

City of Hercules

111 Civic Drive
Hercules, CA 94547



Meeting Agenda

Monday, March 11, 2019

6:30 PM

WORKSHOP - 6:30 P.M.
REGULAR MEETING - 7:00 P.M.
COUNCIL CHAMBERS

Community and Library Services Commission

Chair Brian Campbell-Miller
Vice Chair Han Chen
Commissioner Evangelia Ward-Jackson
Commissioner Rhodora Carpena
Commissioner Nina Nguyen

I. SPECIAL MEETING - 6:30 P.M. - CALL TO ORDER - ROLL CALL

II. WORKSHOP

1. [19-502](#) Banner Program
2. [19-503](#) Clean-up Day

III. REGULAR MEETING - 7:00 P.M. - CALL TO ORDER - ROLL CALL

IV. PLEDGE OF ALLEGIANCE

V. INTRODUCTIONS/PRESENTATIONS

1. [19-504](#) New Recreation Coordinator - Damian Sandholm

VI. AGENDA ADDITIONS/DELETIONS

VII. PUBLIC COMMUNICATIONS

VIII. DIRECTOR REPORT

1. [19-505](#) Parks and Recreation Monthly Reports (February)

Attachments: [MONTHLY REPORT - PR - February 2019 - 190311](#)

2. [19-506](#) Library Manager Monthly Report (February)

Attachments: [MONTHLY - Library - 190311](#)

IX. CONSENT CALENDAR

1. [19-507](#) Meeting Minutes - February 11, 2019 CLSC Meeting

Attachments: [MINUTES-CLSC-February 2019 - 190311](#)

X. DISCUSSION AND/OR ACTION ITEMS

1. [19-508](#) Review of the Banner Program
 - a. Banner Advertisement Policy
 - i. Should there be any limit of use by Non-Profits
 - ii. Should there be some type of prioritization for full paying banner customers
 - iii. Should Non-Profits be able to displace full pay request

Attachments: [Staff Report - City Banner Program - FY1819 - 2-11-19](#)
 [Attch 1 - Banner Policy](#)
 [Attch 2 - Banner use - 2017-18-19](#)

2. [19-509](#) Library Storycone Use

Attachments: [Staff Report - Hercules Library Storycone Use - FY1819 - 3-11-19](#)

3. [19-510](#) National Night Out Update

XI. COMMISSIONER REPORTS AND ANNOUNCEMENTS

1. [19-511](#) County Library Seat Update

XII. FUTURE AGENDA ITEMS

XIII. ADJOURNMENT

The next Regular Meeting of the Commission will be held on Monday, April 8, 2019 at 7:00 p.m. in the Council Chambers.

Agendas are posted in accordance with Government Code Section 54954.2(a) or Section 54956. Members of the public can view electronic agendas and staff reports from the City's website at www.ci.hercules.ca.us and can receive e-mail notification of agenda postings by signing up to receive an e-notice from the City's website. Agendas and staff reports may also be obtained by contacting the Administrative Services Department at (510) 799-8215.

Posted: March 7, 2019

**THE COMMISSION ADHERES TO THE FOLLOWING POLICIES, PROCEDURES AND REGULATIONS
REGARDING COMMISSION MEETINGS**

SPECIAL ACCOMODATIONS: In compliance with the Americans with Disabilities Act, if you require special accommodations to participate at a commission meeting, please contact the City Clerk at 510-799-8215 at least 48 hours prior to the meeting.

AGENDA ITEMS: Persons wishing to add an item to an agenda must submit the final written documentation 12 calendar days prior to the meeting. The City retains the discretion whether to add items to the agenda. Persons wishing to address the Commission otherwise may make comments during the Public Communication period of the meeting.

AGENDA POSTING: Agendas of regular commission meetings are posted at least 72 hours prior to the meeting at City Hall, the Hercules Swim Center, Ohlone Child Care Center, and on the City's website (www.ci.hercules.ca.us),

PUBLIC COMMUNICATIONS: Persons who wish to address the Commission should complete the speaker form prior to the Commission's consideration of the item on the agenda.

Anyone who wishes to address the Commission on a topic that is not on the agenda and is relevant to the Commission should complete the speaker form prior to the start of the meeting. Speakers will be called upon during the Public Communication portion of the meeting. In accordance with the Brown Act, the Commission may not take action on items not listed on the agenda. The Commission may refer to staff any matters brought before them at this time and those matters may be placed on a future agenda.

In the interests of conducting an orderly and efficient meeting, speakers will be limited to three (3) minutes.

Anyone may also submit written comments at any time before or during the meeting.

Written and oral comments become part of the public record. Oral comments are summarized in the minutes of the commission's meeting.

CONSENT CALENDAR: All matters listed under Consent Calendar are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a member of the Commission or a member of the public prior to the time the Commission votes on the motion to adopt.

COMMISSIONER REPORTS AND ANNOUNCEMENTS: This is the time for brief announcements by commissioners on issues of interests to the community. In accordance with provisions of the Brown Act, matters which do not appear on the agenda, but require Commission discussion may be either (a) referred to staff or other resources for factual information or (b) placed on a future meeting agenda.

LEGAL CHALLENGES: If you challenge a decision of the Commission in court, you may be limited to raising only those issues you or someone else raised at the meeting or in written correspondence delivered at, or prior to, the meeting. Actions challenging Commission decisions shall be subject to the time limitations contained in Code of Civil Procedure Section 1094.6. In order to ensure the efficient conduct of meetings, and to provide opportunities for all interested persons to speak and be heard, the Commission will adhere to the following meeting procedures:



CITY OF HERCULES
PARKS & RECREATION MONTHLY REPORT
February 2019



Project/Program: Parks & Recreation Department Activities
Lead Staff: Christopher Roke, Parks & Recreation Director

Description: The Parks and Recreation Department leads and/or is involved with many community activities and events all year long. We also collect fees for various classes and services provided to the community.

Status: In February 2019 the department brought in \$100,370.26 in revenue. Year to Date Revenue for Fiscal Year 2018-19 is \$985,531.61.

Accomplishments/Items in Progress:

- NEW – Summer Camps PREVIEW flyer!
- New look 2019 Winter/Spring Activity Guide mailed to every household in November.
- Trunk or Treat/Movie success in October. Approximately 150-200 people participated.
- Wall Mounted Basketball Units installed at the Community Center in October.
- Work in progress: on several Council approved decision packages for 2018-19FY...
 - ✓ DP#19-2: Golf Club Fund: Youth programs – purchased equipment
 - ✓ DP#19-7: Painting the exterior of the Senior Center – completed.
 - DP#19-10: Upgrades to the Van Domselaar Room at Samara Terrace.
 - ✗ New flooring - completed.
 - DP#19-11: New chairs and tables for the Community Centers.
 - ✗ DP#19-11: New chairs for CSC & Sr Center – have been received.
 - DP#19-12: Hanna Kidz Center improvements.
 - ✗ Phase 1 – completed (removal of ramp/close door).
 - ✓ DP#19-13: A new permanent stage for the Community Center - completed
 - ✓ DP#19-14: VFD's (variable frequency drives) for pool pumps installed - completed.
 - BR#19-2: Technology upgrades to the Teen Center.
 - BR#19-14: Resurface the Refugio Valley Tennis Courts.
 - ✓ BR#19-15: New chairs for the Library.
 - ✗ New chairs for Library received – completed.
 - ✓ BR#19-18: Donation to Robotics Club at HHS – completed.
- School started again. Fall programs started with a bang.
- Summer Movie Series Success: Wonder, Coco, The Last Airbender and Star Wars.
- Increased enrollment in our city Summer Camp programs again.
- 2018 Fall Activity Guide was mailed out to every household end of July.

