

BALIS Administrative Council Meeting

AGENDA

Friday, October 3, 2025

10:00 a.m.

San Francisco Public Library, 100 Larkin Street, San Francisco, CA 94102

BALIS Administrative Council

Anwan Baker – Livermore Public Library (Chair)
 Deb Sica – Alameda County Library
 Mike Eitner – Alameda Free Library
 Henry Bankhead – Berkeley Public Library
 Alison McKee – Contra Costa County Library
 Lindsey Vien – Hayward Public Library

Jamie Turbak – Oakland Public Library
 Heidi Murphy – Pleasanton Public Library
 Kate Eppler – Richmond Public Library
 Michael Lambert – San Francisco Public Library
 Brian Simons – San Leandro Public Library

- I. Call to Order and Introductions** Baker
- II. Approval of Consent Items (Action Item)** Baker
 - A. Adoption of Agenda**
 - B. Approval of the July 11, 2025 Minutes** Attachment 1, pg. 3
 - C. FY 2025-26 Financial Support for BALIS Libraries** Attachment 2, pg. 5
- III. Old Business**
 - A. EAudiobook Marketing Update** Converse Attachment 3, pg. 6
 - B. Legislative Advocacy Updates** Frost Attachment 4, pg. 7
 - C. Performance Reviews** Baker
- IV. New Business**
 - A. Review of BALIS Bylaws and Academic Library Membership** Frost Attachment 5, pg. 11
 - B. Enforcement of Behavior Policies**
- V. Reports**
 - A. Report of System Chair** Baker
 - B. Report of System Administration** Frost
- VI. Public Comment** - (Individuals are allowed three minutes, groups in attendance, five minutes. It is system policy to refer matters raised in this forum to staff for further investigation or action if appropriate. The Brown Act prohibits the Administrative Council from discussing or acting on any matter not agendized pursuant to state law.)

VII. Agenda Building and Location for January 9, 2026 Meeting

- At Hayward Public Library
- Community Hub Demo (Hayward/CSUEB)

VIII. Announcements

IX. Adjournment

Brown Act: This meeting abides by Cal. Gov't Code § 54953.

Cal. Gov't Code § 54953(b)(1) "Notwithstanding any other provision of law, the legislative body of a local agency may use teleconferencing for the benefit of the public and the legislative body of a local agency in connection with any meeting or proceeding authorized by law. The teleconferenced meeting or proceeding shall comply with all otherwise applicable requirements of this chapter and all otherwise applicable provisions of law relating to a specific type of meeting or proceeding."

Cal. Gov't Code § 54953(j)(6) A "teleconference" is "a meeting of a legislative body, the members of which are in different locations, connected by electronic means, through either audio or video, or both."

Gov't Code § 54953 (b)(2) "Teleconferencing, as authorized by this section, may be used for all purposes in connection with any meeting within the subject matter jurisdiction of the legislative body. If the legislative body of a local agency elects to use teleconferencing, the legislative body of a local agency shall comply with all of the following:

(A) All votes taken during a teleconferenced meeting shall be by rollcall.

(B) The teleconferenced meetings shall be conducted in a manner that protects the statutory and constitutional rights of the parties or the public appearing before the legislative body of a local agency.

(C) The legislative body shall give notice of the meeting and post agendas as otherwise required by this chapter.

(D) The legislative body shall allow members of the public to access the meeting, and the agenda shall provide an opportunity for members of the public to address the legislative body directly pursuant to Section 54954.3."

Gov't Code § 54953 (3) "If the legislative body of a local agency elects to use teleconferencing, it shall post agendas at all teleconference locations. Each teleconference location shall be identified in the notice and agenda of the meeting or proceeding, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the legislative body shall participate from locations within the boundaries of the territory over which the local agency exercises jurisdiction, except as provided in subdivisions (d) and (e)."

Cal. Gov't Code § 54956 "The call and notice shall be posted at least 24 hours prior to the special meeting in a location that is freely accessible to members of the public."

