

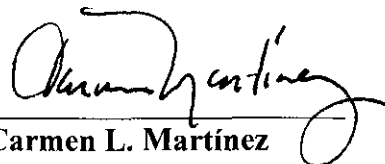
OFFICE OF THE CITY ADMINISTRATOR  
CITY OF OAKLAND  
AGENDA REPORT  
2007 FEB 13 PM 3:28

**TO:** Office of the City Administrator  
**ATTN:** Deborah Edgerly  
**FROM:** Library Department  
**DATE:** February 13, 2007

**RE:** Annual Report of the Library Advisory Commission

Attached is the Annual Report from the Oakland Public Library Advisory Commission, covering the period from April 1, 2005 to January 31, 2007. Chairperson Tracey Scott will be available to answer questions.

Respectfully submitted,



**Carmen L. Martínez**  
**Library Director**

Attachment

FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE



**OFFICE OF THE CITY ADMINISTRATOR**

Item: \_\_\_\_\_  
Life Enrichment Cte.  
February 13, 2007



February 13, 2007

**LIFE ENRICHMENT COMMITTEE**  
**Oakland City Council**

**Subject: Annual Report of the Library Advisory Commission**

Chairperson Chang and Members of the Committee

The Library Advisory Commission (LAC) hereby reports on its activities covering the period from April 1, 2005 to January 31, 2007.

**Commission Activities:**

During the past twenty-two months, the Library Advisory Commission (LAC) has been party to one major victory and one disappointment for Oakland libraries. First, the LAC supported the completion of the Master Facilities Plan for the improvement and expansion of Oakland's libraries. Four-years in the making, this plan outlines a clear vision of the roles that libraries can play in the larger community. We thank the Life Enrichment committee, Council and other City officials for their support and approval of such a bold vision. We commend Library Director Carmen Martinez, Deputy Director Gerry Garzon and their staff for initiating this process and actively seeking the needs and desires of nearly 4,000 Oaklanders.

Sadly, Oakland voters narrowly defeated Measure N which would have implemented the vision and plans set forth in the Master Facilities Plan. While some voters were concerned about more taxes, a vocal (and not so vocal) minority challenged the idea of a new Main Library at the Kaiser Auditorium. The Library Advisory Commission unapologetically supported this move because we believe that libraries are catalysts for change and growth. A new Main Library could have been a beacon for Oakland, a symbol to help Oaklanders think bigger about their lives and the vitality of our city. Unfortunately, the city seemed paralyzed by the fear that "we are powerful beyond measure."

We would like to take this moment to thank the City Council and other elected officials, especially Councilmember Jean Quan, the Measure N committee members, library staff that volunteered their personal time, and the volunteers who made phone calls, distributed yard signs, and spoke at community meetings. Despite the loss, Director Martinez has already begun to creatively identify ways to address some of the more pressing needs such as restrooms and Internet access.

Item No: \_\_\_\_\_  
Life Enrichment Committee  
February 13, 2007

In 2005, the LAC engaged in the following advocacy activities:

- Commissioner Berrigan and seven other people, including three youth members of the Youth Leadership Council, attended the annual Library Legislative Day in Sacramento. Oakland was the only library with teen representation. Scheduled meetings were held with aides from the offices of Assemblywomen Wilma Chan, Lonnie Hancock, and Sheila Kuehl, and State Senator Don Perata.
- Commissioner Wong announced that the Friends of Asian had received a donation of 20,000 books that can be sold as a fundraiser for the Asian branch. Friends of Asian also donated \$5,000 towards a self-check-out machine in the Asian branch.
- Commissioner Berrigan was chosen as OPL's representative and attended the quarterly meetings of BAYLIS/Systems Advisory Board.
- Commissioner Noble represented OPL on the Readers to Readers Council, a one-day lobbying conference in Sacramento.
- In July, the LAC was named the official oversight board for Measure Q funds. The LAC determined that a semi-annual review of expenditures and an annual review of budget was a minimum requirement. Commissioner Katz contributed questions and summarized key issues to include in the LAC's oversight of Measure Q. The LAC refined the standard report format which was approved by Council.
- Commissioner Berrigan attended the Advocacy Institute workshop during the American Library Association conference in Chicago. The focus was on message-building and public relations strategies. The handbook developed by the ALA was distributed to the entire LAC.
- Commissioner Katz was asked by library staff to tour the Kaiser Auditorium in considering it for the new Main library.
- Commissioner Wong helped the Asian Branch host a delegation from Korea and received a donation of \$10,000.
- Commissioner Katz and other Commissioners wrote letters in support of S.737, the Security and Freedom Enhancement Act (SAFE) which includes a provision which affects libraries.
- Commissioner Berrigan attended the California Library Association meeting in Pasadena.
- Commissioners Wong, Scott and Katz attended the Asian Branch's 30<sup>th</sup> Anniversary celebration at which Friends of Asian donated \$20,000 and books.
- Commissioner Katz attended the "Wolfing Down Books" celebration.
- Commissioner Katz attended the CALTAC (California Association of Library Trustees and Commissioners) workshop. They explored issues around RFID and privacy.
- Commissioner Wesley made a trip to New Orleans and the Gulf Coast where she saw the need for re-building of infrastructure including libraries.
- Commissioners Scott and Katz and several Bay Area library directors attended the welcome reception for Dr. Ken Haycock, the new director of the Library Science Program at San Jose State University. Dr. Haycock stated that his 1,400-student program is now the largest library science program in the USA. Several OPL employees are attending or graduated from this program.
- Commissioner Katz hosted a free class at the Dimond Library called "An Inside Look at Video and Computer Games" to help parents.

In 2006, the LAC engaged in the following advocacy activities:

- Commissioner Katz attended the opening of Willard Acorn School in which each classroom adopts a university.
- Commissioner Scott attended the Piedmont branch Friends' celebration of Citibank's support, where Citibank donated \$5,000 to the Piedmont Friends.
- Throughout the year, Commissioners Katz and Scott continued their involvement in the Citizens Action Committee for the Master Facilities Plan. In generating community feedback on the draft plan, presentations were made to community groups and each attended several focus group sessions held at each branch.
- Commissioners Scott, Berrigan, Katz and other people, including youth members of the Youth Leadership Council, attended the annual Library Legislative Day in Sacramento. Scheduled meetings were held with Assemblywomen Wilma Chan, Lonnie Hancock, and State Senator Don Perata. Overall, our elected representatives in Sacramento are not only supportive of library issues and funding, but they also have a deep understanding of the impact of libraries in our communities.
- Commissioner Scott provided materials and background, as well as pictures, of the new Minneapolis Main Library. She noted that Minneapolis is a city and library system comparable to Oakland, but that the commitment per capita is significantly higher in Minneapolis. Examples include over 200 computers in the main library alone.
- Commissioner Berrigan attended the American Library Association conference in New Orleans and described how libraries pulled together and supported each other after the Katrina flood.
- Commissioners Scott, Katz, Berrigan and YLC teens spoke numerous times at Life Enrichment, Rules and City Council meetings on behalf of approval of the Master Facilities Plan and the Measure N bond measure. Commissioners Scott and Berrigan served as co-chairs of the Measure N campaign and several commissioners volunteered significant time towards the campaign.
- Commissioner Wong attended a press conference at Asian branch for Cathay Bank. SBC awarded the Friends of Asian a \$7,500 grant for computer equipment.
- Commissioner Arthur Noble maintains his active involvement with the Second Start Adult Literacy Program.

Throughout the year Commissioners have continued their advocacy and advisory roles by meeting with Council members, City staff, Library staff and individual members of the public. Several Commissioners wrote letters to the *Oakland Tribune* and other publications. In an effort to increase our visibility, the Commission held its meetings in the Rockridge, West Oakland, Asian, and Chavez branches as well as the Main Library.

During 2005, several commissioners were approved by the City Council for appointment:

- Newly appointed Commissioner Muhammad Alabi, a local C.P.A. who is on the board of the Friends of Golden Gate and represents Emeryville.
- Re-appointed Commissioner Arthur Noble, a tutor with Second Start.

During 2006, three new commissioners were approved by the City Council:

- Commissioner Marilyn Citron, a senior account executive with Fox and member of Friends of the Rockridge Library.
- Commissioner Tom Manley, an employee in the City of Oakland's Finance Management Agency.
- Commissioner Sue Yascolt, a community activist.

The LAC thanks commissioners who ended their terms on the Commission:

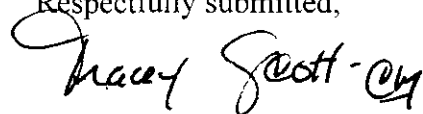
- Commissioner Bridgette Berrigan, community activist and member of Arizmendi Co-Op.
- Commissioner Deborah Eudaley.
- We would like to pay tribute to former Commissioner Judi Hirsch who passed away in 2005. In Judi, Oakland lost someone with absolute and unwavering dedication to Oakland's "brilliant" students and kids.

### **Future Issues and Activities:**

The long-term budget planning will be the Commission's main focus over the next few months. Additionally, in the Commission's role as the Measure Q Oversight Committee, we will continue to explore our concerns about the preservation of Measure Q funds and associated commitments. The Commission believes that we simply cannot erode Oaklanders' confidence by continuing to tax this fund with "overhead" from City agencies.

The Library Advisory Commission will continue to work closely with the Library Director, the City Administrator and City Council to ensure that the public has a voice in how decisions are made about the future of public libraries in Oakland. Continuing a long-held tradition of youth representatives, the LAC is working with the OPL Youth Leadership Council and other organizations to identify candidates for two commission appointments representing Oakland's youth.

Respectfully submitted,

A handwritten signature in black ink that reads "Tracey Scott" with a small circle at the end of the name.

Tracey Scott, Chairperson  
Library Advisory Commission