Project/Program: Community & Library Services Commission
Lead Staff: Christopher Roke, Parks & Recreation Director

Description: The Community and Library Services Commission renewed Nonprofit groups applications for the 2019CY in December 2018 and January 2019. Renewal packets were due in December. Annual reports from the Nonprofit groups were heard September, October and November. The Commission went dark in August.



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Status: The Commission spent time updating the Nonprofit renewal packet for City Recognized Nonprofit groups in 2017 & 2018. The biggest change in 2018 was the addition of the 1099 Tax form for each group. In addition, the Commission spent over the past year working on community outreach regarding the west side parks improvements project, input for the Library's tenth anniversary celebration, a permanent display space at the Hercules Library for the Hercules Historical Society, mural preservation, City recognized nonprofit organizations, continual evaluation of Parks & Recreation Programs, the Citywide Clean-up Day and approval of new plaques for the heritage garden.

Accomplishments/Items in Progress:

- The Duck Pond Park Amenities project – pending contractor punch list.
 - New bathroom, ½ basketball court, benches, fencing and landscaping are done.
 - A ceremony is pending the contractor punch list completion.
 - A tour will be scheduled for the Commission soon.
- A crowd of 600+ attended the 2018 Holiday Tree Lighting event with Mr. and Mrs. Claus.
- 200 (+/-) participated in the Trunk or Treat event at the Community Center October 26.

Project/Program: Hanna/Lupine/Ohlone Childcare & Summer Day Camps

Lead Staff: Ambra Garfield, Recreation Manager

Description: Childcare and Camps are a big deal in Hercules. We offer a great before school option called "Breakfast Club", and an amazing after school program called "Kaleidoscope Kidz: Recreation Afterschool Program (or RAP for short).

Breakfast Club has been a hit since we started the program at the beginning of 2017-18. Breakfast Club features earlier hours (opening at 6:30a), and breakfast options (hot and cold food/drink options available for purchase). Parents (and participants) love the program! Using the Teen Center instead of the schools allowed the City to cut back the number of staff necessary to run the morning and after school programs which also saved the City money. The Breakfast Club has a maximum limit based on the number of seats in our Vans.

Breakfast Club	Enrollment	Space Available
Ohlone	14	0
Lupine	12	1
Hanna	13	0

Kaleidoscope Kidz: Recreation Afterschool Program (or RAP for short), is our after school program. After a successful rebranded of the after school program, the focus has become greater on homework, and stations. The stations include P.E. to make sure the kidz are active. RAP focuses on monthly themes that featured a combination of arts and crafts, science, cooking, passive and active games and much more. RAP is held at all 3 elementary sites. The current challenge that we face for all of our programs is our lack of staffing.

RAP	Enrollment	Space Available
Hanna - K-2 nd	28	0



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Hanna - 3 rd -5 th	28	0
Lupine - TK-2 nd	28	0
Lupine - 3 rd -5 th	14	0
Ohlone - K-2 nd	24	0
Ohlone - 3 rd -5 th	24	0

Status: In February Child Care programs brought in a total of \$34,947.68 in revenue.

Accomplishments/Items in Progress:

- Phase 1 of the Hanna Ranch Improvements is complete. This is part of Decision Package #19-12. The office ramp was replaced, a door was closed up permanently. Inside, the door opening was turned into a new chalkboard area for the kids in Tiny Tots and RAP.
- Each Kidz Center now has a new Leader III-Director. These two positions were filled by two office assistance II who applied for the positions. Both of these ladies have been working at the Kidz centers for many years. It's worked out great for them and the families that know them so well. We are excited for this great opportunity for them.
- Child Care is enjoying an increase in enrollment for the 2018-19 school year.
 - Lupine has a waiting list. We were able to open an additional class of TK/K.
- The new school year saw an increase in last minute Child Care registration.
 - In August, we had one of our largest months ever with enrollment and revenue.
- Camp Dynamite has been successful this summer. The numbers are comparable to last summer when we increased enrollment, and this is without the 5th graders. We moved the 5th graders into the Teen Camp program to accommodate the youngest age group that exploded this past FY.

Project/Program: Tiny Tots Programs-Little Learners/Pre-Kinder/Jr. Kinder
Lead Staff: Ambra Garfield, Recreation Manager

Description: Our Tiny Tots Program introduces children to their "First Learning Experiences". They make their first school friends, learn through play, games, arts, crafts and healthy snacks. Our qualified staff guide them with socialization and self-help skills. The program runs concurrent with the school year from late August through June. Tiny Tots began at the end of August.

Status: In February Tiny Tot Programs brought in \$12,449.00 in revenue.

Preschool	Enrollment	Space Available
Lupine Pre-K	23	1
Hanna Jr-K	22	2
Hanna LL / Multi-Age	18	2
Hanna Multi-Age	19	1

Accomplishments/Items in Progress:

- Hanna Ranch Improvement project started with phase 1 end of January.



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- Hanna Preschool had been dealing with a flea problem in September and October. After trying a myriad of things, we believe the issue has been resolved.
- Numbers increased in the LL and PK classes. Both started low, but now only 1 spot left.
- Good news/bad news: the new Aide that started in October, is leaving due to a family emergency. We continue to struggle to keep staff.
- Like child care, preschool picked up as the calendar hit August.
- Added additional classes in anticipation of growing program.

Project/Program: Aquatics

Lead Staff: Damian Sandholm - Recreation Coordinator

Description: The Aquatics program encompasses a lot of different programs, from seasonal swim lessons, to lap swimming, water walking, rec swim, lifeguarding courses, and of course Swim and Water Polo Teams including: the East Bay Silver Dolphins (EBSA), the Piranhas, and Hercules High School Swim and Water Polo teams.

Status: In February Aquatics brought in \$7,264.50 in revenue.

