

**LODI CITY COUNCIL
SHIRTSLEEVE SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, JUNE 18, 2013**

A. Roll Call by City Clerk

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, June 18, 2013, commencing at 7:00 a.m.

Present: Council Member Hansen, Council Member Johnson, Mayor Pro Tempore Katzakian, and Mayor Nakanishi

Absent: Council Member Mounce

Also Present: City Manager Bartlam, City Attorney Schwabauer, and City Clerk Johl

B. Topic(s)

B-1 Receive Report on Library Services (LIB)

City Manager Rad Bartlam provided a brief introduction to the subject matter of library services and the Lodi Library.

Library Services Director Dean Gualco provided a PowerPoint presentation pertaining to the services offered by the Lodi Library. Specific topics of discussion included the value of reading, library statistics throughout the United States and in Lodi, volunteer efforts at the library, the mission and goals of the library, and related ideology.

In response to Council Member Hansen, Mr. Gualco stated the Saturday and Sunday hours at the library are 12:00 p.m. to 6:00 p.m.

In response to Council Member Johnson, Senior Library Assistant Yvette Hererra stated the tutoring and homework help services are marketed by word of mouth, flyers, and partnering with community groups and churches.

In response to Council Member Hansen, Mr. Gualco stated the book budget was enhanced, utilizing the personnel savings from a half director position and the elimination of a management position.

In response to Mayor Nakanishi, Mr. Gualco stated a part-time individual is handling email and social media for the library and is spending approximately ten hours per week on the same. Mr. Gualco stated once the database is complete only ongoing maintenance time will be needed.

In response to Council Member Johnson, Mr. Gualco confirmed that generally there is no usage charge for the Sullivan Room unless it is a private event being held when the library is closed and not open to the general public.

In response to Council Member Hansen, Mr. Gualco stated the new computer room will include 15 computers and a smart board for presentations. Mr. Gualco stated software and hardware upgrades are being reviewed for availability and costs and staff remains cautious of spending more money pending the completion of the current improvement project.

In response to Mayor Nakanishi, City Attorney Steve Schwabauer stated that, while the library computers have pornography filters, the filter to review legal pornography must be removed upon patron request pursuant to the 1st Amendment.

In response to Council Member Hansen, Mr. Schwabauer stated the area at which the pornography may be viewed may be limited based on the presence of children in the same area.

In response to Council Member Johnson, Mr. Gualco stated the new \$400,000 budget for improvements was reduced from the \$1 million initial figure because they are not moving stacks at a \$200,000 cost, closing the library at a significant cost, and buying all new furniture. Mr. Gualco stated several of the existing furniture pieces can be retrofitted with technological needs such as plugs and there is an overall materials savings in the total budget as well.

In response to Council Member Hansen, Mr. Gualco stated he is making presentations in the community to bring awareness of the services and programs offered at the library and will review options for making presentations to service clubs regarding specific project needs and related costs in the hopes of receiving financial assistance for those needs.

In response to Council Member Hansen, Mr. Gualco confirmed that there are over 208 volunteers at the Lodi Library providing some sort of assistance to patrons.

In response to Mayor Nakanishi, Mr. Bartlam stated libraries throughout the country are primarily funded through property taxes and general funds. Mr. Bartlam stated the Lodi Library was the result of a Carnegie Fund donation and land donation from the Southern Pacific Railroad.

In response to Council Member Johnson, Mr. Gualco stated currently the City does utilize the County's Sirsi book system and they are continuing to look at ways to better partner with the County for future services and programs at the library including eBooks.

Myrna Wetzel spoke in regard to reaching patrons who do not have email, deactivation of library cards based on non-usage or electronic usage only, book sales by the Friends of the Library, and reciprocal loan agreements with surrounding libraries.

C. Comments by Public on Non-Agenda Items

None.

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 8:00 a.m.

ATTEST:

Randi Johl
City Clerk



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Receive Report on Library Services

MEETING DATE: June 18, 2013

PREPARED BY: Library Director

RECOMMENDED ACTION: Receive report on Library services.

BACKGROUND INFORMATION: The City Council and public will receive a presentation regarding the various services offered at the Lodi library. Specific programs and statistics will also be discussed. Detailed information is provided in the attached PowerPoint presentation.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.

A handwritten signature in black ink, appearing to read "D. Gualco", written over a horizontal line.

