



# Tulare Library Advisory Board Meeting

Tulare Public Library | 475 North M Street | Tulare, CA  
**June 15, 2016, at 4:00pm | TPL Charter Room**

| <b>Facilitator:</b> Lisa Hollingshead   <b>Minutes:</b> Heidi Clark  |  |
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| <b>Attendees:</b> Lisa Hollingshead; Ellen Baker; Michelle Lippincott; Terry Sayre; Donna Schauland; Marissa Moya; Diana Moreno; Paul Melikian; Traci Myers; Rob Hunt; Sara Brown; Heidi Clark; Melissa Emerson; Sarah Fly; and, Jane Zikratch   |  |
| <b>City of Tulare Mission Statement:</b> To promote a quality of life making Tulare the most desirable community in which to live, learn, play, work, worship and prosper  |  |
| <b>Agenda</b>  |  |
| Topic  | Speaker  |
| I. CALL TO ORDER   | Lisa Hollingshead  |
| II. <b>CITIZEN COMMENTS:</b> This is the time for citizens to comment on items within the jurisdiction of the Advisory Board. The Board cannot legally discuss or take official action on citizen comments that are introduced today. Each speaker will be allowed 3 minutes, with a maximum of 10 minutes per item, unless otherwise extended by the board.   | Lisa Hollingshead  |
| III. <b>COMMUNICATIONS:</b> Communications are to be submitted 10 days prior to a meeting to be considered for this section of the Agenda. No action will be taken on matters listed under Communications; however, the Board may direct staff to schedule issues raised during Communications for a future agenda. Citizen comments will be limited to 3 minutes per topic, unless otherwise extended by Board.   | Lisa Hollingshead  |
| IV. ITEMS OF STUDENT INTEREST  | Marissa Moya & Diana Moreno  |
| V. <b>CONSENT CALENDAR:</b> All Consent Calendar items are considered routine and will be enacted in one motion. There will be no separate discussion of these matters unless a request is made, in which event the item will be removed from the Consent Calendar to be discussed and voted upon by a separate motion.<br>1) Approval of Minutes – May 18, 2016   | Lisa Hollingshead  |
| VI. SCHEDULED CITIZEN OR GROUP PRESENTATIONS   | Lisa Hollingshead  |
| VII. GENERAL BUSINESS<br>2) Introduction to Deputy City Manager, Paul Melikian<br>3) City Librarian: a) Presentation for Approval of July, 2016-June, 2020 Tulare Public Library Strategic Plan, and b) Approval of Overview, Theme, and Scope for Interactive Youth Space. See Attachments A & B Below.<br>4) Snapshot of Stats (Attachment C) & Staff Updates<br>5) Suggestions – Library Advisory Board   | Sara Brown & Paul Melikian<br><br>Sara Brown<br><br>Library Staff<br><br>Board Members |
| VIII. ITEMS OF BOARD MEMBER INTEREST   | Lisa Hollingshead  |
| IX. SET DATE AND TIME OF NEXT MEETING<br>• July 20, 2016, at 4pm   | Lisa Hollingshead  |
| X. ADJOURNMENT   | Lisa Hollingshead  |
| In compliance with the Americans with Disabilities and Brown Act, if you need special assistance to participate in the meeting, including the receipt of the agenda and documents in the agenda package in an alternate format, please contact Tulare Public Library (559) 685-4500. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102-35, 104 ADA Title II), and allow for the preparation of documents in the appropriate alternate format. |  |

**ATTACHMENT A:  
PRESENTATION FOR APPROVAL OF JULY, 2016-JUNE, 2020 TULARE PUBLIC LIBRARY STRATEGIC PLAN**



**ATTACHMENT A (CONTINUED):  
PRESENTATION FOR APPROVAL OF JULY, 2016-JUNE, 2020 TULARE PUBLIC LIBRARY STRATEGIC PLAN**

**GOAL 4: Support Educational and Learning Opportunities**



|                   |  |
|-------------------|--|
| <b>STRATEGY 1</b> | Engage and strengthen early literacy activities, programs, and services.   |
| <b>STRATEGY 2</b> | Support and strengthen student learning and self-reading (K-12) through collaborating with community partners, programs, and services.                                       |
| <b>STRATEGY 3</b> | Support and strengthen reading and self-directed learning through regional/collaborative initiatives, programming and technology, and collaboration with community partners. |



**GOAL 5: Support Workforce and Economic Prosperity**



|                   |   |
|-------------------|---|
| <b>STRATEGY 1</b> | Expand digital literacy and basic computer skills.  |
| <b>STRATEGY 2</b> | Enhance all areas of literacy (reading, math, English for Speakers of Other Languages, and more). |
| <b>STRATEGY 3</b> | Encourage partnerships to develop and promote jobs and small business services.                   |



**GOAL 6: Foster Community Connections**



|                   |  |
|-------------------|--|
| <b>STRATEGY 1</b> | Collaborate, service, and programs and collaborate for all with special projects in the name of each community with resources to the City of Tulare General Plan, Adopted October 7, 2016. |
| <b>STRATEGY 2</b> | Anticipate and respond to the evolving needs and objectives of present and future community groups.  |
| <b>STRATEGY 3</b> | Increase TPL's ability to respond to community needs by building partnerships and collaborations with individuals, groups, organizations, and other City of Tulare departments.            |