Aquatics – February enrollment

Program	Enrollment
EBSA Swim Team	60
EBSA Swim Clinic	8
Lap Swim	6

Accomplishments/Items in Progress:

- Damian Sandholm started on February 25 as the new Recreation Coordinator to oversee Aquatic Programs, Senior Center operations, and Recreation classes.
- Hercules High School Swim Team began the season on January 28.
- Interviews for the vacant Coordinator position took place in January. We hope to have a new Coordinator on board by the end of February, or the start of March.
- Recreation Coordinator, Austin George took new job with the City of Dixon.
- Rough stretch late November/early December combination of the Camp Fire, Thanksgiving break, and the pump in the main pool heater going down, meant the pool was vacant for a while. Fortunately we were able to make the repairs and get everyone back in the water.
- Harnoor Deol, of Troop 113, built and donated 4 picnic tables to the Aquatics program. This was part of his Eagle project. The City is always appreciative of the community involvement.
- Hercules High School Water Polo finished their season October 26. The girls team made a significant improvement coming up one win shy of making the NCS Playoffs.
- In September, we completed the installation of the (2) Variable Frequency Drives (or VFD's) on the pool pumps. This will save the City lots of money over the course of the



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next decade, allowing the pumps to operate at a fraction of their output when no one is using the pool. This was a part of the Council approved Decision Packages for 2018-19FY.

- New swim lesson format has been a hit this summer. Lots of positive feedback.
- Another successful Piranhas season here at the Community Swim Center.

Project/Program: Recreation Classes
Lead Staff: Ashley Gomez, Recreation Leader III

Description: The department has been working to find new contract class instructors to help increase the variety of programs, as well as the quality of programs that the community has become accustomed to. Our recreation classes cater to all ages and help to promote a healthy lifestyle. Our classes vary season to season. We hope you will give them a try.

Status: In February classes brought in \$1,096.93 in revenue.

Classes – February enrollment

Camp/Class	Enrollment		Camp/Class	Enrollment
Karate Dojo	31		Ballet	14
Beg. Dragons	6		Adult Oil Painting	2
Adv. Dragons	7		Youth Oil Painting	2

Accomplishments/Items in Progress:

- Summer CAMPS Preview Flyer is complete and online.
- Winter/Spring 2019 Guides were sent to every house in November.
- Ashley Gomez successfully transitioned from Office Asst II to Rec Leader III in October.
- Rec Leader III, Vanessa Flores, took a Full Time job with San Pablo.
- Fall 2018 Activity Guides were sent to every house in August.
- Some of the most popular classes last summer included Cooking Around the World, Chess, Little Dragons, Karate, Action Movie Flix Camp and our online classes with Ed2Go.
 - Look for these to continue along with new offerings in 2019.
- Continue to evaluate programs, generate revenue and control expenditures to ensure fee classes are cost effective.

Project/Program: Senior Center
Lead Staff: Kristina Griffith, Recreation Leader III

Description: The Senior Center averages approximately 150-200 members annually. Friends, food, fun and companionship is what the Hercules Senior Center is all about. We strive to ensure a physically and emotionally comfortable environment for all, and encourage socialization with peers. One of the biggest changes for 2018-19 is that the City will no longer be able to keep the revenue generated from CC Café lunch program.

Status: In February the Senior Center brought in \$1,892.00 in revenue.



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February: total Senior Center active memberships: 165 members

Program	Enrollment	Program	Enrollment
Advance Tai Chi	70	HICAP	4
Advice Nurse	25	Hula Dance	67
Bingo	88	Line Dancing	201
Blood Pressure	15	Low Impact Exercise	167
C.C. Café Lunch	711	Special Event/Day Trip	100
Card Club	30	Tai Chi	187
Chi Kong	91	Tap	44
Computer Lab	10	Wills & Trust	3
Fruit & Veggie Distribution	500	Yuen Ji & Dance	79
Goodie Store	82		

Accomplishments/Items in Progress:

- One of January's highlights at the Senior Center included a trip to the Jelly Belly Factory.
 - Looking ahead to February: FREE Tax Service and Massage Therapy.
- December: Held annual Breakfast with Santa event, and Blood Drive.
- October highlights: Bay Area Hearing Service provided a free hearing screening; Trip to Cache Creek Casino; and Friends of Sr Center held 3rd annual Luau.
- September highlights: Trips to Cache Creek Casino and the Railroad Museum; held Pancake Breakfast hosted by the Friends of the Senior Center, and more.
- August highlights: The Friends of Senior Center Annual BBQ fundraiser, a trip to the Black Diamond Mines Regional Preserve, a huge turnout for the Community Produce Program, a Blood Pressure Screening event put on by the Fire District, the American Red Cross (ARC) blood drive that collected 28 units, and the successful launch of the Extend Trips program. Our 1st community members went on the 9 day Colorado Rockies and Western National Parks tour, and the 9-day Niagara Falls and Heritage Highlights trips.
 - There are several other trips planned with Premier World Discovery including a...
 - 6-day Albuquerque Balloon Fiesta 10/12-10/18,
 - 6-day Music Cities Christmas Memphis & Nashville 11/30-12/5, and
 - 5-day trip to New Orleans & the French Market 12/2-12/6.
- July highlights: a Free Mental Health Training class provided by C.C. Café.

Project/Program: Sports

Lead Staff: Jeff Jew, Recreation Coordinator

Description: The department offers sports and other positive leisure activities for patrons of all ages. Sports programs help promote a healthy lifestyle, while providing an environment in which people can enjoy themselves.

Status: In February, Sports programs brought in \$3,791.75 in revenue.



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Sports – February enrollment

Program	Enrollment
AOSL Basic Skills Clinic	16
AOSL Intermediate Skills Clinic	9
AOSL Mighty Mites League	29
AOSL Jr. Bantams League	28
Skyhawks Sports	19

Accomplishments/Items in Progress:

- Ordered, received & installed (2) new wall mounted basketball units in the Gym.
- One of the portable basketball units broke and is unrepairable.
- Held several successful youth sports camps.

Project/Program: Teen/Youth
Lead Staff: Jeff Jew, Recreation Coordinator

Description: As our youth grow into teens, we want to give them a sense of ownership and belonging to the community. The programs and activities at the Teen Center promote these very same goals. The Teen Youth Council (T.Y.C.) has transitioned to a new Junior Staff In Training program. The JSIT program is all about preparing teens to enter the work force. JSIT participants will assist and support the staff with Community activities and Special Events. This energetic group of 6th-12th graders demonstrate leadership skills through their participation at City Council meetings, interaction with the Hercules Senior Center, and the planning of Teen/Youth Special occasions. This successful program recruits active members from the Hercules Community and the Hercules Middle and High School.

Status: In February, the Teen Center brought in \$5,615.65 in revenue.

Teens – February enrollment

Program	Enrollment
T.H.E. S.P.O.T.	23
Junior Staff in Training	6

Accomplishments/Items in Progress:

- Started a brand new program called Junior Staff in Training this Fall. The Jr SIT program is designed for teens in the 9th through 12th grades. The goal for this program is to develop life and professional skills to prepare them for their first jobs. With completion of this program, they may have an opportunity to apply for a vacant position here in the City of Hercules.
- Successfully transitioned 5th graders into Teen Dynamite Summer Camp. This increased the numbers and revenue for Teen Camp and the Teen program for the year.