Dean Gualco, Library Director

APPROVED:

A handwritten signature in black ink, appearing to read "Konradt Bartlam", written over a horizontal line.

Konradt Bartlam, City Manager



City of Lodi Library
"The Way Forward"

Agenda

- The Value of Reading
- The Value of a Library
- The Fortune of Volunteers
- Our Ambitions of the Library
- Our Goals of the Library
- M.A.G.I.C
- Relevant and Transformational
- How Book can Change the World



**“Reading destroys loneliness,
for when we are surrounded by books,
we will always have
friends to delight, comfort,
guide, instruct, and inspire us”**





Joy of Reading

- One of life's great adventures, with few limits:
 - First, do not need someone to read with – quite different from playing tennis/football
 - Secondly, opportunity for interaction, helps create relationships (reading to children)
 - Thirdly, reading is fairly inexpensive – newspapers/magazines are less than \$1/day; can visit a library to borrow books cost-free
 - The sheer volume of literature produced yearly means that new and exciting material constantly energizes the reading public.
- One of life's grand adventures
 - Hope, idealism, promise and goodness
 - Ordinary people performing extraordinary feats
 - "You too can become great"

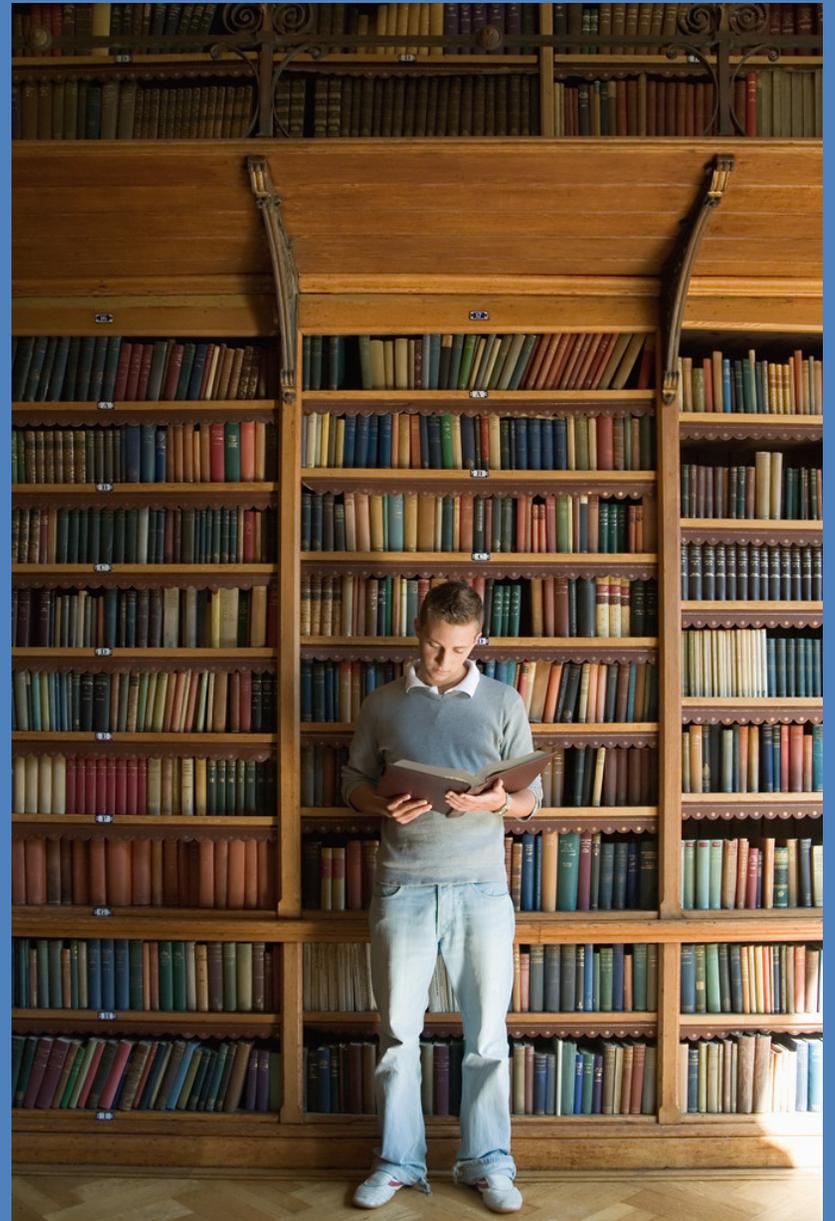
Value of Reading

- Percentage of children who read well has not changed substantially in 25 years
- 4 in 10 preschools, 5 in 10 toddlers, and 6 in 10 babies are not read to regularly
 - More than 35% of 4th graders read so poorly they cannot complete their schoolwork successfully
 - By the age of 5, a child's future success may already be determined by their exposure to reading
 - 90% of brain development happens by age 5
- 43% of those with the lowest skills live in poverty
- 70% of prisoners are in lowest two levels of reading
- The Mayo Clinic Study of Aging (2009) stated reading could decrease the risk of mild cognitive impairment, which is associated with Alzheimer's disease
- “Children who learn to read early have a much higher likelihood of succeeding in school, avoiding drugs and alcohol, and attending college.”



**“You are the
same today
as you will be in
5 years except
for two things:**

**the people you meet
and the
books you read”**



Library – U.S.

- 9000 central buildings, 7500 branches
- 2.5 billion books checked out annually
- For every 2 books sold in America –
1 book is borrowed from a library
- Almost 70% carry Library cards
- Almost 50% visit a Library once per year
- Sundays are universally the busiest
day for a Library





Lodi Library 2012 Overview

- 220,000 visits to the Library (close to 2011)
- 448 events/12,993 attendees
up from 388/13,133 attendees in 2011
- 217,742 materials checked out
down from 248,250 in 2011
- 50,500 computer visits
up from 47,428 in 2011
- 4,000 new titles added
up from 3,605 in 2011

