



# City of Watsonville

Library 2nd Floor  
Conference Room  
275 Main Street,  
Watsonville, CA

## Meeting Agenda

### Board of Library Trustees

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Thursday, August 20, 2020

6:00 PM

REMOTE MEETING

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JOIN THE MEETING VIRTUALLY AT <https://global.gotomeeting.com/join/239908669> OR  
CALL 1(646) 7493122 ACCESS CODE 239-908-669

### **Notice of Remote/Teleconferencing Meeting**

*This meeting is being held in accordance with the Brown Act as currently in effect under the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, the Santa Cruz County Health Officer Extended and Modified Shelter in Place Orders, and the Governor's Executive Orders N-25-20 and N-29-20, that allows attendance by members of the Board of Library Trustees, City staff, and the public to participate and the Board of Library Trustees to conduct the meeting by teleconference, videoconference, or both.*

*HOW TO VIEW THE MEETING: There is no physical location from which members of the public may observe the meeting. Please view the meeting which is being video streamed.*

*HOW TO PARTICIPATE BEFORE THE MEETING: Members of the public are encouraged to submit written comments through the Board of Library Trustees portal at <https://watsonville.legistar.com> by clicking e-Comment or by emailing [library@cityofwatsonville.org](mailto:library@cityofwatsonville.org). All comments will be part of the meeting record. Emails received three hours before the meeting will not be uploaded to the Agenda and may not be seen by the Board or staff. They will be added to the agenda the day after the meeting.*

*HOW TO PARTICIPATE DURING THE MEETING: Members of the public are encouraged to join the meeting through GotoMeetings from their computer, tablet or smartphone <https://global.gotomeeting.com/join/794248253> or by telephone at 1 (786) 535-3211 Access Code: 794-248-253 to express their comments.*

*The City of Watsonville, in complying with the Americans with Disabilities Act ("ADA"), requests individuals who require special accommodations to access and/or participate in Board of Library Trustees meetings to please contact the City Clerk's Office at (831) 768-3040, at least three (3) business days before the scheduled meeting to ensure that the City can assist you.*

## 1. ROLL CALL

## 2. APPROVAL OF MINUTES

*All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one consensus motion. Any items removed will be considered immediately after the consensus motion. The Chair will allow public input prior to the approval of the Consent Agenda.*

### **2.1 LIBRARY BOARD MINUTES JANUARY 16, 2020**

**Attachments:**

[LB Minutes -011620](#)

### 3. ORAL COMMUNICATIONS

*(This time is set aside for members of the general public to address the Board on any item not on the Agenda, which is within the subject matter jurisdiction of the Board. No action or discussion shall be taken on any item presented except that any Member may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters relating to Board will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Member may place matters brought up under Oral Communications on a future agenda.*

#### 3.1 ORAL COMMUNICATIONS FROM THE PUBLIC AND TRUSTEES

#### 3.2 ORAL COMMUNICATIONS FROM THE LIBRARY DIRECTOR

##### A. COMMENT FORMS

### 4. UNFINISHED BUSINESS

#### 4.1 [LIBRARY STRATEGIC PLAN](#)

Attachments:      [WPL Strategic Plan](#)

### 5. NEW BUSINESS

#### 5.1 [SOCIAL MEDIA POLICY](#)

Attachments:      [WPL Social Media Policy](#)

#### 5.2 POET LAUREATE

### 6. REPORTS

#### 6.1 FRIENDS OF THE LIBRARY

#### 6.2 PROGRAMS

### 7. ADJOURNMENT



# City of Watsonville

## Meeting Minutes

### Board of Library Trustees

*Chair Victoria M. Bañales  
Vice Chair Barbara Corrigan*

*Blanca Baltazar-Sabbah, Trustee  
Joyce Parr, Trustee  
Providence Medrano Martinez, Trustee  
Diane Muñoz, Trustee  
Anthony Bernard Tapiz Jr., Trustee*

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Thursday, January 16, 2020  
6:00 P.M.

Library 2<sup>nd</sup> Floor Conference Room  
275 Main Street, Watsonville

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#### 1. ROLL CALL

MEMBERS PRESENT: Bañales, Corrigan, Medrano, Muñoz, Parr and Tapiz.  
STAFF MEMBERS PRESENT: Carol, Heitzig, Library Director, Luz Martinez, Administrative Analyst.

#### 2. APPROVAL OF MINUTES

2.1 MINUTES OF NOVEMBER 21, 2019 – Trustee Muñoz motioned to approve minutes, seconded by Trustee Corrigan motioned passed with 4 ayes.

#### 3. ORAL COMMUNICATIONS

##### 3.1 ORAL COMMUNICATIONS FROM THE PUBLIC AND TRUSTEES

Trustee Muñoz announced that the County of Education is going to launch their five-year Strategic plan.