Project/Program: Facilities/Rentals



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Lead Staff: Jeff Jew, Recreation Coordinator

Description: The City of Hercules offers many of the City's facilities for rent when not being used for City sponsored programs or services. Facility attendants also prepare facilities for the department's classes and city meetings.

Status: In February, facility rentals brought in \$15,088.00 in revenue.

Accomplishments/Items in Progress:

- Rentals continue to do well.
- Ongoing recruiting for Facility Attendants. We are extremely low in staff currently.
- We continued to address work orders to improve our facilities.

Hercules Community and Library Services Commission
 Librarian Report
 MARCH 2019

REPORT ON PREVIOUS MONTH'S PROGRAMS:

Title	Date	Attendance
Coloring Club!	2/23/2019	15
Toddler and Preschool Storytime	2/7/2019	65
Toddler and Preschool Storytime	2/14/2019	48
Toddler and Preschool Storytime	2/21/2019	64
Toddler and Preschool Storytime	2/28/2019	75
Builders Club	2/5/2019	11
Yee's Martial Arts Lion Dance	2/12/2019	165
Chinese New Year Storytime	2/5/2019	103
Family Storytime	2/19/2019	31
Baby Lapsit Storytime - Ages 0-24 Months	2/7/2019	42
Baby Lapsit Storytime - Ages 0-24 Months	2/14/2019	24
Baby Lapsit Storytime - Ages 0-24 Months	2/21/2019	48
Baby Lapsit Storytime - Ages 0-24 Months	2/28/2019	44
Chess Club	2/19/2019	6
Kidworks: African Dancing, Drumming & Traditions	2/26/2019	85
Computer Basic	2/6/2019	5
Computer Basic	2/13/2019	5
Computer Basic	2/20/2019	7
Computer Basic	2/27/2019	9
ESL Conversation Group	2/4/2019	8
ESL Conversation Group	2/11/2019	8
ESL Conversation Group	2/25/2019	8
Hercules Library Knitting Group	2/2/2019	8
Hercules Library Knitting Group	2/9/2019	8

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Hercules Library Knitting Group	2/16/2019	7
Hercules Library Knitting Group	2/23/2019	8
Hercules Library Great Books Discussion Group	2/25/2019	2
Drop-In Homework Help	2/6/2019	10
Drop-In Homework Help	2/13/2019	7
Drop-In Homework Help	2/27/2019	8
Meditation	2/7/2019	9
Meditation	2/14/2019	8
Meditation	2/21/2019	10
Meditation	2/28/2019	10
Valentine's Day Celebration	2/13/2019	43
Free Tax Preparation Assistance with VITA, United Way's Earn It! Keep It! \$ave It! Program	2/2/2019	1
Free Tax Preparation Assistance with VITA, United Way's Earn It! Keep It! \$ave It! Program	2/9/2019	6
Free Tax Preparation Assistance with VITA, United Way's Earn It! Keep It! \$ave It! Program	2/16/2019	1
Free Tax Preparation Assistance with VITA, United Way's Earn It! Keep It! \$ave It! Program	2/23/2019	4
Tax Help Session 2	2/2/2019	1
Tax Help Session 2	2/9/2019	0
Tax Help Session 2	2/16/2019	1
Tax Help Session 2	2/23/2019	3
Free Tax Preparation Assistance with VITA, United Way's Earn It! Keep It! \$ave It! Program	2/5/2019	3
Free Tax Preparation Assistance with VITA, United Way's Earn It! Keep It! \$ave It! Program	2/12/2019	0

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Free Tax Preparation Assistance with VITA, United Way's Earn It! Keep It! \$ave It! Program	2/19/2019	0
Free Tax Preparation Assistance with VITA, United Way's Earn It! Keep It! \$ave It! Program	2/26/2019	1
The Artist in Society Viewing	2/19/2019	5
Soul Food Cooking Class with Chef David Smith	2/11/2019	25
Uke and Me @the Library	2/25/2019	22
Hercules Insider's Club	2/28/2019	34
Total Programs: 51	Total Attendance	1,121

UPCOMING SPECIAL EVENTS:

Title	Date	Time	Description
Read to a Dog HALO Angel Ears	3/2/2019	10:30AM- 12:00PM	Certified therapy dogs, READ trained, will listen to children read. Sessions with these special dogs are about 15 minutes each. The HALO dogs provide a nurturing acceptance and a warm empathy that makes children feel safe, providing a nonjudgmental space for learning. Registration suggested.
United Way Tax Assistance - Saturdays	3/2/2019 3/9/2019 3/20/2019 3/27/2019	11AM- 12:30PM 1:30PM- 3:00PM	Earn It! Keep It! Save It! Bay Area tax preparation assistance to low-moderate-income individuals, families and seniors. Our volunteers are here to assist you in filing your taxes. See staff for details.
English Conversation Group	3/4/2019 3/11/2019 3/18/2019 3/25/2019	3:00PM	Join us as we improve our conversational English through reading and discussion!
Teen Tecch Week*	3/4/2019	4:00PM	TEENS! Join us for a celebration of all things tech at our teen tech celebration! We'll use some creative technology and share some sweet treats!

*sponsored by the Friends of the Hercules Library

College Planning Workshop	3/4/2019	6:00PM	Join us for a closer look at college planning for high school students presented By Tita Escalada.
Builders Club	3/5/2019	3:30PM-5:00PM	Kids, let your imaginations take over as you build with LEGOs. Creations will be displayed in the library. No registration is required. We ask that caregivers please keep an eye on little ones for choking hazards.
United Way Tax Assistance - Tuesdays	3/5/2019 3/12/2019 3/19/2019 3/26/2019	6:30-8PM	Earn It! Keep It! Save It! Bay Area tax preparation assistance to low-moderate-income individuals, families and seniors. Our volunteers are here to assist you in filing your taxes. See staff for details.
Computer Basics	3/6/2019 3/13/2019 3/20/2019 3/27/2019	10:00AM-11:30AM	Come to the Hercules Library for help with basic computer skills. The first hour will be skills taught in a group setting, followed by an opportunity to practice skills and get additional help from our instructor. No registration required
Drop in Homework Help	3/6/2019 3/13/2019 3/20/2019 3/27/2019	3:00PM-5:00PM	Teen volunteers help kids in grades K-5 with their homework!
Genealogy Workshop	3/11/2019	6:00PM	Curious about your family history? Want to help with completing your family tree? Volunteers from the Contra Costa and Solano County Genealogical Society will be here to assist you to discover more about your family history. Whether you are just starting on your quest or have been searching for a while, please join us. All are welcome.