Meeting Locations

Pleasanton Public Library – 400 Old Bernal Avenue, Pleasanton, CA 94566

San Francisco Public Library – 100 Larkin Street, San Francisco, CA 94102

BALIS Administrative Council Meeting
MINUTES
July 11, 2025, 2 p.m.
Via Zoom

Attendees:**Council:**

Jamie Turbak, Oakland Public (Vice Chair)
Ramses Escobedo, Alameda County
Lindsey Vien, Hayward Public
Heidi Murphy, Pleasanton Public
Kate Eppler, Richmond Public
Michael Lambert, San Francisco Public
Brian Simons, San Leandro Public

Staff:

Carol Frost, PLP/BALIS
Justin Wasterlain, PLP/BALIS
Brooke Converse, Contra Costa County
Library

I. Call to Order and Introductions

Vice Chair Turbak called the meeting to order at 2:06 p.m.

II. Approval of Consent Items**A. Adoption of Agenda****B. Approval of the April 4, 2025 Minutes****C. FY 2024-25 Reports for BALIS Financial Support for Libraries**

A motion was made, and passed unanimously via roll-call vote, to approve the Consent Items. (M/S Murphy/Lambert)

III. New Business**A. FY 2025-26 Financial Support for BALIS Libraries**

Wasterlain described the purpose of the funds and potential options for their distribution. The directors discussed whether to hold back some of the funding this year to ensure there is a reserve in future years when budgets are likely to be smaller. Eppler, Simons, and Vien noted the importance of the funds this year to augment budget reductions or restrictions already in place. Turbak suggested libraries could claim up to the amount listed in the memo but could choose to claim a smaller amount if they had less need or could not claim at all. Turbak's suggestion was made into a motion and passed unanimously via roll-call vote. (M/S Lambert/Eppler)

B. FY 2025-26 Spotify and Meta Marketing Funding Allocation

Brooke Converse from Contra Costa County Library provided an update on current eAudiobook marketing campaigns. She noted funds were being split between Spotify and Meta. Murphy asked if clicks could be tracked by location. Converse will inquire. Converse reported that the ads were doing well, and video ads seemed particularly well received. She suggested a larger percentage of funds should go towards video ads in the future. Converse noted that ads on Meta went to a much wider group of users than those on Spotify since Meta has multiple platforms.

Murphy asked to see data on impact of campaign noting ads could drive traffic towards collections with reduced funding increasing high wait times. A motion was made, and unanimously passed via roll-call vote, to allocate \$10,000 of BALIS Reserve funds to additional Spotify/Meta campaigns in FY 2025-26. (M/S Simons/Eppler)

C. Managing Self-Published Content

The Council chose not to discuss this item. The director who asked for it to be agendaized is no longer on the Council and there was not clarity what the original discussion was about.

D. Relationship Mapping

Directors discussed various tools they use for relationship mapping and recent meetings with elected officials. Vien offered to provide a demo of Community Hub, a product Hayward is using, at a future meeting. Frost noted the CLA Legislation and Advocacy Committee recommends libraries begin advocacy in the fall. She added that the State budget was mostly decided by the spring when Day in the District meetings are traditionally held. Lambert mentioned SFPL's strategic plan included a goal to create a database of all library partnerships to capture institutional knowledge.

IV. Reports

A. Report of System Chair

Vice Chair Turbak shared appreciation for the PLP GOLD capstone event.

B. Report of System Administration

No report

V. Public Comment

No public comment.

VI. Agenda Building and Location for Next Meeting on October 3, 2025

- Performance reviews
- Enforcement of Behavior Policy
- Legislative Advocacy Updates
- Demo of Community Hub Software (January)

VII. Announcements

No announcements.

VIII. Adjournment

The meeting was adjourned at 3:18 p.m.

