

# BOARD OF LIBRARY COMMISSIONERS

## Members

Wendy Urushima-Conn, Chair  
Marshall Anderson • Elizabeth Fitzsimons • Elizabeth Hansen • Cindy Marten • Ben Moraga • Linda Sotelo

## MINUTES

**BOARD OF LIBRARY COMMISSIONERS  
SAN DIEGO PUBLIC LIBRARY  
Wednesday, November 4, 2020**

### ATTENDANCE

#### Commissioners:

**Present:** Wendy Urushima-Conn, Cindy Marten, Elizabeth Fitzsimons, Elizabeth Hansen, Ben Moraga, Linda Sotelo, Marshall Anderson

#### Absent:

**Staff:** Misty Jones, Director – Library, Bob Cronk, Deputy Director – Library; Tricia Nool, Executive Assistant – Library; Charlie Goldberg, Director of Marketing – SDPLF; Emily Derry – Library; Ady Huertas – Library

#### Public:

Joan Reese – FSDPL, Ann McDonald – FSDPL, Patrick Stewart, CEO – SDPLF

### CALL TO ORDER

Meeting was called to order by Commissioner Urushima-Conn at 12:36 pm via Zoom. Their last meeting was on October 7, 2020.

### APPROVAL OF MINUTES

The October 7, 2020 minutes was approved unanimously.

### REQUESTS FOR CONTINUANCE

None

### NON-AGENDA PUBLIC COMMENT

**REPORT FROM THE FRIENDS OF THE LIBRARY:**

Joan Reese  
President, Friends of the San Diego Public Library

Our board of directors has continued meeting virtually each month since the onset of the pandemic, and we have had two virtual meetings thus far of the combined Presidents' Advisory Council with the FSDPL board.

As previously reported, our in-person monthly FSDPL book sales have been on hold since the start of the pandemic. Friends' used bookstores and sales run by the chapters at the branch libraries have similarly been shut down. Fortunately, our online book sales in collaboration with the Friends of the Central Library have brought in some income. A couple of our Friends' chapters have similarly been able to reactivate their online book sales. We appreciate Misty's support in facilitating this.

A concern is keeping our chapter boards and members engaged while our Friends' leaders and volunteers are unable to access the libraries they work to support.

FSDPL is pleased to have participated in virtual meetings with all nine remaining City Council candidates for the five open seats and was also involved in the virtual "Conversations" with each of the two candidates for Mayor. Unfortunately, technical glitches in the second such event prevented our Friends' representative from actually appearing in the video feed and assisting in moderating that session. These represented our first formal efforts to engage in proactive library advocacy with candidates before they were elected to office. Now that the election results are in or close to being finalized, we have a foundation to build on as we look forward to working with the new Mayor and new and continuing Councilmembers around library issues.

At the request of library staff, FSDPL is serving as a sponsor of the My SD Poster Contest, which is part of the SDPL's programming for One Book One San Diego, and will be providing monetary prizes to the first, second, and third place winners. FSDPL has been invited to provide one of the three judges for this event, and we are very pleased that one of our chapter board members who is an artist and very active in the art scene in her community, will be assisting with this event.

**LIBRARY FOUNDATION UPDATE:**

Patrick Stewart, CEO – SDPLF

1. People continue to be very enthusiastic about supporting the Library

New donors:

- Still early, but water bill mailing is performing 40 percent ahead of last year's.
- New donor direct mail campaign in August outperformed goals by 84 percent in the number of donors and revenue.

And, we will be actively asking people to support the Library Foundation this yearend through email and mail appeals and GivingTuesday ask.

2. We will be informing our donors and the community about Library Foundation's partnership with the Library to address the digital divide in reports and a possible event. We will be updating donors about:

- NExT Level Access to provide computers to students in Library NExT program.
- Computers used by adult learners in READ/San Diego and Career Online High School.
- Computers for check out in courtyards.

3. Candidate Conversation follow up

- Email to advocates and Library supporters congratulating the winning candidate with links to their Library comments from conversations.

4. Library Master Plan

Master Plan Steering Committee next week. Thanks to Joan Reese and Elizabeth Hansen for participating.

- Will review the timeline for community engagement that will take place early in 2021 and include:
  - Staff survey and usage mapping is being completed.
  - Community survey being prepared by consultant Group 4.
  - Focus groups with support from USD's Nonprofit Institute.
  - Goal is to have broad participating, particularly from harder to reach communities. Mixte will help in these efforts.