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			Registration is suggested as space is limited
The Goddess: Images of Power*	3/11/2019	6:30PM	Join us for an Asian Art Museum Docent Lecture. Explore the myriad and fascinating depictions of female deities throughout Asia. From fierce warriors and dakinis to peaceful and benevolent bodhisattvas, these goddesses cover all the bases. Goddesses play an important and prominent role in all the Asian religions. From fertile earth maidens, to nurturing mothers, from wrathful avengers, to wise advisors – these deities provide for their supplicants and followers.
Melody of China*	3/16/2019	3:00PM	Please join us as we listen to the soothing sounds of Melody of China, a Chinese music ensemble based in the San Francisco Bay Area. The ensemble has a two-fold mission: to promote Chinese classical, folk and contemporary music, and to provide quality entertainment through the synergy between an ancient cultural tradition and youthful, multi-colored American culture.
Uke and Me @the Library*	3/18/2019	6:30PM-7:30PM	Slow down and enjoy the sounds of the islands as you learn to make beautiful music at the library. With monthly teacher-led ukulele classes you will be a master in no time. Bring your own ukulele or use one provided by the library. A limited number of instruments will be available to take home, registration required to reserve a provided ukulele. Please visit, register online or call (510) 245-2420 to register.
Hercules Library Great Books Discussion Group*	3/25/2019	7:00PM-8:00PM	Join us each month as we discuss classic works of fiction. This month we will be discussing "Go Tell it on the Mountain" by James Balwin

**sponsored by the Friends of the Hercules Library*

Hercules insider's Club	3/28/2019	10:00AM	This monthly program is geared towards adults with Developmental Disabilities. This month we welcome East Bay Parks who will present a program on reptiles. No registration required. Call the Hercules Library at 510-245-2420 for more information.
Hercules Library Coloring Club*	3/30/2019	11:00PM-1:00PM	Kids and Adults! Join us for Coloring Club on the last Saturday of every month and color something beautiful! Kids and Adults meet from 11 to noon and adults have the chance to relax and color from noon to 1 pm! We'll supply the coloring books and pages, colored pencils and crayons! See you there!

ANNOUNCEMENTS

Read to 2020

A Year of Reading Challenges

Are you up to the challenge?

Pick a challenge and read a book, eBook or listen to an audiobook.

Track your monthly reading progress at ccclib.org

March...Read the Rainbow

- Read a book from the **Lucky Day** Collection
- Read a book with a color in the title
- Read a good "rainy day" book

Tax Assistance at the Library

United Way VITA FSA Tax Assistance at the Library. For low to moderate income return. Must be simple W-2 only return, self prepared using Taxslayer software.

Certified volunteers available to assist and check returns before they are sent. See library staff for more details.

**sponsored by the Friends of the Hercules Library*

COMMUNITY & LIBRARY SERVICES COMMISSION - AGENDA

I. CALL TO ORDER – ROLL CALL - 6:30 P.M. – NO SPECIAL MEETING

II. WORKSHOP
None

III. CALL TO ORDER – ROLL CALL - 7:00 P.M. – REGULAR MEETING AGENDA
Called to order at 7:00p.m

Commissioners Ward-Jackson, Chen, Campbell-Miller and Carpena were present.
Commissioner Nguyen was late.

Staff Christopher Roke, Parks & Recreation Director and Library Manager Lynne Noone were present.

IV. PLEDGE OF ALLEGIANCE

V. INTRODUCTIONS/PRESENTATIONS

1. Staff in Spotlight – moved to next month

VI. AGENDA ADDITIONS/DELETIONS
None

VII. PUBLIC COMMUNICATION
None

VIII. DIRECTOR REPORT

1. Parks and Recreation Monthly Reports (January)
2. Library Manager Monthly Report (January)

IX. CONSENT CALENDAR

1. Minutes: January 14, 2019 Meeting

MOTION: Commissioner Ward-Jackson moved to approve the consent calendar.
Commissioner Carpena seconded the motion. Motion passed 4-0.

X. DISCUSSION AND/OR ACTION ITEMS

1. Joint Commission Training 1/23/19
2. Review of the banner program

MOTION: Commissioner Campbell-Miller moved to table the review of the banner program, to allow for a workshop and discussion at the March meeting. Commissioner Chen seconded the motion. Motion passed 5-0.

3. National Night Out

The Commission was intrigued by the idea of the National Night Out, and encouraged further discussion on National Night Out at future Commission meetings. Staff will report back next meeting.

XI. COMMISSION REPORTS AND ANNOUNCEMENTS

1. County Library Seat update

Commissioner Ward-Jackson has expressed her interest in serving this role for the City. This item is on the next Council Agenda scheduled for February 12.

XII. FUTURE AGENDA ITEMS

1. Workshop covering Banner Program and Clean-up day
2. Discussion on Banner Program
3. Discussion on National Night Out

XIII. ADJOURNMENT

The next Regular Meeting of the Commission will be held on Monday, March 11, 2019 at 7:00 p.m., in the Council Chambers. A Special Meeting may proceed the Regular meeting in the form of a Workshop at 6:30 p.m. and Regular meeting at 7:00 p.m.

Agendas are posted in accordance with Government Code Section 54954.2(a) or Section 54956. Members of the public can view electronic agendas and staff reports by accessing the City's website at www.ci.hercules.ca.us and can receive e-mail notification of agenda postings by signing up to receive an e-notice from the City's website. Agendas and staff reports may also be obtained by contacting the Administrative Services Department at (510) 799-8215.

Chair Campbell-Miller adjourned the meeting at 7:56pm.

Brian Campbell-Miller

Attest

Christopher Roke
Parks & Recreation Director

STAFF REPORT

TO: Community and Library Services Commission Members
FROM: Christopher Roke, Parks & Parks and Recreation Director
SUBJECT: City Banner Program
DATE: Regular Meeting of February 11, 2019

RECOMMENDED ACTION:

Conduct a discussion of the Parks & Recreation banner advertisement policy and direct staff.

FISCAL IMPACT OF RECOMMENDATION:

Currently there are 4 banner locations within the City of Hercules with the intent to generate revenues for recreation programs and to assist with the promotion of businesses, programs and/or events. The following fees apply for each location:

- | | |
|---|--------------------|
| • Sycamore Avenue and Refugio Valley Road | Res \$250/NR \$300 |
| • Sycamore Avenue and San Pablo Avenue | Res \$250/NR \$300 |
| • Sycamore Avenue and Willow Avenue | Res \$200/NR \$250 |
| • Willow Avenue and Park & Ride | Res \$200/NR \$250 |

There is a reduced rate of \$35 per banner for city recognized Non-Profit Groups. The banner program brings in anywhere between \$10,000-\$20,000 in revenue on an annual basis to support Parks and Recreation services and programs.

DISCUSSION:

Over the past 2 years, slightly less than 20% of the available spaces were used by City recognized Nonprofit groups at a reduced rate. Additionally, approximately 25% of the available spaces went unrented. Whenever a space goes unrented, the Parks and Recreation Department uses the space to promote internal and/or City programs.

At the October 23, 2018 City Council meeting, the City Council requested that the Parks & Recreation bring back the banner advertisement program and policy for discussion. There were some concerns about how the program was being administered. The Banner Advertisement Policy is attached along with a spreadsheet that shows the use of the spaces over the past 2 calendar years.

