

Library Director's Report March 2007

Senior Library Assistant Donna Vane retired after 37 years of service. Donna began her career with the Library as a Clerk Typist at the Main Library in March 1970. In June 1974, Donna began working at the Schaberg Branch Library where she served the community faithfully for 33 years. A community farewell celebration was held for Donna at Schaberg on Saturday, March 31, 2007, her final day of work. The Library staff thanks Donna and wishes her well upon retirement.

Construction has begun on the Redwood Shores Community Library. The contractors are driving the permanent piles which will provide support for the building. To date, 145 permanent piles have been driven. Library staff continues to work on various projects and assignments associated with the library. Completion date is set for July 1, 2008.

Liz Meeks attended two North Fair Oaks community workshops on March 12 and 26, 2007. The workshops were hosted by San Mateo County Planning and Building and provided a forum and opportunity for community residents to express their concerns about the North Fair Oaks area. This was also an opportunity to raise the awareness of the Fair Oaks Library and meet community members. Outcomes of the meeting are in the Board packet and attached to the Fair Oaks Strategic Plan.

Circulation of the Downtown Library's children's collection has increased 21% since the completion of the remodel.

We will be issuing a new library card branding Redwood City Public Library but also gives us the opportunity to interact with every library card user when we update their card. One outcome we are hoping for is to ask our customers whether they want to opt in to our new email marketing list.

We have implemented "Shop for the Library". Whenever someone makes a purchase from more than 700 online merchants through our website the library receives up to 25% of the sale. We have placed this on our homepage.

Michele Mizejewski continues her superb staff technology training offering a workshop on RSS feeds.

Sean Reinhart is leading the project to move an expanded adult new fiction collection into the Reading Room. This will allow opportunities to use the lobby shelving for displays. Examples in the works are: the Modern Library's top 100 books of the 20th Century, new personal finance titles, new technology books, bestseller trade paperbacks, and seasonal subjects.

Musicians will be performing out in front of the Downtown library starting Saturday, March 31st, given good weather.

Youth Services Highlights:

- Jacky, Jan and Caroll assisted Susie Peyton of San Francisco Center for the Book who presented a book making program. Over 100 children and parents enjoyed the opportunity to make 5 different types of books. Highlight of the afternoon was the “conversation book” which showcased over 40 books created by the children. The book was displayed at the Fair on the Square, the culminating activity for Redwood City’s Big Read.
- Youth Services celebrated Dr. Seuss' birthday and the 50th anniversary of the publication of *The Cat in the Hat* on Friday, March 2nd. Over 200 people attended to play games, enjoy crafts, take part in the trivia contest, and eat cake in an after-hours extravaganza.
- The monthly “Dad and Me @ the Library” program featured musical group “Colibrì” who led an audience of 80 in singing songs from Latin America. Children joined in playing such instruments as drums, shakers, rhythm sticks, charango, as well as by dancing along with the music.
- Over 160 people attended the monthly family night program which featured award-winning puppeteer Paul Mesner from Kansas City, Missouri, in a show called “Mobile Mesner.” Paul actually wore the puppet stage (thus the title) as he presented a number of puppet vignettes while walking around the room.
- Chuck and Cristina rocked the house with a puppet show at two Hoover assemblies. The assemblies were held to promote Hoover's Reading Challenge, their effort to get students reading more.
- Chuck and Jan took part in the culminating event for “The Big Read” month held in the new downtown plaza across from the Fox Theater. Chuck shared stories, songs, and puppets with those in attendance while Jan distributed information about library programs/services and recruited volunteers for the Traveling Storytime program. Armando Ramirez who presents the library’s Monday afternoon and evening storytimes in Spanish also shared stories at the event.
- Chuck attended the Children’s Music Network (CMN) “Song Swap” on Sunday, March 18th. CMN is a national organization of musicians who write/perform music for children. Inspired by the day and a request from a nine-year-old at storytime to sing “the blues”, Chuck wrote his first children’s song about taking the train to the City to catch a Giant’s game. The song received a very favorable response at its debut at Bedtime Storytime.
- Children’s book illustrator Elizabeth Gomez completed the mural that will be hung above the Spanish picture books in the Family Place at the Downtown Library. The mural will be hung while the library is closed on Easter Sunday. A dedication program will be planned for later in April to celebrate the new artwork.
- Youth Services will be presenting a program with Peter Alsop on Saturday, May 26th at 2:00pm followed by a parent/teacher workshop, “Peter for Parents”, at 3:30. Peter is the songwriter of “Yeeuch”, the song Chuck can’t seem to do a storytime or class visit without singing. Expect a bazillion kids that day.
- Finally, “Bookstock III: 3 Hours of Peace and Music” will be coming to the library, hopefully on Saturday, August 18th from 1:00 to 4:00. The last two years featured kid-friendly rock band “The Sippy Cups” who have gone on to kiddy superstar status