Reyna Grande will be the keynote speaker for Latino Role Model Conference on February 1<sup>st</sup> 9:00 am-1:30 pm at the Cabrillo College.

Trustee Baltazar-Sabbah asked how an agenda item could be add to future agendas. A constituent requested information regarding the library fee schedule specifically the use of a collection agency fee. Trustees can email agenda topics to Library Director two weeks before meeting.

##### 3.2 ORAL COMMUNICATIONS FROM THE LIBRARY DIRECTOR

Library 2nd Floor  
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Library staff have labeled over 75,000 items with the new RFID tag; the new tag will simplify inventory and the checkout/in process.

The Library received a grant to improve WiFi connectivity increasing bandwidth; the project will begin in March.

The Library Director hired Jillian Wilson as the new Adult Librarian, California Agricultural Workers' History Center.

#### A. COMMENT FORMS

No comment forms at this time.

### **4. UNFINISHED BUSINESS**

#### 4.1 LIBRARY STRATEGIC PLAN

The date for the community strategic planning retreat has changed to Saturday, February 22. The Library has received 650 survey responses.

### **5. REPORTS**

#### 5.1 FRIENDS' OF THE LIBRARY

The Friends' agreed to sponsor all library programs for the 2020 year (\$27,000).

The Friends' annual meeting will be held on February 29<sup>th</sup> 1:00 pm

#### 5.2 PROGRAMS

- No-Sew Pillows
- Film Screening
- Poetry Circle

### **ADJOURNMENT**

**6:45 pm**

**WATSONVILLE PUBLIC LIBRARY**  
***Strategic Plan 2020 – 2023***

The library's strategic plan is a roadmap for the future that:

- Aligns with the City of Watsonville's strategic plan.
- Articulates the library's priorities and guides policy decisions.
- Enables staff to develop feasible, actionable strategies to address priorities, implement policies and allocate resources effectively.
- Supports reading, curiosity, creativity and community engagement.

**1. Improve the lives of Watsonville's children and families.**

The library will continue to provide innovative services that support school success, a lifelong love of reading, and the intellectual and social development of our youth, from birth through adolescence. We also support parents and caregivers in their efforts to give children their best possible start in life.

**Focus Areas:**

- **Babies, toddlers and preschoolers** – the library will provide storytimes and other opportunities for early childhood learning, and work in partnership with other early childhood providers.
  - Provide virtual storytimes
  - Provide Spanish language storytimes
  - Strengthen partnerships (school district, early childhood providers)
- **Elementary school-aged children** – the library will create opportunities for grade schoolers to learn and grow, including Summer Reading, afterschool programs and homework help.
  - Develop a virtual learning hub
  - Offer services for group homes and kids in foster care
  - Offer virtual programming and book groups
  - Collaborate with school district on projects and services
- **Teens** - the library will offer events and activities that engage and support adolescents, including volunteer opportunities.
  - Offer a virtual book group
  - Offer teen focused virtual programming

## 2. Facilitate lifelong learning for all residents.

The library will continue to provide high quality and relevant resources, materials programs, events and services to satisfy the information needs of people of all ages.

### Focus Areas:

- **Vibrant Collection** – the library will continue to develop a dynamic and diverse collection of both physical and downloadable materials.
  - Increase Spanish language collection
  - Increase e-resources
- **Programming** – the library will offer a wide range of educational events, classes and activities.
  - Offer writer's workshops
  - Offer arts-focused exhibits and programming
  - Offer adult literacy opportunities
  - Offer life skills programs (such as financial literacy, retirement, etc.)
  - Offer programs for young adults (in their twenties)
- **Outreach** – the library will provide library services and materials beyond its two locations.
  - Provide services through the Bibliovan
  - Reach out to speakers of Mixteco, Purebcha and Triquik
- **Technology** – the library will offer internet and computer access as well as learning opportunities relating to diverse technologies.
  - Offer technology classes
  - Offer lending laptops

## 3. Celebrate the unique diversity and heritage of our community.

Home to a community with a rich and diverse cultural, linguistic and ethnic heritage, the library will illuminate this diversity and support cross cultural engagement.

### Focus Areas:

- **Culture and language** – the library will provide regular opportunities for local residents to experience and honor all the cultures and languages that have shaped and continue to shape Watsonville.
  - Offer diverse celebrations and public events
  - Preserve cultural heritage through services, activities and the library collection

- **Local history** – the library will provide ongoing educational opportunities through the California Agricultural Workers' History Center

#### 4. Support economic development.

The library will play a key role in the city's effort to strengthen the local economy by providing resources, training and support for small businesses owners and job seekers.

##### Focus Areas:

- **Small business owners** – the library will increase its engagement with the local business community.
  - Provide resources and support for those starting or maintaining small businesses
  - Provide resources and support for grant seekers
- **Job seekers** - the library will provide resources to support their success.
  - Expand virtual job seeking resources
  - Organize and participate in local job fairs

#### 5. Create community connections.

The library will continue to connect local residents with the community and with each other at our Main and Freedom Branch locations, on our website and through our ongoing outreach activities.