ATTACHMENTS:

Attachment 1 - Banner Advertisement Policy
Attachment 2 - Banner Use spreadsheets for 2017 and 2018

City of Hercules Banner Policy

The City of Hercules has 4 different public locations within the City where City-authorized advertising banners may be placed to assist with the promotion of businesses, programs, and events. The approved Master fee schedule has a range of \$50.00-\$600.00 per banner per month (30 days) depending on location and Business or Organization.

<u>Locations:</u>	<u>Prices: Hercules Based / Non Hercules</u>
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- | | |
|--|-----------------------------|
| • Sycamore and Refugio Valley Road (3 spots) | \$250.00 each/\$300.00 each |
| • Sycamore Avenue and San Pablo Avenue (4 spots) | \$250.00 each/\$300.00 each |
| • Sycamore and Willow Avenue (3 spots) | \$200.00 each/\$250.00 each |
| • Willow Avenue and Park & Ride (3 spots) | \$250.00 each/\$300.00 each |

<u>Locations:</u>	<u>Prices: CLSC Group / State Non-Profit</u>
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- | | |
|--|----------------------------|
| • Sycamore and Refugio Valley Road (3 spots) | \$35.00 each/\$125.00 each |
| • Sycamore Avenue and San Pablo Avenue (4 spots) | \$35.00 each/\$125.00 each |
| • Sycamore and Willow Avenue (3 spots) | \$35.00 each/\$125.00 each |
| • Willow Avenue and Park & Ride (3 spots) | \$35.00 each/\$125.00 each |

Banner must be 4 feet-high x 8 feet-long. Staff recommends providing wind slits in banners to sustain high winds and tough weather conditions. Banners will be placed by City staff at reserved location if there is room at the requested location for the requested dates; all banners are to be put up and taken down by City of Hercules staff only. City staff is not responsible for broken, damaged, or stolen banners. The City of Hercules will reserve locations up to 1 year in advance for Community & Library Services Commission-approved City of Hercules non-profit organizations and 6 months in advance for businesses and state non-profit organizations. Business and State Non-Profit organizations may reserve a location for a time span of 6 months at a time at one given location. All reservations are first come first serve and payments are non-refundable and non-transferable. Banner locations will only be reserved with the banner application and payment for the dates and locations requested.

City programs and banners will take precedence over business and non-profit banners. At the end of the 30 days, City staff will remove any associated banners for retrieval to the Parks & Recreation Department. If no representative picks up the banner within a 2 week period, the banner will be discarded.

ADVERTISING CONTENT GUIDELINES

OBJECTIVE

Through this policy, the City of Hercules (CITY) intends to establish uniform, viewpoint-neutral standards for the display of advertising within all Banner locations. In setting its advertising standards, CITY seeks to meet the following goals and objectives:

- (a) Maintain a secure and orderly operating environment.
- (b) Maximize advertising and revenue.
- (c) Avoid identifying or associating CITY, its employees, board members, or its contractors with the advertisements or the viewpoints of advertisers.

CITY reserves the right, from time to time, to suspend, modify, or revoke the application of any or all of these Guidelines as it deems necessary to comply with legal mandates, or to facilitate its primary transportation function, or to fulfill the goals and objectives referred to herein. All provisions of these Guidelines shall be deemed severable.

CITY is committed to providing an environment free of discrimination. It is also the city's policy and practice to assure equal application of these guidelines without regard to race, color, marital status, sexual orientation, religion, national origin, ancestry, age, sex, gender identity, disability, medical condition, or Vietnam Era veterans' status.

ADVERTISING PROGRAM ADMINISTRATION

- (a) CITY shall designate an employee as its "Contract Administrator" to be the primary contact for the Advertising Contractors on issues related to advertising content. Questions regarding the terms, provisions, and requirements of these Guidelines shall be addressed initially to the Contract Administrator.
- (b) The Advertising Contractors shall comply with these Guidelines, and shall review all advertising with reference to them. If there is any question as to whether a proposed advertisement falls into a prohibited category--as outlined in these Guidelines--the Advertising Contractors shall refer that advertisement to the Contract Administrator for review and consideration. The Contract Administrator, together with the Department Director, shall determine whether the proposed advertising will be accepted. In the event that the advertising is rejected, the party or parties proposing the advertising may request in writing that the decision be reconsidered. Upon such request, the Department Director shall consult with City General Counsel and with the City Manager. The City Manager – shall determine whether the proposed advertising will be accepted or rejected.

OPERATIONS and PROMOTIONS

CITY has the unqualified right to display, on or in its facilities, advertisements and notices that pertain to CITY operations and promotions, consistent with the provisions of its agreement with the Advertising Contractors. Promotional materials shall include, but not be limited to, internal marketing collateral, CITY branding campaigns, and co-promotional campaigns with third parties.

DISCLAIMERS

CITY reserves the right, in all circumstances, to require that an advertisement on the Banners include a disclaimer indicating that such advertising is paid for by the advertiser. CITY may require the Advertising Contractors to maintain a supply of decals imprinted with a disclaimer to

this effect to apply to ads that state a point of view. The Advertising Contractors will apply these decals in a viewpoint-neutral manner.

ADVERTISING STANDARDS

(a) CITY intends that its facilities constitute nonpublic forums that are subject to the viewpoint-neutral restrictions set forth below. Certain forms of paid advertising will not be permitted for placement or display on banner locations. Unpaid advertisements will not be permitted.

(b) CITY shall not display or maintain any advertisement that falls within one or more of the following categories:

(i) Demeaning or Disparaging. The advertisement contains material that demeans or disparages an individual or group of individuals. For purposes of determining whether an advertisement contains such material, CITY will determine whether a reasonably prudent person, knowledgeable of CITY's customer profile and using prevailing community standards, would believe that the advertisement contains material that ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of, an individual or group of individuals.

(ii) Tobacco. The advertisement promotes the sale or use of tobacco or tobacco-related products, or depicts such products.

(iii) Political Campaign. Political Campaign Signs are not allowed in any of the designated banner locations. Political Campaign Signs are only allowed in certain designated public areas within the City as specified in City of Hercules Resolution 12-038.

(iv) Alcoholic Beverages. The advertisement promotes or encourages the consumption of alcoholic beverages including, but not limited to beer, wine, and distilled spirits, or depicts such products.

(v) Profanity. The advertisement contains words recognized by the community as vulgar, indecent or profane for display in a public setting that includes minors.

(vi) Graffiti. The advertisement contains graphics or language that promotes, resembles or otherwise encourages graffiti or vandalism

(vii) Inappropriate Graphics. The advertisement contains graphics recognized by the community as inappropriate including, but not limited to, the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement.

(viii) Firearms. The advertisement either (a) contains an image of a firearm in the foreground of the main visual or (b) contains image(s) of firearms that occupy 15% or more of the overall advertisement.