playing such venues as The House of Blues, Bimbo's 365, and AT&T Park (opening for the Giants/Dodgers opening series!) as well as Austin, Texas and an upcoming East Coast swing. This year we are hoping to have legendary kids music group "The Banana Slug String Band" as headliner for Bookstock. We'll keep you posted.

BIG READ PROGRAM SUMMARY

Total Number of Books Given Away – 1,100

Circulation of Fahrenheit 451 in all formats 2/1/07 – 3/31/07 – approx 300

Number of Sequoia Union High School Students who participated in the project – 1,000

Program Statistics – Total program participation collated to date – 1,566

Opening Reception – 90

Bleep This – Panel - 13

Moms with Strollers - Story time – total - 28

Good Night and Good Luck – Film - 28

Firehouse Stories - 50

Censorship in Contemporary Times – Panel Discussion – 250 (Cañada College)

Meet the Author Tad Williams - 23

Intellectual Freedom: A Panel Discussion on Censorship – 15

Book Making Workshop for Children - 100

Meet the Author: Kim Stanley Robinson - 25

Interview with Ray Bradbury (via Satellite) – 75 (163 in Anchorage)

The United Nations Association Traveling Film Festival at Montalvo - 50

Fahrenheit 451 – Film Program – 21

Meet the Author – Sam Weller - 15

Fair on the Square - 700

Shut Up and Sing – Film Program - 35

Library Drop-in Book Discussions in English - 20

Programa para la comunidad en la Biblioteca Fair Oaks - 28

Stories

One book discussion participant said, "I'm not an avid reader, but I read the book twice." She was really the NEA's poster child for The Big Read. She struggled with understanding the book, but she stuck with it, read it, and attended two discussions.

Another reader, a student, whose first language was Spanish, asked us why we chose *Fahrenheit 451*. He was about halfway through the book. We explained that we felt that the book is very relevant to what's going on in the world today, that is, the book's themes about intellectual expression and suppression of ideas. He nodded enthusiastically. "Yes!," he said. "Yes, yes, yes."

Art Exhibition - The Censor Within

There was enthusiastic response to *Exposing the Censor Within*, (including from the press) the commissioned art piece which asked people to record their experiences with

self-censorship anonymously either in the library or on the Big Read website. The exhibit was conceived by Svetlana Mintcheva, in cooperation with Montalvo Arts Center.

Partnerships

Community Partners - Montalvo's partners for the Big Read 2007 project include City of Redwood City, Redwood City Public Library, Redwood City School District, Sequoia Union High School District, Canada College, Redwood City History Museum, and Redwood City San Mateo County Chamber of Commerce.

Funding Partners and Sponsors - National Endowment for the Arts, Jody Buckley and Mark Horowitz Peninsula Community Foundation, Kellogg Foundation, Applied Materials, Barnes and Noble, Books Inc., San Mateo Credit Union, Redwood City Industrial Saltworks, LLC, and Whole Foods.

Media Coverage:

Bradbury's classic heats up the city (2-22-07)

<http://www.examiner.com/articlePDF.cfm?articleID=579036>

City kicks off 'Big Read' (3-1-07)

<http://www.theburlingamedailynews.com/article/2007-3-1-03-01-07-rwc-read>

Self-censorship exhibit invites public to look within (3-15-07)

<http://www.examiner.com/articlePDF.cfm?articleID=620131>

Bradbury reaches out to Redwood City via satellite (3-23-07)

<http://www.theburlingamedailynews.com/article/2007-3-23-03-23-07-rwc-bradbury>

Sci-fi icon Ray Bradbury beams into Redwood City (3-23-07)

http://www.insidebayarea.com/sanmateocountytimes/localnews/ci_5503165

Newspaper Photos Only – Fair Oaks Book Discussion, Fair on the Square, Schaberg Book Discussion

Pen-TV interview - “1 on 1”