**GOAL 7: Utilize Technology to Strengthen Digital Programs and Bridge Digital Divide**



|                   |  |
|-------------------|--|
| <b>STRATEGY 1</b> | Expand digital services through free and equal access to information and resources.                |
| <b>STRATEGY 2</b> | Expand digital services and information through technology for economic development.               |
| <b>STRATEGY 3</b> | Increase library staff's awareness of emerging technology and technology-based tools and services. |



**GOAL 8: Raise Awareness of Library Through Marketing**



|                   |  |
|-------------------|--|
| <b>STRATEGY 1</b> | Promote the library's value to our community.  |
| <b>STRATEGY 2</b> | Promote library programs, services and collaborate to reflect the library's profile.                                     |
| <b>STRATEGY 3</b> | Participate in relevant local, state, and national library marketing to explore marketing and partnerships in libraries. |

**Final Thoughts**

**Sustainable Funding Strategies**

In order to address the budget challenges and growing customer needs, we will continue to explore various funding options. We will continue to explore various funding options, including grants, donations, and partnerships. We will continue to explore various funding options, including grants, donations, and partnerships.

**Where Do We Go From Here?**

Tulare Public Library (TPL) is committed to providing high-quality services to our community. We will continue to explore various funding options, including grants, donations, and partnerships. We will continue to explore various funding options, including grants, donations, and partnerships.



**ATTACHMENT B:  
APPROVAL OF OVERVIEW, THEME, AND SCOPE FOR INTERACTIVE YOUTH SPACE**

**Overview For Library Advisory Board: Interactive Youth Space**

As you know, one of the goals of the library since early 2014 has been to create a greater interactive learning environment in the youth area to encourage "language and literacy development through play;" more information at <https://dentonlibrary.wordpress.com/2016/02/03/why-do-they-have-toys-in-the-library/>. It was also shared as a goal with City Council in August, 2014, as part of our annual presentation, "TPL: How we've Grown FY 13-14." However, this goal has been on the backburner as other needs like Public Health & Safety have taken precedence. Funding was another challenge, but the Tulare Library Foundation has shared recently that they would like to utilize the Night at the Library in September, 2016, as a fundraising springboard for funding this project.

**Suggested Themes:** Tulare Live Oak/Train

**Suggested Scope:**

- Signage – as currently there is nothing in the youth space delineating the Teen Space; Spanish Area; etc., etc.
- More table spaces and/or additional computers; additional computers would come from our SJVLS Tech Reserve
- Interactive wall manipulates
- Interactive furniture pieces
- Paneled Murals by a local muralist i.e. the mural painted on panels not on the wall itself to be installed
- Bulletin Board material for insets – as right now the insets in the children's areas are just painted and makes it challenging put up and take down themed displays

**Staff, Intern, and Timelines:** Summer Intern will create draft with price costs, etc., under the direction of Library staff; Facilities; and Building ADA for review in August. It will then go to Library Advisory Board for final approval in August. The rendering and donation needs will be unveiled at the Tulare Library Foundation's Night of the Library, Sept. 26<sup>th</sup>, from 5:30-8:30pm.

No timeline has been established for installation, but if the fundraising goals are met in September, the process would begin in the Fall with possible installation in early 2017. Examples below from other libraries:



**ATTACHMENT C (SNAPSHOT OF STATS):**

| <b>Library Monthly Report: 2016 APRIL</b>   |   |                 |
|---|---|-----------------|
| <b>Group Title</b>  | <b>Activity / Program</b>   | <b>2016 Apr</b> |
| <b>SNAPSHOT OF STATS</b>  |   |                 |
| <b>General Library Services</b><br><br>*Open 43 Hours a Week<br>*Tue.-Fri. 10am-7pm & Sat. 10am-5pm<br>(Closed for Thanksgiving; Christmas Eve;<br>Christmas; New Year's Eve; and, New Year's<br>Day) | Public Services (Door Count; Items Circulated; New cards; Passports; Ref. Queries, etc.)  | 38,508          |
|   | Internet Services (Ebook; FB; JobNow; Computer Users; Virtual Visits; etc.)   | 14,284          |
|   | Volunteer Services<br>(Book Wranglers; Homework Help; Friends of the Tulare Public Library; Tulare Library Foundation; Sequoia Genealogical Society; Teen Advisory Board; Library Advisory Board; Friends; and, Veterans Resource | 1,079           |
|   | <b>Total</b>  | <b>53,871</b>   |
| <b>Adult Services</b>   | Programs / Activities   | 210             |
|   | Special Events / Outreach Attendance  | 437             |
|   | <b>Total</b>  | <b>647</b>      |
| <b>Youth Services</b>   | Programs / Activities   | 350             |
|   | Special Events / Outreach Attendance  | 680             |
|   | <b>Total</b>  | <b>1,030</b>    |
| <b>Total Library Services</b>   |   | <b>55,548</b>   |