(ix) Violence. The advertisement either (a) contains an image or description of graphic violence, including, but not limited to, the depiction of weapons or other implements or devices used in the advertisement in an act or acts of violence or harm on a person or animal or (b) the advertisement, or any material contained in it, incites or encourages, or appears to incite or encourage, violence or violent behavior.

(x) Unlawful Goods or Services. The advertisement or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods or services.

(xi) Unlawful or Detrimental Conduct. The advertisement or any material contained in it, promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or activities, or behavior that promotes activities which are detrimental.

(xii) False, Misleading, or Deceptive Commercial Speech. The advertisement proposes a commercial transaction, and the advertisement, or any material contained in it, is clearly false, misleading, or deceptive.

(xiii) Libelous Speech, Copyright Infringement, etc. The advertisement, or any material contained in it, is libelous or an infringement of copyright, or is otherwise unlawful or illegal or likely to subject CITY to litigation.

(xiv) Obscenity or Nudity. The advertisement contains obscene material or images of nudity. For purposes of these Guidelines, the term “obscene matter” shall have the meaning set forth in the California Penal Code Section 311.

(xv) Prurient Interest. The advertisement contains material that describes, depicts, or represents sexual activities, or aspects of the human anatomy in a way that the average adult, applying contemporary community standards, would find appeals to the prurient interest of minors or adults. For purposes of these Guidelines, the term “minor” shall have the meaning contained in California Penal Code Section 313.

(xvi) “Adult”-oriented Goods or Services. The advertisement promotes or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with, films rated “X” or “NC-17,” adult book stores, adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult internet sites, and escort services.

(xvii) Endorsement. The advertisement, or any material contained in it, implies or declares an endorsement by CITY, its directors, management, or employees, of any service, product, or point of view, without prior written authorization of the Contract Administrator.

(xviii) Injurious to CITY and its Mission. The advertisement proposes a commercial transaction, and the advertisement, or any material contained in it, denigrates CITY or promotes alternatives to CITY in a manner that directly impairs the city and/or revenue.

(xix) Subleasing is not allowed

(xx) Banner reservations only allow one business/organization per banner.

Please contact Ashley Gomez, Recreation Leader III at (510) 799-8290 or via email at agomez@ci.hercules.ca.us for more information or available locations and dates.

2019 Hercules Banner Program

	2019									Need to relocate soon			
	P&R 1	P&R 2	P&R 3	Jack 1	Jack 2	Jack 3	Refugio 1	Refugio 2	Refugio 3	Shell 1	Shell 2	Shell 3	Shell 4
Jan	New Directions			WCCYSL			Jojo Soriano	Lions Club Crab Feed	Little Munchkins	Jun Soriano Realtor	New Directions		
Feb	New Directions			Jojo Soriano	Keenan Realtor		Kids Expo	Legacy Homes	Salesion College Prep	New Directions	Aventine Apartments		
Mar	New Directions			City Wide Garage Sale	Keenan Realtor	Salesian College Prep	FOTHL - Book Sale	Kids Expo	Legacy Homes	Jojo Soriano	New Directions	Aventine Apartments	
Apr	New Directions			FOTHL - Book Sale			City Wide Garage Sale	Jojo Soriano	Chambers	New Directions			
May	New Directions			Jojo Soriano	WCCYSL		Chambers			New Directions			
Jun	New Directions			WCCYSL			Legacy Homes	Chambers		New Directions	Jojo Soriano		
July	New Directions						Jojo Soriano	Legacy Homes	Hercules Ed Foundation	New Directions			
Aug	New Directions			Jojo Soriano			Chambers	Hercules Ed Foundation		New Directions			
Sep	New Directions						Chambers	Hercules Ed Foundation		New Directions	Jojo Soriano		
Oct	New Directions						Jojo Soriano	Chambers	Hercules Ed Foundation	New Directions			
Nov	New Directions									New Directions			
Dec													
	0	0	0	0	0	0	0	0	0	0	0	0	0

LEGEND

City recognized Nonprofit
Unused spaces default to City/Rec Programs

2018 Hercules Banner Program

2018

Need to relocate soon

	P&R 1	P&R 2	P&R 3	Jack 1	Jack 2	Jack 3	Refugio 1	Refugio 2	Refugio 3	Shell 1	Shell 2	Shell 3	Shell 4
Jan	New Direction Homes	OPEN / P&R	OPEN / P&R	WCCYSL	Keenan Howard Realty	Sycamore Realty	Little Munchkins	Jojo Soriano Realty	Hercules Lions Club	New Direction	OPEN / P&R	OPEN / P&R	OPEN / P&R
Feb	WCCYSL	OPEN / P&R	New Direction Homes	Jojo Soriano Realty	Keenan Howard Realty	Sycamore Realty	Chamber	OPEN / P&R	El Sobrante Sewer	Aida Torres Tax	Legacy Homes	Extreme Pizza	OPEN / P&R
Mar	OPEN / P&R	OPEN / P&R	New Direction Homes	OPEN / P&R	Little Munchkins	Keenan Howard Realty	Friends of Herc Library	Sister City	Keenan Howard Realty	Jojo Soriano Realty	Sycamore Realty	New Direction Homes	OPEN / P&R
Apr	New Direction Homes	Clean Up Day	Camp Dynamite	Keenan Howard Realty	Janet White Realty	Extreme Pizza	Jojo Soriano Realty	Herc Comm Library Book Sale	Sycamore Realty	My Dentist	New Direction Homes	Janet White Realty	Soriano Floral
May	New Direction Homes	Camp Dynamite	Karate OPEN	Jojo Soriano Realty	Janet White Realty	Sycamore Realty	Keenan Howard Realty	Little Munchkins	Chamber	Extreme Pizza	New Direction Homes	Soriano Floral	My Dentist
Jun	New Direction Homes	Jojo Soriano Realty	Karate OPEN	Keenan Howard Realty	Janet White Realty	Extreme Pizza	WCCYSL	Rose Preciado Realty	Chamber	Jojo Soriano Realty	New Direction Homes	Soriano Floral	Sycamore Realty
July	Camp Dynamite	New Direction Homes	Movie Night OPEN	Keenan Howard Realty	Chamber	New Direction Homes	Jojo Soriano Realty	Herc Ed Found	Sycamore Realty	Herc Kids Dentistry	Cookie Dough Parlor	Legacy Homes	Max Muscle
Aug	New Direction Homes	Movie Night OPEN	OPEN / P&R	Jojo Soriano Realty	Keenan Howard Realty	Sycamore Realty	Garage Sale (City)	Herc Ed Found	Chamber	OPEN / P&R	Max Muscle	Karate OPEN	New Direction Homes
Sep	New Direction Homes	Karate OPEN	OPEN / P&R	Keenan Howard Realty	Garage Sale (City)	OPEN / P&R	Herc Comm Library Book Sale	Herc Ed Found	Chamber	Jojo Soriano Realty	Sycamore Realty	Max Muscle	New Direction Homes
Oct	New Direction Homes	OPEN / P&R	OPEN / P&R	Herc Comm Library Book Sale	Keenan Howard Realty	Salesian	Jojo Soriano Realty	Herc Ed Found	Chamber	Herc Kids Dentistry	New Direction Homes	Max Muscle	Extreme Pizza
Nov	New Direction Homes	Tree Lighting OPEN	OPEN / P&R	Keenan Howard Realty	Tree Lighting OPEN	OPEN / P&R	Tree Lighting OPEN	Breakfast w/Santa OPEN	1581 Barber & Salon	OPEN / P&R	New Direction Homes	Max Muscle	Tree Lighting OPEN
Dec	OPEN / P&R	Tree Lighting OPEN	New Direction Homes	Keenan Howard Realty	Tree Lighting OPEN	OPEN / P&R	Tree Lighting OPEN	Herc Kids Dentistry	Chamber	OPEN / P&R	New Direction Homes	El Sobrante Sewer	Herc Kids Dentistry
	1	0	0	2	1	0	4	6	7	0	0	0	0