LIBRARY	PROJECT DESCRIPTION	AMOUNT AVAILABLE	AMOUNT CLAIMED	DATE CLAIMED
Alameda County		\$6,767		
Alameda Free		\$6,767		
Berkeley Public		\$3,966		
Contra Costa County		\$8,750		
Hayward Public		\$8,750		
Livermore Public		\$6,767		
Oakland Public		\$3,966		
Pleasanton Public		\$6,767		
Richmond Public		\$6,767		
San Francisco Public		\$3,966		
San Leandro Public		\$6,767		
	Total disbursement		\$0	
	Budgeted		\$70,000	
	Variance		\$70,000	

OverDrive Spotify and Meta Campaigns for June/July 2025

Date	Spend	Impressions	Reach	Frequency	Clicks	CTR
Spotify Audio June/July 2025	\$3,000	267,729	147,217	1.82	1,039	.39%

Date	Spend	Impressions	Reach	Frequency	Clicks	CTR
Spotify Video June/July 2025	\$3,000	241,675	138,001	1.72	4,578	1.89%

Google Analytics for the Libby landing page from the Spotify campaign

Sessions: 582

Session Duration: 1 minute 18 seconds

App Store Button Clicks: 171

Date	Spend	Impressions	Reach	Clicks	CTR	Engagements
Meta June/July 2025	\$4,000	573,627	81,693	8,405	1.46%	31,313

Google Analytics for the Libby landing page from the Meta campaign

Sessions: 1,055

Average Session Duration: 1 minute 13 seconds

App Store Button Clicks: 45

Attachment 4

BALIS - CA State Assembly

District	Name	PLP Libraries	Party	Capitol Building Room	Phone	District Offices	Website
11	Wilson, Lori	CCCL	(D)	8110	(916) 319-2011	One Harbor Center, Suite 270, Suisun City, CA 94585	https://a11.asmdc.org/
14	Wicks, Buffy	ACL, Berkeley, CCCL, Oakland, Richmond	(D)	8140	(916) 319-2014	1515 Clay St, Suite 2201, Oakland, CA 94612	https://a14.asmdc.org/
15	Avila Farias, Anamarie	CCCL	(D)	6140	(916) 319-2015	2151 Salvio St, Suite P, Concord, CA 94520	https://a15.asmdc.org/
16	Bauer-Kahan, Rebecca	CCCL, Livermore, Pleasanton	(D)	5210	(916) 319-2016	12677 Alcosta Blvd, Suite 395, San Ramon, CA 94583	https://a16.asmdc.org/
17	Haney, Matt	SFPL	(D)	5740	(916) 319-2017	455 Golden Gate Ave, Suite 14300, San Francisco, CA 94102	https://a17.asmdc.org/
18	Bonta, Mia	Alameda Free, Oakland	(D)	390 (N St.)	(916) 319-2018	1515 Clay St, Suite 2204, Oakland, CA 94612	https://a18.asmdc.org/
20	Ortega, Liz	ACL, Hayward, San Leandro	(D)	5120	(916) 319-2020	22320 Foothill Blvd, Suite 540, Hayward, CA 94541	https://a20.asmdc.org/
24	Lee, Alex	ACL	(D)	6330	(916) 319-2024	1313 N. Milpitas Blvd, Suite 255, Milpitas, CA 95035	https://a24.asmdc.org/

Revised 3/7/25

BALIS - CA State Senate

District	Name	PLP Libraries	Party	Capitol Building Room	Phone	District Offices	Website
3	Cabaldon, Christopher	CCCL	(D)	7320	(916) 651-4003	420 Virginia St, Suite 1C, Vallejo, CA 94590	https://sd03.senate.ca.gov/
7	Arreguin, Jesse	ACL, CCCL, Livermore, Pleasanton	(D)	6710	(916) 651-4007	1515 Clay Street, Suite 2202, Oakland, CA 94612	https://sd07.senate.ca.gov/
9	Grayson, Tim	ACL, Alameda Free, Berkeley, CCCL, Oakland, Richmond, San Leandro	(D)	7250	(916) 651-4009	51 Moraga Way, Suite 2, Orinda, CA 94563	https://sd09.senate.ca.gov/
10	Aisha Wahab	ACL, Hayward	(D)	8530	(916) 651-4410	39510 Paseo Padre Parkway, Suite 280, Fremont, CA 94538	https://sd10.senate.ca.gov/
11	Weiner, Scott	San Francisco Public Library	(D)	8620	(916) 651-4011	455 Golden Gate Avenue, Suite 14800, San Francisco, 94102	https://sd11.senate.ca.gov/