##### Focus Areas:

- **Marketing and communications** – the library will effectively communicate about its programs and services to maximize use of its resources and services.
- **Support for vulnerable residents** – the library will provide access to local resources and support for those experiencing homelessness.
- **Civic engagement** – the library will provide opportunities for community members to discuss issues that matter.
- **Partnerships** – the library will develop and maintain strong partnerships with local organizations and agencies:
  - Collaborate with other city departments
  - Collaborate with Friends of the Library
  - Collaborate with nonprofit organizations



# Watsonville P U B L I C L I B R A R Y

## Social Media Policy & Strategy

### Social Media Policy

#### Definition

For the purpose of this policy, Social networking is defined as communication through an online service or site for building informal or formal relationships among people and organizations that share a common interest. Social media and social networks are internet-based programs that are used to communicate; some examples are Facebook, Instagram, Twitter, LinkedIn, Blogs, etc.

#### Purpose & Goals

In keeping with the Watsonville Public Libraries (WPL) mission to gather, learn, and celebrate, WPL endorses the use of carefully chosen social media tools to enhance communication, collaboration, and information exchange between the library and our community. WPL recognizes the value of social media to increase the library's visibility, connection to community, and to further its mission. Social media offers new ways of informing the public and engaging residents in our community. The primary goals of social networking by WPL are:

- Increase the library's connection to the community
- Community outreach, marketing, and publicity
- Cultural and Educational programming
- Increased opportunity to receive community input
- Additional library related uses that may be explored or expanded upon as deemed reasonable by library administration
- Advertisement of volunteer opportunities available at the library
- New opportunities to build partnerships
- Ways to support the library

All use of social networks shall be consistent with WPL's mission, vision, and purpose. As such, the use of social networks will focus on library related activities and/or topics of community interest.

All official WPL presences on social media sites or services are considered an extension of WPL's information networks and are governed by WPL's policies, including, but not limited to, the internet and computer use policies. Members of the public are encouraged to use WPL's social media sites to post items that are related to library activities and community topics of interest. WPL staff will review these posts on an on-going basis for relevance and/or

appropriateness. Posts that are deemed inappropriate for any reason will be removed. Examples of writing or images that are strictly prohibited include, but are not limited to, the following:

- Obscene, threatening, discriminatory, harassing, slanderous or off topic posts
- Plagiarized or unauthorized copyrighted materials
- Soliciting of personal services or commercial advertisements
- All illegal information or activities
- Personal or private information like email addresses, phone numbers, etc.
- Political activities, except library related informational items posted by WPL staff.
- Anything that violates WPL's policies, procedures, and code of conduct.
- Items that are determined to be in conflict with WPL's mission and vision, or statements that are detrimental to WPL's ability to business.

Postings of this type will be detailed and follow-up action may be taken as deemed appropriate by library administration, including, but not limited to, banning the poster from further use, or reporting the user to the service providers or law-enforcement authorities. By using WPL's social media sites, users are agreeing to follow WPL's Social Media Policy. WPL administration, or its designated representative reserves the right to delete submissions that are deemed inappropriate.

## **Social Media Strategy**

### **Moderation & Posting**

Social media moderator(s) will be appointed to manage WPL's social media accounts. Designated moderator(s) must be a WPL employee and be familiar with WPL policies. Furthermore, designated moderator(s) shall understand the scope of responsibility and be appropriately knowledgeable and/or trained to interact on behalf of the organization. General guidelines for managing WPL's social media include:

- Maintain and update the social media sites following WPL's Social Media Procedures.
- Use or add visual content, such as photos, videos, URL's, etc whenever possible.
- Maintain a single voice: Informative, neutral, and light in tone.
- Highlight the library's community value and the intended outcomes that library programs, activities, and discussions intend to achieve
- Respond to inquiries as appropriate

### **Establishment of Social Media Accounts**

WPL may establish social media accounts with the permission of the library director.

### **Content of Posts**

Posts should inform library users about services, resources, programs, events and promote library use, as well as encourage dialogue between users and library representatives.

Social media posts, as with all library media releases, should be positive in tone and should reflect the values and viewpoint of the library, rather than personal opinions. *Detailed instructions for posts can be found in WPL Social Media Procedures document.*

### **Third Party Posts**

The library is not responsible for the content of posts made by third parties, including customers, reviewers, advertisers, etc. Public posts by third parties do not reflect the positions of the library, its employees.

The library reserves the right to delete public posts or comments if they include spam or advertisements, hateful or harassing speech, obscenity, personal disparagement or defamation, or any other comment that violates the library's code of conduct.

### **Complaints/Negative Comments**

Complaints or negative comments should not be deleted, but should be engaged like any other patron complaints. Staff may move the discussion to a private venue such as chat or messaging.