LEGEND

City recognized Nonprofit
 Unused spaces default to City/Rec Programs

2017 Hercules Banner Program

2017

Need to relocate soon

	P&R 1	P&R 2	P&R 3	Jack 1	Jack 2	Jack 3	Refugio 1	Refugio 2	Refugio 3	Shell 1	Shell 2	Shell 3	Shell 4
Jan	Tottenham Hotspurs Soccer	Eastshore Pediatric Dent	Aida Torres Tax	Eastshore Pediatric Dent	Keenan Howard Realty	Tottenham Hotspurs Soccer	Latricia Short Realty	Jojo Soriano Realty	Chamber	New Direction	OPEN / P&R	OPEN / P&R	
Feb	Tottenham Hotspurs Soccer	Eastshore Pediatric Dent	New Direction Homes	Jojo Soriano Realty	Keenan Howard Realty	Eastshore Pediatric Dent	Chamber	Janet White Realty	Tottenham Hotspurs Soccer	Aida Torres Tax	New Direction	OPEN / P&R	
Mar	Rotary, Lupine Hills PTA	Eastshore Pediatric Dent	New Direction Homes	Herc Comm Library	Janet White Realty	Eastshore Pediatric Dent	Chamber	Sister City	Keenan Howard Realty	Jojo Soriano Realty	Aida Torres Tax	New Direction Homes	
Apr	New Direction Homes	TYC/P&R	OPEN / P&R	Keenan Howard Realty	Sister City	WCCYSL	Jojo Soriano Realty	Herc Comm Library	Chamber	Rose Preciado Realty	New Direction Homes	TYC/P&R, Janet White Realty	
May	New Direction Homes	TYC/P&R, Celebrate Herc	OPEN / P&R	Jojo Soriano Realty	Keenan Howard Realty	Sarah Kazmi Preschool	Rose Preciado Realty	WCCYSL	Chamber	Janet White Realty	New Direction Homes	OPEN / P&R	Celebrate Herc
Jun	New Direction Homes	Celebrate Herc	OPEN / P&R	Keenan Howard Realty	Janet White Realty	Celebrate Herc	WCCYSL	Eastshore Pediatric Dent	Chamber	Jojo Soriano Realty	New Direction Homes	Rose Preciado Realty	Celebrate Herc
July	New Direction Homes	Celebrate thru 7/5, OPEN	OPEN / P&R	Keenan Howard Realty	Janet White Realty	Eastshore Pediatric Dent	Jojo Soriano Realty	Herc Ed Found	Chamber	New Direction Homes	OPEN / P&R	Rose Preciado Realty	Celebrate Herc til 7/5
Aug	New Direction Homes	OPEN / P&R	OPEN / P&R	Jojo Soriano Realty	Keenan Howard Realty	Eastshore Pediatric Dent	Sarah Kazmi Preschool	Herc Ed Found	Chamber	Janet White Realty	Sister City	Tottenham Hotspurs	New Direction Homes
Sep	New Direction Homes	OPEN / P&R	OPEN / P&R	Keenan Howard Realty	Friends of Herc Library	Sister City	Rose Preciado Realty	Herc Ed Found	Chamber	Jojo Soriano Realty	Christina Karabinis Selsian HS	Sarah Kazmi Preschool	New Direction Homes
Oct	New Direction Homes	OPEN / P&R	OPEN / P&R	Jojo Soriano Realty	Keenan Howard Realty	Christina Karabinis Selsian HS	Friends of Herc Library	Herc Ed Found	Chamber	Herc Kids Dentistry	New Direction Homes	El Sobrante Sewer	Janet White Realty
Nov	New Direction Homes	Tree Lighting	OPEN / P&R	Keenan Howard Realty	OPEN / P&R	FOH Sr. Center	Herc Kids Dentistry	OPEN / P&R	Chamber	OPEN / P&R	New Direction Homes	El Sobrante Sewer	Ruben Rivas AVON
Dec	OPEN / P&R	Tree Lighting, OPEN	New Direction Homes	Keenan Howard Realty	Tottenham Hotspurs Soccer	OPEN / P&R	Imelda Lavitoria	Herc Kids Dentistry	Chamber	OPEN / P&R	New Direction Homes	El Sobrante Sewer	FOH Sr. Center
	1	2	0	1	1	4	4	7	10	0	1	0	4

LEGEND

- City recognized Nonprofit
- City sponsored program

Unused spaces default to City/Rec Programs

STAFF REPORT

TO: Community and Library Services Commission Members

FROM: Lynne Noone, Senior Community Library Manager – Hercules Library

SUBJECT: Hercules Library Storycone Purpose and Usage

DATE: Regular Meeting of March 11, 2019

RECOMMENDED ACTION:

Approve the purpose of the storycone to be used as an interactive inclusive learning space.

FISCAL IMPACT OF RECOMMENDATION:

The cost of the interactive learning space would be paid for with grants. The library has secured a \$15,000 grant from the Hercules Community Library Foundation to create the first phase of the project. Moving forward, the library will continue to seek additional grant money to expand on the initial installation.

The library is requesting that new carpet squares be installed in the storycone to replace the water damaged carpet that is in the storycone now. These carpet squares are available and are in storage at the library. The city would need to provide labor to remove the damaged squares and install the new squares.

DISCUSSION:

The original intent of the storycone was to hold storytimes in an intimate “transforming” space. In the past several years, the library’s storytimes have outgrown this space and storytimes have been held in the main part of the children’s library to accommodate sometimes 80 participants at each event. Currently, the storycone is used by children and their families to play with blocks and other interactive literacy toys. These toys are old and in need of replacement. The library would like designate a new purpose for the storycone, and create an interactive and inclusive early literacy and play space with a spaceship/space theme that can hold up to rigorous everyday use in a public library setting, and that is engaging to all children no matter their abilities. The library will work with the Burgeon Group, a company that specializes in creating inactive learning spaces and works exclusively with public libraries.

ATTACHMENTS: