

CITY OF MARTINEZ  
ARTS AND LIBRARY COMMISSION

January 10, 2007

**APPROVED MARCH 14, 2007**

A regular meeting of the Arts and Library Commission was called to order by Chair Langley at 7:02 p.m.

**I. ROLL CALL**

Present: Chair Dorrie Langley  
Commissioners Marta Van Loan, Karen Bell-Patten, Donald Pallotta and Carol Wiley

Absent: Commissioners ~~Michael Cheryl~~ O'Brien and ~~Cheryl Michael~~ Gandy

Staff: Joann Tool, Recreation Division Services

**II. APPROVAL OF MINUTES – November 8, 2006**

Commissioner Bell-Patton requested the following corrections of the minutes of November 8, 2006:

Page 2: Under Holiday Decorations - Paragraph 4 - Change the cash prize amounts to \$200.00, \$100.00 and \$50.00.

Commissioner Van Loan moved the motion to approve the minutes of November 8, 2006, seconded by Commissioner Pallotta, with above amendment. The motion was approved by the following vote: All Ayes

**III. PUBLIC COMMENT**

Martinez Librarian Jan Aaronian announced the following upcoming library programs/events:

On Saturday, January 13, 2007, Author Mary Roche will be appearing at the library at 1:00 p.m.

On Saturday, January 20, 2007, Dogs for Diabetes.

The Winter reading club will be formed and targeting Las Juntas School.

**IV. HOLIDAY DECORATION JUDGING AND PRIZE AWARDS**

The Commission discussed ways to vote on Holiday Decorations and decided that the Commission would write down their 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice and Ms. Tool would tally votes to determine winners.

The outcome of this vote is as follows:

- 1) Historical Society
- 2) Quilt Shop
- 3) Grandshaws Florist

It was stated that should the Historical Society not be a non-profit organization, but a Contra Costa County business, number 2 and 3 would move up and Triscilian Salon would then be number 3.

Commissioners talked about how all shops were willing to participate in the holiday decoration process.

Ms. Tool stated that the winners will be notified by a letter which will include the prize check.

The commission recommended that pictures be taken of the winning establishments next year.

V. NEW BUSINESS

None.

VI. OLD BUSINESS

1) Library Issues

Commissioner Van Loan spoke about the survey being complete. She states she had a lengthy conversation with survey team. They sent the final document which is 120 pages in length. She said there were pros and cons throughout the report and a significant amount of negative feedback in the report.

Commissioner Van Loan said she met with Friends of the Library Group on Monday and discussed this report for approximately 1 ½ hours. The concern was the outcome of where the library ranks for improvements. Out of seven, the library ranks 5 and 6. It was found that the only 32% of the respondents ~~survey~~ surveyed who use the library. There would be a need for a 50% use for it to be successful.

The other concern was that the survey did not ask specifically about a new library. It asked about the willingness to spend on library facilities/services.

It was found that the following ranked the highest in library concerns:

1. computer technology/internet - 70%
2. children's area - 70%
3. accessibility - 72%

The survey showed interest in:

1. library improvements - 80%
2. independent oversight group - 79%
3. children programming - collaboration with school district - 69%

The demographics of the survey was:

1. 53% of respondents earn an income of \$100K or more per year and are willing to spend \$3.00 to \$10.00 for library services
2. 64% of respondents were between the ages of 40-64

3. 70% of the 40-64 year old respondents had no school aged children at home

The question of "why wouldn't you support the library fund" showed:

1. not enough parking
2. not enough hours to make it ~~work~~ worth the capital investment

Everyone that participated in the survey is registered voter. There are slightly more than ~~100,000~~ 10,000 voters in Martinez.

Commissioner Pallotta said he is very disappointed in the way the survey was conducted and there were no questions in the survey regarding a new library. It was general, towards the bond with specifics of elevator and improved bathrooms.

John Fuller discussed the survey and Measure O. He believes that we should still go for a new library. He states that they should utilize the information collected and perform a needs assessment. There is a need to get 50% of the people to use the current library as well. The summer draws 100 to 200 children, but there needs to ~~put~~ be efforts into reaching the demographics of the 40 - 64 year olds. They then can bring the 50% use to the council in order to obtain more library hours. He states that they need to work with what they have now.

The new reading garden should bring in more use of the library.

There is a need to change focus and create a demand for a new library.

Commissioner Pallotta asked how much this survey cost. Commissioner Van Loan stated there was a \$25K approval for this survey and the first invoice was for \$11,500.00 and she is currently waiting for the second invoice, but believes it will be the same as the first invoice.

~~Chair Langley~~ Commissioner Bell-Patton believes the survey proved valuable for insight.

John Fuller talked about how libraries are changing. People are not coming to libraries for information; they are coming to connect. He believes that concerts in the backyard will bring more to the library.

Ms. Tool stated that she believes that for the needs assessment there be a clipboard with specific questions be placed in the library for the users to answer. Suggestions of questions:

1. Would you support library improvements?
2. Would you support a new library?

Mr. Fuller states that they are not ready to put together a bond for 2008 election. He states they need to change their approach and find out more about the library users.

Ms. Aaronian states that she will be moving forward at this time by targeting the 40 to 64 year olds. She supports the survey of the users.

Chair Langley asked about the status of the reading garden. Mr. Fuller stated that it is all cleaned up. He is currently working with a landscaper, Frank Kluver, to obtain a work plan. They are also trying to get volunteers for a portion of the work that needs to be done. He is hoping this will be complete by the end of March, having a thank you in mid-April and outdoor concerts in May.

Commissioner Bell-Patten thanked everyone for their hard work on this project.

2) JMFC

Ms. Tool spoke on the work going on at this time. At this time, they are looking for someone to do the finish work. It is anticipated to open on May 11, 2007. She says it is moving along very nicely.

3) Community Art Plan

Nothing to report at this time, will be placed on the next agenda.

**VIII. COMMISSIONER'S MATTERS**

The commission discussed the possibility of donating \$500.00 to the Alhambra High School Band uniform fund. Chair Langley will contact the band teacher, Julie George, and request that she prepare a letter to Ms. Tool outlining the request for a donation.

Commissioner Van Loan stated that Christmas concert was terrific.

Commissioner Pallotta stated that he received a letter from MTZO which said they were \$25K in debt. He was very disappointed with that. He said the performance was great and the commission should continue to support the MTZO.

The co-op at Martinez Adult School received a grant to send books home with children. There are 4 books in each book bag, with 2 Spanish books and 2 books in English with some Spanish words in them.

**IX. CORRESPONDENCE**

- 1) Hearst Art Gallery, Carlos Villa

**X. ANNOUNCEMENTS**

**ADJOURNMENT**

On motion of Chair Langley, the Commission unanimously voted to adjourn at 8:29 p.m.

Respectfully submitted by,

Karen Jennings  
Minutes Clerk