

**BALIS Administrative Council Meeting**

**AGENDA**

**January 10, 2025**

**Alameda County Library – Castro Valley Branch  
3600 Norbridge Avenue, Castro Valley, CA 94546  
1:00 p.m.**

**BALIS Administrative Council**

Tess Mayer – Berkeley Public Library (Chair)  
Deb Sica – Alameda County Library  
Mike Eitner – Alameda Free Library  
Alison McKee – Contra Costa County Library  
Jayanti Addleman – Hayward Public Library  
Anwan Baker – Livermore 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** Mayer
- II. Approval of Consent Items (Action Item)** Mayer
  - A.** Adoption of Agenda
  - B.** Approval of the October 4, 2024 Minutes Attachment 1, pg. 3
  - C.** FY 2024-25 BALIS Financial Support for Libraries Update Attachment 2, pg. 6
- III. Old Business**
  - A.** Reallocation of Unspent FY 2023-24 Spotify Cross-Marketing Funding to FY 2024-25 (Action Item) Frost Attachment 3, pg. 7
- IV. New Business**
  - A.** Formation of Nomination Committee for FY 2025-26/FY 2026-27 BALIS Offices Mayer Attachment 4, pg. 8
  - B.** Budget and Alternative Revenue Source Discussion Mayer
  - C.** Addressing Concerns with Vendor Selected Collections Mayer
  - D.** Hiring and Retention of Neurodiverse Staff McKee
  - E.** Viable Media Formats for Collections Mayer
- V. Reports**
  - A.** Report of System Chair Mayer

**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 agendaized pursuant to state law.)

**VII. Agenda Building and Location for April 4, 2025 Meeting**

**VIII. Announcements**

**IX. Adjournment**

**BALIS Administrative Council Meeting  
MINUTES**

**October 4, 2024**

**San Leandro Public Library, 300 Estudillo Avenue, San Leandro, CA 94577**

**10:00 a.m.**

**Attendees:**

**Council:**

Tess Mayer, Chair, Berkeley Public  
Erin Berman, Alameda County  
Mike Eitner, Alameda Free  
Alison McKee, Contra Costa County  
Nathan Brumley, Livermore Public  
Jamie Turbak, Oakland Public  
Lia Bushong, Pleasanton Public  
Kate Eppler, Richmond Public  
Dolly Goyal, San Francisco Public  
Loryn Aman, San Leandro Public

**Staff:**

Carol Frost, PLP/BALIS  
Justin Wasterlain, PLP/BALIS

**I. Call to Order and Introductions**

Chair Mayer called the meeting to order at 10:02 a.m.

**II. Approval of Consent Items**

**A. Adoption of Agenda**

**B. Approval of the July 26, 2024 Minutes**

**C. FY 2023-24 BALIS Financial Support for Libraries Reports**

**D. FY 2024-25 BALIS Financial Support for Libraries Update**

A motion was made, and passed unanimously, to approve the Consent Items. (M/S Eppler/Bushong)

**III. Old Business**

**A. Cross-Marketing for Downloadable Audiobooks Ad Hoc Group Update**

McKee stated the group was waiting to hear from OverDrive about a new campaign's messaging. She noted there was a plan to run three campaigns during the fiscal year, each for \$5,000.

**IV. New Business**

**A. Strategies for Single Point of Service Operations**

The Council discussed strategies to foster cooperation between departments working at a single point of service. Berman and Frost discussed the "San Jose Way" of service that has long used a single point of service model. It was noted by Frost

that San Jose co-designed the service model and used ambassadors to assist with roll out, which increased buy-in from staff. Eitner suggested librarian job descriptions could include shared responsibilities of other positions in addition to librarian specific duties.

**B. Hiring and Recruitment**

Eitner discussed the issue of hiring processes limiting diversity in higher roles. Berman described a mentorship program designed to help staff move into librarian positions without the need of obtaining an MLIS and increasing the diversity found in those positions. McKee noted Contra Costa County Library created their own version of the Civil Service Exam that focused on customer service and other areas more relevant to library work. She suggested hiring panels should be trained on how to choose the best candidate and avoid implicit bias affecting the results. The Council requested PLP staff create a repository for job descriptions to allow members to share and compare their documents with other local libraries.

**C. Discontinued Database Discussion**

The Council discussed the challenge of justifying subscriptions to core databases when usage is low. Bushong described a review of what was available at other agencies like schools, and being able to reduce what the library purchased where there was duplication. Eppler noted an effective method for marketing databases was to highlight one activity or novel feature of the database rather than marketing the full database in a generic way.

**D. Budget Reduction Discussion**

The Council discussed upcoming ballot measures that would affect library budgets. The Council expressed interest in revisiting this conversation to include the topic of alternative revenue sources.

**V. Reports**

**A. Report of System Chair**

No report.

**B. Report of System Administration**

Frost provided a brief report on CLSA funding and library related legislation.

**VI. Public Comment**

No public comment.

**VII. Agenda Building and Location for Next Meeting on January 10, 2024**

The next meeting will be held at the Castro Valley Branch of the Alameda County Library.

- Budget updates and alternative revenue sources
- Neurodivergence and hiring biases
- Hoopla collection issues
- Media format discussion

**VIII. Announcements**

No announcements.

**IX. Adjournment**

The meeting was adjourned at 11:54 a.m.

DRAFT

**To:** BALIS Council  
**From:** Justin Wasterlain  
**Subject:** FY 2024-25 BALIS Financial Support for Libraries Update  
**Date:** January 10, 2025

**FY 2024-25**

LIBRARY	PROJECT DESCRIPTION	AMOUNT AVAILABLE	AMOUNT CLAIMED	DATE CLAIMED
Alameda County		\$6,183		
Alameda Free		\$6,183		
Berkeley Public		\$3,500		
Contra Costa County		\$8,633		
Hayward Public		\$8,633		
Livermore Public		\$6,183		
Oakland Public	Trainings, resilience via skill building	\$6,183	\$6,183	12/23/2024
Pleasanton Public		\$6,183		
Richmond Public		\$8,633		
San Francisco Public		\$3,500		
San Leandro Public	Partial funding of Unique Management Services in FY 2024-25	\$6,183	\$6,183	12/18/2024
	<b>Total disbursement</b>		<b>\$12,366</b>	
	<b>Budgeted</b>		<b>\$70,000</b>	
	<b>Variance</b>		<b>\$57,634</b>	

**To:** BALIS Council  
**From:** Justin Wasterlain  
**Subject:** Reallocation of Unspent FY 2023-24 Spotify Cross-Marketing Funding to FY 2024-25  
**Date:** January 10, 2025

### **Background**

At the April 19, 2024 BALIS Administrative Council meeting, an update was provided on the funding needs for the Spotify cross-marketing campaign in FY 2023-24. At that time, \$5,000 of \$15,000 had been expended on the first campaign to promote Libby across the region. Due to the success of the campaign, the marketing ad hoc group confirmed they would arrange for two more campaigns in FY 2023-24 to fully expend the remaining \$10,000 allocated for the activities. At this meeting, the Council also approved the use of \$15,000 for three additional campaigns to be executed in FY 2024-25.

From May 13, 2024 through July 1, 2024, Spotify aired the remaining two campaigns of FY 2023-24. OverDrive invoiced Oakland Public Library for these ads in October 2024, after the fiscal year closed.

### **Recommendation**

It is recommended the Council approve reallocating \$10,000 of unspent cross-marketing funds in FY 2023-24 to FY 2024-25 for the purpose of reimbursing Oakland Public Library for the Libby ads aired in May and June of 2024. This will increase the total allocation for downloadable audiobook marketing in FY 2024-25 to \$25,000.

## BALIS Term Limits and Appointment

### From the Bylaws:

#### “Section 2 Officers

- A. *The elected officers will be a Chairperson and a Vice-Chairperson (Chair-elect) elected by the Administrative Council.*
- B. *The term of elected officers will be for two years starting July 1st.*
- C. *Election of officers will take place at the Administrative Council meeting in May of appropriate election years...”*

### BALIS Administrative Council Chairs Chronology

	Chair	Vice-Chair
2025/26 2026/27		
2023/24 2024/25	Tess Mayer Tess Mayer	Anwan Baker Anwan Baker
2022/23 2021/22	Alison McKee Alison McKee	Tess Mayer Tess Mayer
2020/21 2019/20	Cindy Chadwick Cindy Chadwick	Tamera LeBeau/VACANT Tamera LeBeau
2018/19 2017/18	Cindy Chadwick Cindy Chadwick	Melinda Cervantes Melinda Cervantes
2016/17 2015/16	Gerry Garzon Donna Corbeil	Heidi Dolamore Gerry Garzon

### Recommendation

It is recommended that the BALIS Administrative Council form an ad hoc nominating group at their January meeting, with the charge of identifying a Chair and Vice Chair for FY 2025-26 and FY 2026-27.