

# CALTACTICS

Issue 1  
January – March 2010

## Libraries Are a Special Place

*By Senator Carol Liu, 21st Senate District*

Libraries occupy a special place in our communities, and the role of the library becomes more critical in this economic downturn. I applaud library staff, volunteers, board members, commissioners and others who give so much of their time, talent and dedication.

Libraries remain a place for expanding your knowledge, finding the latest work of a favorite author, or enjoying the interchange in a book reading club. But now the greater range of information available a libraries becomes even more important.

Anyone looking for work can update and polish a resume. Free Internet service can connect job seekers with employment information, career resources, and job postings. Displaced workers can learn more about retraining, career development, and emerging opportunities such as green technology and manufacturing.

Nationwide, the American Library Association reported more than a 10 percent increase in checked-out items and library visits in 2008, compared with an earlier recession period in 2001. Rentals of books, DVDs, CDs and other items are expected to increase, particularly when cash-strapped families realize the full educational and entertainment benefits of public libraries.

I started public service as a school teacher in the San Francisco Bay Area, where I encouraged my students to use their local libraries. I continued to support libraries when I was first elected to public office as a City Councilmember in La Cañada Flintridge, where I still live.

The 21st Senate District includes Burbank, Glendale, Pasadena, San Gabriel, Temple City, and several City and County of Los Angeles communities. Libraries and other public services remain vulnerable to budget cuts when local governments make difficult fiscal choices. However, we continue to see shining examples when forward-thinking voters, elected officials, library boards, the private sector and other concerned parties join forces in favor of our libraries.

In late January of this year, residents of unincorporated La Crescenta turned out for the opening of a newly expanded and renovated library. This Los Angeles County community effort was years in the making and finally broke ground in 2007. The \$14.6-million renovation tripled the size of the library.



In This Issue	
President's Column.....	2
Legislative Report .....	3
CALTAC Awards .....	4
Caltactics is Going Green....	5
Board Effectiveness Training .....	6
The Lafayette Library and Learning Center.....	7
Important Dates for 2010 .....	8
Cool Web Site .....	8

## President's Column

Richard K. Moore



I need to hear from you. An organization is only as strong as its members and we need to share our stories, our battles and our victories. Our history. Stories give us strength when the economy and/or politics beat us down. Stories help others gain strength when the future looks bleak. It is good to know when a community achieves, how they did it. I need to hear from you.

Stories are the theme of the workshops this year, but they are something we need to continue to share throughout the year. We have had some terrific successes around the state, building and rebuilding our libraries. We have done it with parcel taxes, city council votes, supportive communities and partnerships with other agencies. We share them here in the CALTACTICS Newsletter.

What gives these stories strength is when the participants tell them. When I pick up the newspaper and read that a particular vote has passed or failed, I miss the action and passion behind the vote. But when folks tell their stories first hand, the details and energy come through and their successes become ours as well.

I also need to hear from you about the individuals who make it happen. Are they State Senators or members of the Assembly, City Council activists or County Supervisors, tireless Friends or Foundation members, or Directors with leadership in their veins? This is the time of year we begin to think about our CALTAC Awards, way off in November. In this issue you will find the people we identified in 2009 as our heroes for public libraries.

Now it is your turn to tell the rest of California what makes libraries special in your town. Is there a newspaper reporter who always gets the story right and tells it in such a way that the next day the residents are standing at the door to see what's new? Is there a local philanthropist who has looked out for the Library in times of need and made sure the public had every opportunity to take advantage of your skills and collections? Or a volunteer you just can't do without?

The big news in Sacramento (via our management teams in Folsom) is that we will be attending a combined conference in November—the California School Library Association and the California Library Association are working together to provide a new experience for all. It will be terrific to be able to visit with each other, go as teams from our local areas, and celebrate what libraries, both public and school, can do to create a vibrant citizenry.

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# Legislative Report

## January 30, 2010 Board Meeting

### STATE BUDGET

CLA lobbyists Mike Dillon and Christina Dillon DiCaro presented a succinct summary of the state budget as related to libraries on January 8, 2010: "CLA been bracing itself for potential cuts to vulnerable library programs such as the Public Library Foundation, Transaction Based Reimbursement and the California Library Literacy and English Acquisition Program, given the state's massive \$19.9 billion projected deficit for 2010. However, we are pleased to note, that thanks to Governor Schwarzenegger and his Administration, no cuts are currently being proposed for any of these valuable services in his 2010-11 State Budget." The budget proposal leaves intact both the California Newspaper Project and the California Civil Liberties Public Education Act as well.

