as well as how books are selected at the Library. Regarding questions about the bicycle repair stations being unequipped, it was shared that vandalism is common at these stations, but that tools were recently replaced there, with more being available for request at the circulation desk. Regarding interest in an expanded Library of Things, it was shared that the Library does have a small Library of Things, would like to get public input on what else they might like to see, and that the Library is looking to broaden this collection when adequate staff and resources become available.

City Librarian Wong updated the **Board** that at the next regular meeting, a consultant from **Fast Forward Libraries** will be working again with the **Board** to finalize Vision and Mission statements for the Library Strategic Plan. It was shared that the Library is continuing to refine the draft Strategic Plan. To prepare for the next meeting, the **Board** decided to create a subcommittee to prepare thoughts on the Vision and Mission statement.

A motion was made by Vice Chair Hintermeister, seconded by Trustee Ricossa, to create a subcommittee consisting of Chair Evans and Trustee Ricossa to prepare draft Mission and Vision statements for the Library Strategic Plan.

Aye: 3 - Vice Chair Hintermeister, Trustee Ricossa, and Chair Evans

Excused: 1 - Trustee Broughman

Abstained: 1 - Trustee Tryforos

TRUSTEES REPORT

Trustee Tryforos shared information on recent events at the **Houston Public Library**, where a new **City Council** made changes impacting the library, including: library users living outside of the county must now pay for a library card; all children's books are reviewed by members of the public for inclusion in the collection, primarily occurring through one individual; the librarian was fired for disagreeing with these changes; 70 people came to speak to **council** against these changes to no effect, and equipment was purchased to check all library cards upon entry of the public to the library. **Chair Evans** shared appreciation for the more inclusive approach of the **Santa Clara City Library**.

ADJOURNMENT

The meeting was adjourned at 7:27 PM.

A motion was made by Trustee Ricossa, seconded by Vice Chair Hintermeister, to adjourn the meeting.

Aye: 4 - Trustee Tryforos, Vice Chair Hintermeister, Trustee Ricossa, and Chair Evans

Excused: 1 - Trustee Broughman

The Board of Library Trustees Meeting is adjourned to April 1, 2024, at 6:00 PM.

MEETING DISCLOSURES

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Agenda Report

24-316

Agenda Date: 4/1/2024

REPORT TO BOARD OF LIBRARY TRUSTEES

SUBJECT

Discussion and Action on Santa Clara City Library Draft Strategic Plan

COUNCIL PILLAR

Enhance Community Engagement and Transparency

BACKGROUND

Since February 2023, the Santa Clara City Library has been working with consultants Fast Forward Libraries to develop a strategic plan for the Library. This work has included Board and Staff Kick-Off Sessions encompassing Environmental Scans and SOAR Analyses (Strengths, Opportunities, Aspirations, and Results); a Community Survey which collected 1,543 responses in five languages; Community Mapping activities involving interviews and focus groups; production of a Learning Report of data collected; Staff and Board retreat sessions; and a Staff Objective Setting Workshop.

A draft of the Strategic Plan, informed by the activities and data collection completed to date, is being reviewed and revised by Staff.

DISCUSSION

The Board of Library Trustees is tasked to review and revise the Vision and Mission statements included in the draft Strategic Plan. The Board is further tasked to review and provide recommended revisions to the draft Strategic Plan.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

FISCAL IMPACT

There is no fiscal impact other than staff time.

COORDINATION

The draft Strategic Plan was developed in coordination with Library Staff, the Board of Library Trustees, and consultants Fast Forward Libraries.

PUBLIC CONTACT

Public contact was made by posting the Board agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website

and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Review and recommend revisions to the vision and mission statements and general content of the Santa Clara City Library Draft Strategic Plan.

Reviewed by: Sami James, Management Analyst

Approved by: Patty Wong, City Librarian

ATTACHMENTS

1. Draft Santa Clara City Library Strategic Plan



Santa Clara
CITY LIBRARY

STRATEGIC PLAN 2024-2026

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Message from the City Librarian

Patty's message



Introduction

Santa Clara City Library (SCCL) is a vital resource for the community. Its dedicated staff, engaged patrons, and vibrant services create a welcoming and inclusive community space. To align its resources with the emerging priorities of the community, the library has undertaken a comprehensive strategic planning process incorporating feedback from community members and stakeholders, as well as the Board of Library Trustees and staff.

Implementing a new strategic plan allows the library to focus on:

- expanding community connections,
- evolving services to meet community hopes and needs, and
- cultivating a strong internal organization that benefits staff and overall service to the community.

The library's strategic planning process began in early 2023. Fast Forward Libraries LLC was engaged to facilitate the planning process in three phases: *Learn, Dream, Do*. The Learn phase was community-focused with the collection of data through a community survey, stakeholder interviews, and focus groups. In the Dream phase, library staff and Trustees reviewed data gathered in the previous phase and workshopped ideas on how to better achieve the library's mission and improve service. In the Do phase, an implementation process was developed to guide library priorities and activities for the next three years, with direct and active input from the community.

Process Timeline

JANUARY TO JUNE 2023

Board and Staff Kick-off Sessions
Board and Staff Survey



JULY TO DECEMBER 2023

Community Survey
Focus Groups and Interviews
Learning Report
Board and Staff Retreats



JANUARY TO APRIL 2024

Plan Development and Review
Present to Board
Transition to Implementation





Mission

SCCL - enriching the lives (of the members of our diverse community) by providing free access to lifelong learning, technology, materials, programs, and spaces for discovery, creativity, and connections.



Vision

1. Open/Discover a world of possibilities (there was debate over if people liked Open or Discover more)
2. Discover - Create - Connect

Strategic Directions

The following strategic directions were selected to help define the library's goals and activities in the coming years. These priorities build upon and support one another to achieve the library's vision and mission in service to the community:

1. **Communicate & Connect:** Raise awareness and engagement
2. **Evolve & Adapt:** Expand reach to new and underserved community members
3. **Respond:** Improve services to our diverse community
4. **Develop & Deliver:** Professional and cultural development of all library staff and volunteers



Communicate & Connect:

Raise awareness and engagement

GOAL

Expand community awareness of programs, resources, and social opportunities.

Intended Impact

- Comprehensive and effective outreach and marketing program to create and sustain community relationships
- Community is more aware of library resources
- More partnerships and connections with community groups
- Community voices can be better heard and responded to by the library
- Expand the reach of Bookmobile and Read Santa Clara to increase access of library resources and services



Communicate & Connect:

Raise awareness and engagement

Santa Clara City Library serves a population **where over 54% speak a language other than English**, primarily Spanish and Asian languages. The Library will foster a sense of belonging by increasing engagement with our diverse community.

The library will **tailor services, programs and collections** to better reflect local interest and our changing demographics.

The library better **serves the community as a vital hub of knowledge, equal access, and social engagement**, contributing to the overall well-being and development of the community.

Objectives/Activities

- Increase visibility and awareness through partnerships with local businesses, schools, faith-based communities, the medical field, community non-profits, and technology companies.
- Prioritize communications in different languages and with a variety of print, online and other media to reach a broader base of underserved users.
- Regularly engage community to determine priorities and interests.
- Share success stories of how the library has impacted lives.
- Invest in a comprehensive communications plan and process.

” ”

“[The library needs] sufficient staff to open the library for more hours; it's a great building and a fine collection, but what's the point if it's never open when I can use it.”

- Community Survey Respondent

Evolve & Adapt:
*Expand reach to new
and underserved
community members*

GOAL

Ensure the library is a center for learning, growing, and connecting to resources, beyond the book, that reflects the diversity of our community and our changing times.

Intended Impact

- Community members feel their cultures and interests are reflected in library services
- The library becomes a reliable and trusted space for access, understanding and opportunity



Evolve & Adapt: *Expand reach to new and underserved community members*

Use technology to **support access and empower residents**

The library will **better respond to the community's diverse needs**, whether it be through offering new services, expanding digital resources, or implementing community-driven programs.

The library serves as a public community center for learning, literacy, and cultural expression. **Developed in partnership with local organizations**, the library offers inclusive, diverse and equitable programs, services and outreach.

Objectives/Activities

- Promote and develop a wide variety of inclusive services beyond the book
- Adapt collections and spaces to better meet cultural and collaborative uses
- Expand volunteer opportunities
- Consider addition of social work services

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The library continues to grow and develop active collections in Chinese, Spanish, Japanese, Korean, Vietnamese, Russian, Hindi, Turkish, French, Arabic, Persian, and German.

Respond:

Improve services to our diverse community

GOAL

Ensure responsive and forward focused, community-driven programming and services for our public.

Intended Impact

- The library is a welcoming place that celebrates our community's diverse languages and cultures
- The library provides collections, programs and services in the languages most needed by the local community.



Respond:

Improve services to our diverse community

The library provides diverse materials - including books, music, movies, video games, electronic resources, tools, and seeds - **that match the diverse interests and learning styles of the community.**

Partnerships with community based organizations provide ways for the public to share and celebrate culture and language.

By embracing diversity and responding to community needs, the library becomes a **vibrant and dynamic space** that reflects and celebrates the unique identities and contributions of all individuals within the community.

Objectives/Activities

- Actively seek feedback from community, staff, and Board to better support diverse needs, remove barriers, and create equitable services
- Celebrate and encourage staff creativity in their efforts to plan, promote, and present inclusive and innovative programs and activities
- Provide multi-lingual resources, spaces, and opportunities for community members to meet and learn together
- Community engagement through Board of Library Trustees and Foundation and Friends Leadership

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Focus group and interview participants shared their aspirations for the library to host diverse cultural events, function as a cultural hub in the community, and expand facilities to support population growth and accessibility.

Develop & Deliver: *Professional and cultural development of all library staff and volunteers*

GOAL

Empower and support staff and volunteers to build a positive and effective culture of collaborative service.

Intended Impact

- Increase staff and volunteers proficiencies in providing library services
- Foster a collaborative culture of organizational wellbeing and workplace satisfaction
- Increase community satisfaction with library services



Develop & Deliver: *Professional and cultural development of all library staff and volunteers*

Build well-trained and motivated staff to **better meet the needs of our diverse community** and provide positive interactions that enhance the overall library experience.

The library invests in our staff through **professional development and continuing education opportunities**. New skills will help to develop innovative and library services

Objectives/Activities

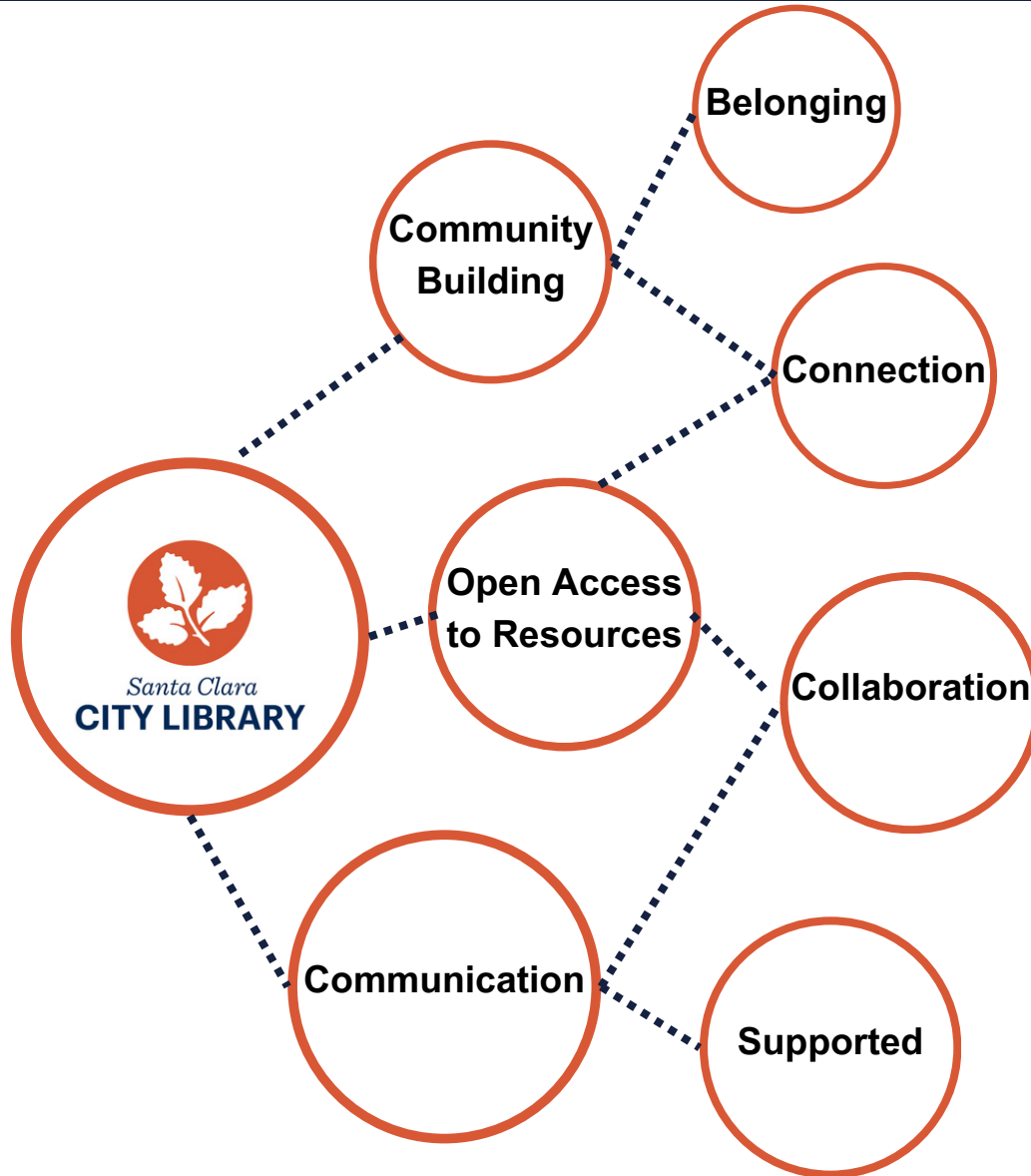
- Offer opportunities for staff team building and encourage connections between departments
- Cross mentoring and cross training throughout the system to ensure sustainable service
- Active recruitment of staff and volunteers with diverse skills to better serve the ongoing needs of the community
- Ongoing analysis of staffing levels to optimize library service
- Provide continuing formal and informal training and learning opportunities
- Collaborate with City HR to create formal staff and volunteers recognition programs

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In the Board & Staff survey, library staff:

- **Asked for more cross-training and overall staffing, and**
- **Provided suggestions for operational & strategic updates**

Ten Year Vision



The library strives to be a change agent in our community. This means strategically investing our resources over the next ten years where we know we can make a difference. We will drive the change we want to see - a more connected, collaborative, supported community where all people feel like they belong. We will actively build the future we want by listening and responding to our community members, providing the resources and information they need, and communicating about all we offer and the ways we can add value. As partners, the library and the community will work together to provide service where everyone is welcome and every door is open to all.

Next Steps

IMPLEMENTATION AND EVALUATION

The next step is for the Santa Clara City Library Board of Trustees to review this plan and recommend that it be adopted by the City Council. Then, library staff members will develop annual activity plans to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by a variety of factors, such as funding and other resource allocation. Review and adjustment of the activity plan will occur regularly.

A complete evaluation framework will be developed once the activity plans are finalized. Evaluation of the plan will be ongoing once plan implementation is underway. The plan's status and implementation will be reported on a regular basis to the Board, City Council, and the Santa Clara City community.



Santa Clara
CITY LIBRARY



Agenda Report

24-318

Agenda Date: 4/1/2024

REPORT TO BOARD OF LIBRARY TRUSTEES

SUBJECT

Discussion on Connecting with other City of Santa Clara Boards and Commissions

COUNCIL PILLAR

Enhance Community Engagement and Transparency

BACKGROUND

The Board of Library Trustees maintains cooperative coordination with the Board of Directors of the Santa Clara City Library Foundation and Friends through the appointment of a liaison to attend meetings of the Foundation's Board of Directors. The Board has expressed interest in exploring the idea of attending meetings and developing a relationship with other Boards and Commissions that have similar focus on community service.

Other Boards and Commissions which the Board of Library Trustees might coordinate with include:

- Youth Commission (meets the 2nd Tuesday of each month, September-May, at 6:00 PM)
- Senior Advisory Commission (meets the 4th Monday of each month at 10:00 AM)
- Cultural Commission (meets the 1st Monday of each month at 7:00 PM)
- Parks and Recreation Commission (meets the 3rd Tuesday of each month at 7:00 PM)

DISCUSSION

The Board of Library Trustees will discuss opportunities, intended outcomes and next steps for connecting with other City of Santa Clara Boards and Commissions that have a similar focus on community service.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

FISCAL IMPACT

There is no fiscal impact.

COORDINATION

There was no coordination with other departments for this agenda item.

PUBLIC CONTACT

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outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Discuss and identify Boards and Commissions to connect with.

Reviewed by: Sami James, Management Analyst

Approved by: Patty Wong, City Librarian