Volunteers

- Approximately 200 Library volunteers
- Donated 26,718 hours in 2012
estimated cost of service: **\$646,041**
- Offered 104 classes – almost 1 every 3 days
 - Computer classes
 - Online job search/resume assistance
 - Computerized GED certification help
 - US citizenship preparation
- Over 3,000 individual/group homework help sessions
- Assisted 208 adults with reading/writing



**Our mission is to
expand access and
opportunity
to knowledge**

**in the hopes of
creating a more
moral, intellectual,
creative and
welcoming**

**community
living room.**



Ambitions

- **Repository and creator of history**
 - The cultural institution of the City; who we are
 - heritage, histories, customs, and traditions
- **Repository and creator of friendship**
 - Opportunities of interaction through forums, meetings, debates, and presentations
 - Libraries are the social fabric that weaves its diverse inhabitants toward a common ideal of contribution and good citizenship.
- **Repository and creator of knowledge**
 - Disseminate knowledge throughout the community, which is a key factor in the rising standard of living



Library - Goals

- **Goal #1: Expand hours of operations**
 - Increased hours 21% with no cost to City
- **Goal #2: Expand collection of books/media**
 - Doubled budget from \$49,000 to \$101,000
- **Goal #3: Focus on the customer**
 - Customers greeted when entering Library
 - Employees tour building every 30 minutes to offer assistance/enforce behavioral policy
 - Use of Police Partners
- **Goal #4: Visual appeal/aesthetics**
 - Remove clutter (posters/flyers on windows, numerous carousels)
 - Uniform/symmetry of book stacks





Library – Goals (cont.)

- **Goal #5: Expand/analyze Library events.**
 - Increase programming 10% annually
 - Create monthly “Programming Report” of per event: staff hours, direct costs, cost/attendee, publicity forums, possible improvement – determine best use of Library resources
- **Goal #6: Expand marketing/advertising**
 - Expand use of Facebook, created Twitter account, created email database, collaborate with community groups/clubs
 - Distribute monthly events calendar

Library – Goals (cont.)

Goal #7: Establish employee expectations

- First: focus on the customer
 - We have jobs because we have customers
 - Question: how will this benefit the customer?
- Second: be a good person/do good
 - Incredibly kind, control ego/jealously/envy, tell the truth, do what's right, and look to the good
 - “One doesn't become virtuous by making others less virtuous”
- Third, work hard
 - World is replete with talented people who did little to perfect/utilize their talent
 - “Great accomplishments, and great rewards, often come with great sacrifice”
- Fourth, “next”
 - Your destiny is not determined by what you did yesterday...but in what you plan to do tomorrow



Library – Goals (cont)

Goal #8: Complete renovation of Library

- Finish remodeling (new carpet/paint)
- Install electrical/technology circuits
- Increase number of meeting rooms
- Lounge to encourage community interaction

• Total cost: \$400,000, plus furniture

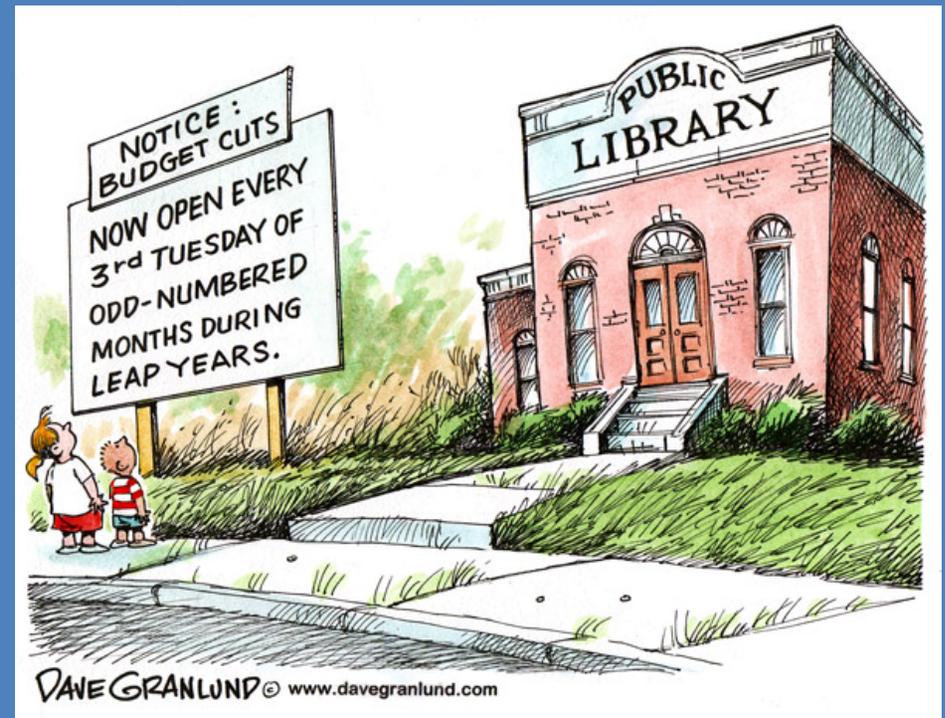
- \$380,000 – foundation; \$30,000 - trustees;
\$40,000 – Library Fund

• Current status: architect developing specifications

- Request construction bids September 2013
- Council select contractor December 2013
- Construction begins January 2014
- Construction completed April 2014



“What the world
of tomorrow
will be like
is greatly dependent
on the power
of imagination
in those
who are learning
to read today.



Astrid Lindgren

M.A.G.I.C

- Make a difference
 - Only limited by ideas and guts
- Ambition
 - Inspiring/create sense of adventure
- Guts
 - Guts/courage to make the tough decision/
to go where you need to go
- Ideas
 - Think differently – at its most basic, change is something or someone that is different
- Change yourself
 - To make a difference, you must change the world;
to change the world, you must first change yourself





Relevant & Transformational

- Make better decisions
 - If you can make the right decision at the right time and for the right reason, you can create a more moral, intellectual, and philosophical community
 - Career, crime, relationships, service
- Create friendships/sense of community
 - Technology isolates; libraries integrate
 - Shop/pay bills online, social media
 - Opportunities to interaction: seminars, lectures, meetings, presentations, debates, forums, classes,
- Path to a better future; light to a better life
 - Broaden your possibilities – to not only find your passion, but obtain the tools to achieve it
 - Stories: hope, idealism, goodness, tolerance, responsibility, giving, forgiving - **to learn to do something and to be anything**

Dolly Parton

- Great entertainer, great businesswoman, great humanitarian
- Imagination Library
 - Read few books as a child; remembered mom reading to her
 - Any child can get a book/month until they are 5
 - 800,000/month receive a free book Dolly
 - 40 million books mailed thus far!

“the seeds of dreams are often found in books”

“if you can self-educate, you can be anything you want”





**Educate the mind and you
can change the individual;
educate the soul and
you can change the world**

**By treasuring history,
encouraging friendships
and expanding knowledge,
our Library hopes
to make a difference
in the our community and,
in some small way,
the world a better place**