The Dillon's report included a helpful breakdown of specific funding levels: "The baseline for the Public Library Foundation currently stands at \$12.9 million... The baseline for the Transaction Based Reimbursement currently stands at \$12.9 million.... The baseline for the California Library Literacy and English Acquisition Program currently stands at \$4.5 million." Thus begins the budget conversation...

### CALIFORNIA STATE LIBRARY

Governor Arnold Schwarzenegger announced the appointment of Stacey Aldrich as State Librarian of California on November 13, 2009. Prior to joining the State Library, Aldrich served as Assistant Director of the Omaha Public Library from 2005 to 2007, Branch

Chief of Public Libraries and State Networking for the Maryland State Department of Education from 1996 to 1999, and 2000 to 2005, and as Senior Associate at Coates & Jarratt, Inc., a "futuring" think-tank, in 2000. She served as Information Technology Librarian for Hood College Library in Frederick, Maryland, from 1992 to 1996.

CSL hosted an Opportunity Online Broadband Summit in December that brought together libraries, community supporters and state leaders to discuss how to improve and sustain Internet connectivity for all California libraries.

The state budget crisis continues to have a significant direct impact on the State Library staffing and service levels.

### CLA

CLA has named Holly Macriss to be its new Executive Director. She officially joins the staff on February 1; however, she has already begun working to bring herself up to speed on libraries by attending ALA Midwinter in Boston and jumping into CLA activities.

### Legislative Day/Day in the District

CLA is planning to encourage Day in the District meetings on Friday, April 16 during National Library Week. We will be collaborating with CSLA once again this year to schedule meetings with legislators and staff in local offices.

CLA will not be hosting Library Legislative Day in Sacramento this April but will be focusing on local advocacy efforts.

### CA Law Libraries

CALTAC is co-sponsoring a Sunshine Week event at Pacific McGeorge School of Law in Sacramento with the Northern CA Law Libraries, CLA and the Special Library Association on March 24, 2010. The topic: Fighting for Open Government: Stories from the Trenches, 9am to 1pm.

### FEDERAL

#### ALA Legislative Day

ALA is planning National Library Advocacy Day in Washington as part of the ALA Annual Conference this year on June 29. In preparation for National Advocacy Day, ALA is encouraging every state to follow New Jersey's lead and create a snapshot of their libraries: 225 libraries participated in Snapshot Day, a joint project of the New Jersey State Library and the New Jersey Library Association to create One Day in the Life of New Jersey Libraries (February 19, 2009 and October 7, 2009) <http://snapshot.njlibraries.org>.

#### Patriot Act

The American Library Association (ALA) is not optimistic about the mood in Washington for a library-friendly revision of the USA PATRIOT Act, which must be reauthorized by the end of February. Leaders in Congress are meeting in the latter days of January about possible revisions and renewal.

#### ARRA – American Recovery and Reinvestment Act of 2009

In December ALA, joined by nine other supporters of broadband build-out, sent a letter to Assistant Secretary of Commerce Larry Strickling asking the National

(continued on page 6)

## CALTAC AWARDS

### November 2009

The CALTAC Luncheon at CLA each year is a celebration of the people who make California libraries such marvelous places. These are the people we celebrated and it was a delight to meet them in person and hear their stories.

#### **TRUSTEE: Outstanding Service to a Local Library or System**

##### ***Margie Stephens, Milpitas Library Advisory Commission***

*Nominated by Linda Arbaugh, Milpitas Community Librarian*

For 23 years Margie Stephens has provided help as a library commissioner, a Friend of the library, and a leader in the production of book sales in support of the library. Over these years, book sales have grown so that they occupy an ever-larger slice of Margie's time. Sales have grown and contribute to the library's ability to meet the needs of its patrons. Margie and her service dog, Mimi, are familiar regulars among the library crew she recruited to help. She is always ready to be a member of a subcommittee or task force when a goal is identified.

#### **ELECTED OFFICIAL: Outstanding Support or Promotion for Legislation to Benefit Libraries and Library Services**

##### ***Helen Thomson, Supervisor District 2, Yolo County***

*Nominated by Sharon Hallberg, Vice Chair, Yolo Country Library Advisory Board*

Thirty-five years of public service have been Helen Thomson's gift to Yolo County. From school board to County Supervisor to the California State Assembly and back to the Board of Supervisors, her service to the people includes her activities on behalf of public libraries. Her leadership of the Library Capital Campaign of Davis added to the stability and passage of a parcel tax, and speaks to her talent for advocacy. Partnerships with school, civic, and Friends groups, and the use of developer impact funds, facilitated two library expansions. Partnerships have led to the construction of the new Community Center, including the new Arthur F. Turner County Library. Yolo County library patrons are well served by Helen's willingness to develop alliances, build bridges, and champion literacy and education.

#### **INDIVIDUAL: Making a Significant Financial or In-Kind Contribution to a Library or Library System**

##### ***Dorothy M. Cohen, South Pasadena Public Library***

*Nominated by Steve Fjeldsted, South Pasadena City Librarian*

Leading by example, Dorothy Cohen has provided inspiration, support, and direction in the creation of success for South Pasadena. Active in three Library Special Tax Ballot campaign victories, she brought leadership to each success. She was active in the Friends, Beautification committee, and History Book Committee. Dorothy was a co-founder of the Bookstore Committee in 1982. Stories abound of ladies using the dark basement of the local post office to receive and sort donated books. The sifting, sorting and pricing has created a model operation that continues to serve the current Library. Dorothy Cohen is a 4th generation Californian and a 47-year resident of South Pasadena. A former public relations assistant for the local school district, and former president of the local League of Women Voters, she also served as a member of the City Council and as Mayor.

#### **INDIVIDUAL: Who Provided Outstanding Service to a Library**

##### ***Gene Roeder, Book Sale Chairman, Palos Verdes Library***

*Nominated by Constance B. Davenport, President, Palos Verdes Library District Board of Trustees*

Dedication and leadership are words used to describe Gene Roeder, the intrepid volunteer at the Palos Verdes Libraries and Book Sale Chairman of the Peninsula Friends of the Library. Gene started volunteering at the Peninsula and Malaga Cove book sales in 2002. He became chairman in 2004 and started the Internet Sales Group in 2007. Under his leadership the income from book sales have more than doubled to almost \$300,000 a year. Working as liaison with library staff, Gene trains new volunteers, and has built a team of 65. Gene started the Books for Troops program in 2004 and since then has shipped 67,000 donated items to troops in 29 countries, USOs, Navy ships and military hospitals. In seven years of volunteering, Gene has contributed 13,850 hours of his time.

### LIBRARIAN: For Outstanding Work with a Board of Trustees or Commission

**Anne Cain, Director, Contra Costa Library**

*Nominated by Walter Ruehlig, Contra Costa County Library Commissioner*

When a librarian brings 35 years of experience to the job we can expect good things. Anne Cain exceeds those expectations with vision, expertise, and determination. Anne leads by involvement, eagerly soliciting the engagement of citizens. Director Cain walks the walk of citizen advocacy. She is confident of her commissioners, and insists they take the lead in Legislative Day presentations to elected representatives. Under her leadership new libraries have opened in San Ramon and Hercules and at the County Youth Detention Center. Circulation climbs each year, hitting 5 million in 2007 and 6 million in 2008. Anne's leadership also brought online library card distribution and Library-a-Go-Go, the Swedish automated book dispenser, now in three locations. She practices outreach, bringing library services to previously unreached patrons. She has kept a system with over two-dozen outlets relevant in the Internet era, "positioned to achieve community."

### MEMBER EMERITUS

**Kathryn Morris**

*Nominated by Karen Dyer, CALTAC Past President*

Sometimes the best things about an organization are behind the scene, as it points to others in an effort to praise services and share success stories. Such is the case with Kathryn Morris, who took over editorship of the CALTACTICS Newsletter and transformed and produced it for eight years.

Kathy's job was to edit articles and news from a variety of sources. The professionalism that she brought to the job improved CALTAC's image in California. She regularly came up with a library of note, an inspiring, relevant quote, or news of legislative activity and opportunities for action. She did an exemplary job.

Now we are working with CLA on the newsletter and although the names have changed, the design and content are the format designed by Kathy. In addition, Kathy continued to produce the newsletter after her service on the Board, but before negotiations with CLA were finalized. Kathy's service to the Board and to CALTAC for more than 8 years gave us an ever-growing respect for her talents.