## **CONSENT AGENDA ITEMS**

a. Report on Library Construction Projects

### **Pacific Highlands Ranch Branch Library**

In the month of October, E&CP Contracts Team continues to be working with AEP to process the latest set of comments on contractual issues to finalize Specifications, including revision to surveying language. Advertising and bidding process are estimated to initiate by October/November 2020.

b. Update from the Library Director

We reopened 12 locations for limited opening on October 3<sup>rd</sup>, that's been going really well. Some places are incredibly busy. The capacity is very limited, 25% and we're not allowing anyone to browse the collection. Just basically using the computers, you can come in and staff will do the browsing for you. So, the branches are really getting creative on how to let patrons browse the collection. We opened outdoor computer labs on 7 locations and we're adding 3 more labs. They want to expand the Wi-Fi, so it extends throughout the building. We are also working with the City's Digital Equity committee to implement a hotspot lending program. We'll keep you posted on the Hotspots once we get a sense if it's sustainable.

DYH@L Virtual – We had a significant increase in using this resource.

<https://www.cbs8.com/article/news/education/learning-curve/homework-help-san-diego-libraries-offering-free-virtual-tutoring/509-b108b126-2c36-4b40-af0d-d0db78414876>

The Balance Score Card – Balanced Scorecard Work Sessions focus on improving department operations by transforming performance data into action. A Balanced Scorecard Work Session is an executive-level, data-focused discussion centered on department balanced scorecards and related performance improvement efforts. Through working sessions, departments and the OFT drive collective problem solving to help department implement initiatives in the balanced scorecard. Sessions will 1) track department progress toward achieving established goals and 2) strategize solutions to help departments reach performance targets. As strategic and fiscal plans set goals and allocate required resources to achieve them, the Measuring & Managing element ensures City operations are on track to meet those goals and objectives, while also seeking to continuously improve performance.

What we're focusing on is staff training and online resources. Our online resources skyrocketed during the pandemic and we want to stay that course.

Reopening – we are in status quo. We will not be reopening any more locations or adding more services this calendar year. We'll reassess in January if we can add more locations. We still have a lot of vacancies that we need to fill. We're taking things really slow for staff's and patron's safety.

#### **AGENDA ITEMS**

- a. Excel Card – Emily Derry and Ady Huertas  
Powerpoint Presentation presented to the commissioners. GOAL: Increase access to library resources by getting library cards to ALL students in SDUSD. (PowerPoint attached)
- b. Matching Fund Update – Misty shared a PowerPoint Presentation to the commissioners on Matching Funds Pool Distribution Update. (PowerPoint attached)

#### **COMMISSIONER COMMENT**

#### **OTHER BUSINESS**

The next Board of Library Commissioners meeting will take place on December 2, 2020 at 12:30 PM via Zoom.

#### **ADJOURNMENT**

Commissioner Wendy Urushima-Conn adjourned the meeting at 1:58 PM.



Misty Jones  
Director, Library Department

/tn



Student **EXCEL** Card

San Diego Public  
Library

*Excellence in **E**ducation and **L**ibraries*

# Student **EXCEL** Card



## **Goal:**

Increase access to library resources by getting library cards to ALL students in SDUSD.

## **General Policies:**

- Students from TK/K to 12<sup>th</sup> are eligible
- 3 item check-out limit
- No fines or fees
- Free card replacements
- Students can have both an EXCEL card and regular library card

## Winter/Spring 2020

Students at 4 pilot schools received cards:

- Chollas Mead
- Encanto
- Johnson
- Webster



## Big Change #1

### Winter/Spring 2021:

- Expand to all SDUSD schools!
- New students and incoming TK/K students at Pilot Schools

### Fall 2021 and beyond:

- New students and incoming TK/K students at all Schools

## Big Change #2

Students will receive a Student EXCEL Card at the library, not a blank one at school.

## Communication!

Reaching students and families to let them know:

- They have an account
- How to receive their card
- There are no fines or fees
- **Launch February 2021**



## Questions?

**Emily Derry**

Youth and Engagement Coordinator

[Ederry@san Diego.gov](mailto:Ederry@san Diego.gov)

**Ady Huertas**

Supervising Librarian for Youth and Family Services

[Ahuertas@san Diego.gov](mailto:Ahuertas@san Diego.gov)



# Matching Funds

Pool Distribution update

# Background

- Donations are matched up to \$1 million annually
- Library Dept previously had 4 special funds
- Performance Audit found disparities in resource allocation
- Revision to the policy created one Library Donations Matching Fund

# Policy changes

- 50% of the match shall be designated for the branch, Central Library, Central Library section, or system-wide purpose, where the donation was intended.
- • The remaining 50% of the match will be placed in a “pool” to be distributed within the first quarter of the subsequent fiscal year. The pool allocation will be driven by the results of the distribution model and will be distributed among branches identified to have the greatest need or at the discretion of the City Librarian.
- • Modifications to the distribution of the “pool” can be reassessed as conditions change or at the discretion of the City Librarian, with appropriate documentation.
- • The City Librarian will provide an annual report on the disbursement and use of the “pool” amount from the Library Donations Matching Fund.



# Pool Distribution

| Pool Distribution Summary                            | Total Amounts     |
|--|-------------------|
| Library Pool Distribution                            | \$ 396,784        |
| Library Materials Systemwide Allocation <sup>1</sup> | \$ 103,216        |
| <b>Total Pool Distribution from Match</b>            | <b>\$ 500,000</b> |

# Pool Distribution

- Demographics
  - Population of Service area
  - Median Household income
- Data sources include, but are not limited to:
  - United States Census Bureau
  - San Diego Association of Governments (SANDAG)
  - GALE - Analytics on Demand
- Updated yearly



| CD | Library Name               | SANDAG<br>2016<br>Population | Median Hhld<br>Income | Final Allotment<br>Per Branch |
|----|----------------------------|------------------------------|-----------------------|-------------------------------|
| 1  | Carmel Valley              | 36,707                       | \$ 134,900            | \$ 1,602                      |
| 1  | La Jolla/Riford            | 28,002                       | \$ 126,266            | \$ 2,239                      |
| 1  | North University Community | 48,721                       | \$ 71,870             | \$ 15,046                     |
| 1  | University Community       | 14,006                       | \$ 99,923             | \$ 2,672                      |
| 2  | Clairemont                 | 22,879                       | \$ 69,548             | \$ 7,289                      |
| 2  | Ocean Beach                | 26,358                       | \$ 67,865             | \$ 8,584                      |
| 2  | Pacific Beach/Taylor       | 47,365                       | \$ 72,169             | \$ 14,567                     |
| 2  | Point Loma/Hervey          | 36,580                       | \$ 70,801             | \$ 11,461                     |
| 3  | Central                    | 58,830                       | \$ 53,768             | \$ 22,648                     |
| 3  | Mission Hills-Hillcrest    | 19,676                       | \$ 76,739             | \$ 5,673                      |
| 3  | North Park                 | 39,457                       | \$ 56,693             | \$ 14,704                     |
| 3  | University Heights         | 19,495                       | \$ 57,989             | \$ 7,159                      |
| 4  | Mountain View/Beckwourth   | 44,282                       | \$ 32,732             | \$ 20,966                     |
| 4  | Oak Park                   | 33,290                       | \$ 46,858             | \$ 13,783                     |
| 4  | Paradise Hills             | 35,082                       | \$ 64,611             | \$ 11,905                     |
| 4  | Skyline Hills              | 32,007                       | \$ 67,755             | \$ 10,438                     |
| 4  | Valencia Park/Malcolm X    | 33,426                       | \$ 52,734             | \$ 13,013                     |
| 5  | Carmel Mountain Ranch      | 25,645                       | \$ 99,580             | \$ 4,930                      |
| 5  | Rancho Bernardo            | 26,527                       | \$ 87,711             | \$ 6,424                      |
| 5  | Rancho Penasquitos         | 81,110                       | \$ 124,141            | \$ 7,212                      |
| 5  | Scripps Miramar Ranch      | 39,859                       | \$ 124,427            | \$ 3,496                      |
| 6  | Balboa                     | 37,431                       | \$ 67,946             | \$ 12,177                     |
| 6  | Mira Mesa                  | 77,790                       | \$ 88,836             | \$ 18,471                     |
| 6  | North Clairemont           | 24,132                       | \$ 77,309             | \$ 6,900                      |
| 7  | Allied Gardens/Benjamin    | 14,052                       | \$ 76,953             | \$ 4,039                      |
| 7  | Linda Vista                | 30,285                       | \$ 55,985             | \$ 11,376                     |
| 7  | Mission Valley             | 14,698                       | \$ 64,918             | \$ 4,969                      |
| 7  | San Carlos                 | 33,229                       | \$ 86,576             | \$ 8,206                      |
| 7  | Serra Mesa-Kearny Mesa     | 26,316                       | \$ 77,292             | \$ 7,527                      |
| 7  | Tierrasanta                | 31,378                       | \$ 83,381             | \$ 8,171                      |
| 8  | Logan Heights              | 28,113                       | \$ 31,706             | \$ 13,432                     |
| 8  | Otay Mesa-Nestor           | 63,945                       | \$ 54,293             | \$ 24,476                     |
| 8  | San Ysidro                 | 39,937                       | \$ 56,019             | \$ 14,996                     |
| 9  | City Heights/Weingart      | 55,909                       | \$ 35,326             | \$ 25,861                     |
| 9  | College-Rolando            | 49,646                       | \$ 43,423             | \$ 21,273                     |
| 9  | Kensington-Normal Heights  | 24,202                       | \$ 55,925             | \$ 9,097                      |
|    | <b>Total</b>               | <b>1,300,367</b>             |                       | <b>\$ 396,784.00</b>          |

# Priority Needs

- Library Materials
  - \$48,006 for leased materials plans, paperbacks, foreign language etc
- Equipment
  - \$117,615 for furniture, computers, AV upgrades, window treatments
- Programs
  - \$51,243 for film screening licenses, STEAM, Robotics Showcase

# Questions?