Revised 3/7/25

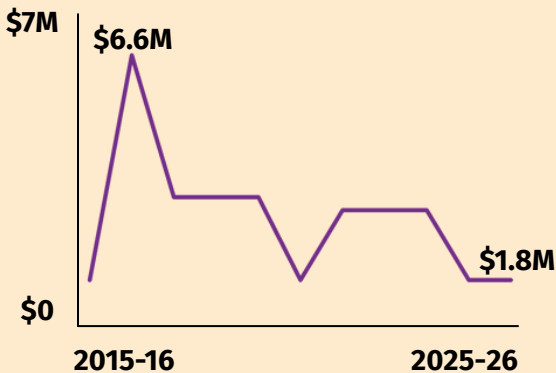
Restore California Library Services Act Funding to Public Libraries



Public libraries are trusted spaces for information, community gathering, and connection. California Library Services Act (CLSA) funds support libraries as **building blocks for community and economic development**. They help job seekers, teach English-language learners, and build literacy skills for children and adults.¹

Libraries are stronger when they work together. CLSA funds enable library cooperatives to **share millions of books and electronic materials** in both rural and urban communities, saving taxpayer money. CLSA funds also provide critical funding to **support internet access** in rural libraries.

CLSA Funds have decreased from a high of \$6.6M in 2016-17 to \$1.8M in 2025-26:²



Libraries are at a tipping point. CLSA funds now stand at \$1.8 million or just 5 cents per person in California. While state funds are cut, service costs rise 5% annually, federal funding to libraries is under threat, and libraries are cutting services.

Our Ask: Please write a letter of support for the restoration of CLSA funds for public libraries to \$5M to be included in the January 2026 Preliminary Budget.



“San Leandro Public Library uses CLSA funds for LINK+, which **helps us provide for the underserved by connecting users to materials** the library simply cannot buy because of its size.”

“Downloadable digital books continue to be an important resource in Santa Cruz County, **especially for seniors who live in part of the County not immediately served by a library branch**. Materials in Spanish help local immigrant populations who have limited English reading skills.”

¹ The California Library Services Act is defined in Title 5 of the California Code of Regulations, sections 20100 – 20265. Funding for CLSA is in section 6120-211-0001 of the state budget.

² Values reflect funding distributed as local assistance to the nine library cooperative systems and do not reflect \$1M in Zip Books funding administered by the State Library that was added to the budget in 2021.

Pacific Library Partnership and California Library Services Act Funding

CLSA funds go to the nine library cooperatives statewide, including the Pacific Library Partnership (PLP). **The Pacific Library Partnership (PLP) serves 43 public and community college member libraries and 7,102,693 Californians in 8 counties.**



PLP’s mission is to empower member libraries through **innovation, collaboration, and training.**

- 23 libraries are small or rural with budgets below \$10M
- 44% of our communities are non-English speaking
- 14% of our communities are economically disadvantaged

PLP received **\$367,803** in CLSA funds in FY 24-25, or **5 cents per capita**. Funds go directly to libraries for resource sharing that best suits their community needs.

How did PLP libraries use CLSA funds in 2024-2025?



Courier services **traveled over 102,000 miles to deliver 2.5+ million books** and other materials among libraries, ensuring residents in rural and isolated areas have access to library collections.



2,900 eBooks and eAudiobooks purchased in multiple languages so patrons can access materials in their preferred language. These shared materials were used nearly 40,000 times.



117,000 items loaned and 96,000 borrowed among libraries through Link+, a wider lending network across California and Nevada.



eMagazines were available to 8 library communities with the most limited budgets. This service is being cut due to continued CLSA reductions.