## CALTACTICS is "Going Green"

By the end of the year we will begin to provide our **CALTACTICS Newsletter** in an **online format** that is not only easy to use but brings added features that are now lacking in our print version. The new format will allow for "hot links" that take you directly to web pages to expand coverage. It will be fully downloadable, so that you can place it on your desktop, in a file, or print it out. It will be in full color. Photos will sometimes lead to photo galleries, which also expand news coverage.

We will still be providing the same number of issues, four a year, and, if requested, paper versions for distribution. If you do not have access to email, a **print version** will still be provided. It will be **your preference** that determines how you receive the Newsletter.

We are committed to providing the **CALTACTICS Newsletter** to every member. If you have difficulty downloading or viewing a future PDF version, contact Richard Berta at (916) 233-3298 or [rberta@cla-net.org](mailto:rberta@cla-net.org), and we will work with you to help resolve the problem.



## Legislative Report

*(continued from page 3)*

Telecommunications and Information Administration (NTIA) to substantially increase the amount of funding allocated for the Public Computer Centers (PCC) program in the second round of funding for the Broadband Technology Opportunities Program (BTOP).

The groups assert that greater funding for the PCC program will allow public libraries and community colleges to expand their computer and Internet access capabilities for the general public, which is critically important in these times of economic distress. Additionally, greater funding will encourage the purchase of computers and other technology hardware, which will benefit the high-tech sector of the economy and stimulate economic growth, and create jobs in the equipment manufacturing and technology installation industries.

Other issues critical to libraries include: library appropriations (LSTA funding), copyright, telecommunications, the Consumer Product Safety Improvement Act and the importance of access to government information.

We are looking for members who are interested in getting more involved with advocacy. Email Deborah Doyle, [zorrah@well.com](mailto:zorrah@well.com).

## Board Effectiveness Training: A Thank You from San Mateo

October 18, 2009

Alan Smith,

Thank you for the great job in facilitating the Library Board's in-service training yesterday. You offered a generous amount of advisement and insight from an experienced trustee's perspective. This was a tremendous gift to our trustees. I am confident that they are on their way to fully appreciate their important role on behalf of library services in San Mateo.

You provide a truly outstanding service to CALTAC and more important, to the many jurisdictions in the state, because having boards and commissions energized as advocates provides a direct benefit to their respective libraries and communities!

Again, thank you!

Sincerely,

Ben Ocón,  
City Librarian

San Mateo Public Library / 55 W. Third Avenue / San Mateo, CA  
[www.smplibrary.org](http://www.smplibrary.org)

"Discover, Enjoy, Connect & Learn @ San Mateo Public Library!"

## Libraries Are a Special Place

*(continued from page 1)*

The City of Los Angeles has completed a public library building program, thanks to voter-approved funding programs. City leaders recently celebrated the new high-tech Silver Lake library, concluding a two-decade, citywide investment of \$335 million. The program began in 1989 and involved replacing, renovating or building entirely new libraries. City resident checked out 18 million books in 2009.

On a smaller but no less important scale, municipal libraries offer timely and informative programs on events such as Black History Month, the upcoming U.S. Census process, and redistricting of state legislative offices. Every step helps encourage public participation. In honor of "Teen Read Week," Pasadena Public Library branches in 2010 forgave overdue library fines and replaced lost library cards for teens in seventh through 12th grades, provided young people read enough books.

Despite the economic troubles facing our state, I hope that Californians can learn more about the extensive benefits of not only protecting our libraries but also expanding resources and investment.

# The Lafayette Library and Learning Center

## A novel plan for library services for the 21<sup>st</sup> Century

By Anne Grodin

The need for a new library in Lafayette to replace an aging and inadequate facility was obvious, but the project took about 10 years to accomplish. Several task forces documented the need, and in 1999—after a citywide survey suggested some support for a new library—a task force was created called Vision 2000. It had broad representation, from the Taxpayers Association to neighborhood groups to the Girls Scouts. The main issue was how to fund a new library and where to build it in a town that—formed in 1968 as a “no tax,” limited service government—chose to rent city offices rather than build a City Hall.

A group of citizens formed The Lafayette Community Foundation (LCF), to raise funds for the new library and other community projects in late 1999. Since its inception, in addition to awarding nearly \$200,000 to community organizations, the LCF raised \$12.7 million for the library.

Lafayette has been blessed with a high level of community involvement. The library project involved more than 200 ongoing volunteers. About 1,000 residents participated in formal studies and informal discussions before the launch of the fundraising campaign. An architectural design competition drew 400 visitors to view the proposed models. Significantly, 25% of Lafayette families have invested money in the new library.

There was a good deal of effective collaboration with the City, the two school districts, the Historical Society, the Friends of the Library, and Library staff to develop plans to build the new building. Of equal significance was the development of a unique concept for the new library of the 21<sup>st</sup> Century. While applying for a grant from the State of California Library Bond Board, the campaign cabinet of the LCF developed the idea of the **Glenn Seaborg Learning Consortium**: <http://www.lafayettelib.com/consortium.html>.

It consists of 12 preeminent regional educational and cultural institutions which will bring their resources directly to the library, offering collaborative learning materials, workshops, archives, exhibits, K-12 curricula, lectures, and films all at a single site.

The funding for the new library of \$43 million is \$12.7 from the Lafayette Community Foundation, \$11.9 from the State of California Library Bond fund, and the remainder from the Lafayette Redevelopment Agency. A new organization called the Lafayette Library and Learning Center Foundation was created in 2007 to raise funds for on going programs and maintenance of the new library.

The Lafayette Library and Learning Center opened its door on November 14 to over 8,000 people, with an average daily attendance of 1,500 since then.

### Regional Educational and Cultural Institutions

#### **California Shakespeare Theater**

Nourishing our imaginations through the plays of William Shakespeare and the classics.

#### **Chabot Space & Science Center**

Focusing on astronomy, the space sciences and the interrelationships of all sciences.

#### **Commonwealth Club of California**

The nation's oldest and largest public affairs forum.

#### **Greenbelt Alliance**

Promoting livable communities through research and advocacy.

#### **John F. Kennedy University**

A learning environment for mid-career students.

#### **John Muir/Mount Diablo Health System**

A premier healthcare provider and educational resource in the Bay Area.

#### **Lindsay Wildlife Museum**

Connecting people and wildlife to inspire responsibility and respect for the world we share.

#### **University of California Lawrence Hall of Science**

Providing model programs for teaching and learning science and mathematics.

#### **Oakland Museum of California**

The only museum devoted to the art, history and natural sciences of California.

#### **The Oakland Zoo in Knowland Park**

The East Bay's preeminent zoo and a major source of environmental education.

#### **Saint Mary's College**

Celebrating the classical tradition of liberal arts education.

#### **University of California Institute of Governmental Studies**

Advancing interdisciplinary research in American politics, government, and public policy.

# CALTACTICS

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## Important Dates for 2010

### CALTAC Spring Workshops 2010

Berkeley Public Library . . . . . February 27, 2010

Crowell Public Library, San Marino . . . . March 13 2010

*Telling Your Library's Compelling Stories. A panel of locals telling how the library impacted them. And attendees brainstorming ideas (with a facilitator) to take away and start using locally.*

### CLA/CSLA/CALTAC

Day in the District . . . . . April 16, 2010

### CALTAC Board Meeting,

Palos Verdes Public Library . . . Saturday, May 8, 2010

### ALA Annual Conference,

Washington, DC . . . . . June 24-30, 2010

CALTAC Board Meeting . . . . . August 2010

### CALTAC AWARD

Nomination Deadline . . . . . September 10, 2009

### CSLA/CLA Combined

Conference, Sacramento . . . . November 12-15, 2010

<http://www.csla.net/con/>

CALTAC Board Meeting . . . . . November 14, 2010

CALTAC Award Luncheon . . . . . November 14, 2010

## Cool Web Site

### February 5, 2010

Jack London. Valley of the Moon. Wolf House in Glen Ellen. Wine making. What do these all have in common? They are all major subjects to be found in the Sonoma County Library catalog.

A visit to the library's web site makes you want to move to Sonoma County and live in the library. Their Wine Library has 5000 items, of which 1000 are rare some dating back to 1512. And they have 80 wine periodicals available.

Jack London brings up 809 citations and Wolf House has 155 citations. They also have extensive genealogy and oral histories available.

Need help with your business and investments? Check out Morningstar reports for mutual funds. There are also many D&B and Value publications.

Learn how Amy Tan inspired the "Why I Love the Library" essay contest. Or drop on by the week before Valentines and make Valentine Day cards in the library. Materials provided FREE.

Let's drink a toast to the Sonoma County library.

[www.sonomalibrary.org/](http://www.sonomalibrary.org/)

[www.sonomalibrary.org/catalog.html](http://www.sonomalibrary.org/catalog.html)

[www.sonomalibrary.org/wine/](http://www.sonomalibrary.org/wine/)