The smallest member library, with an annual budget of \$60K, used CLSA funds to **provide access to the internet.**

To: BALIS Council
From: Carol Frost
Subject: Review of BALIS Bylaws and Academic Library Membership
Date: October 3, 2025

Background

Administrative staff were approached by St. Mary's College in Moraga to discuss potential membership in BALIS, and by association, the Pacific Library Partnership. Although St. Mary's College has never been part of BALIS, they have participated in other Bay Area initiatives throughout the years, including being a member of the Golden Gateway Library System (GGLN).

The purpose of this memo is to discuss the BALIS requirements for membership, and potential next steps should BALIS and St. Mary's College wish to continue this discussion.

BALIS Membership Requirements

The Bay Area Library and Information System was established through a JEPA in 1983, and the Bylaws were amended in 1989.

The JEPA states "The Governing Board may also establish membership status for non-public libraries, but such libraries may not become parties to this Agreement."

The Bylaws identify two levels of membership:

ARTICLE III MEMBERSHIP

Section 1 Full Membership

Full membership status of BALIS will be limited to those libraries that are officially accepted and recognized as members by the California Library Services Board, having met the requirements set forth in the California Education Code, Sections 18700-18766 (California Library Services Act), and the California Administrative Code (Chapter 2, Public Library Services).

Section 2 Associate Membership

(Amended with approval of Administrative Council May 15, 1989)

Associate membership status will be limited to those non-public libraries in the BALIS service area.

Discussion

The current members of BALIS are public libraries and recognized as full members.

Within two other regions of the Pacific Library Partnership, the Monterey Bay Area Cooperative (MOBAC) and the Peninsula Library System (PLS), there are community colleges, special libraries, and universities which belong to the regional systems. The Silicon Valley Library System (SVLS) does not have any non-public libraries.

PLP is a JPA of JPAs with no individual library belonging to PLP. The four regional systems (MOBAC, SVLS, PLS, and BALIS) belong to PLP.

Although non-public libraries cannot participate in California Library Services Act funds, they can benefit from system membership in other ways, as most of their faculty and students are also being served by the public libraries. Those benefits include attending regional meetings, resource sharing, the possibility for shared courier services, and access to other PLP services such as the innovation grants and staff development.

For their association with regional systems and the larger consortium, libraries pay membership fees directly to PLP. The dues for academic and non-public institutions are on a different scale than public libraries.

One point of discussion for the BALIS Council is that the BALIS Bylaws and JEPA documents mention that a condition for library membership is limited to “libraries that are officially accepted and recognized as members by the California Library Services Board, having met the requirement set forth in the California Education Code, Section 18700 – 18766...” One of those “requirements” is that the member library must provide equal access to all residents of the system to which it belongs.

Since CLSA requirements apply only to public libraries, it is not clear if the intent of BALIS is to require non-public libraries to also provide equal access. Some academic libraries (both private and public) may require a library card fee to those not affiliated with the public. Most offer free access within the library to collections and databases. A quick query of the academic libraries within MOBAC indicated that they are not consistent about whether they allow members of the public to have a library card for free or allow checkout to the public. It would be up to the BALIS Council to interpret the Bylaws and determine whether the academic libraries would be required to follow the CLSA requirements for free and equal access or allow a variance for academic libraries.

Second, the Bylaws are silent for the timing of joining a cooperative. Typically, for the libraries which have joined and left the various systems, this occurred at the beginning of a fiscal year, although partial pro-rated membership has occurred.

Some systems, such as MOBAC, allow non-public members to vote on everything. The PLS libraries ask the non-public libraries to abstain from voting regarding items related to CLSA.

The process for approval of a member would be for it to be approved by the BALIS Council, and then the PLP Executive Committee.

Recommendation

No action is required at this time. The BALIS Council should be familiar with their governing documents should St. Mary's College request to join BALIS and, by default, PLP.