

# MINUTES

## **BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES**

**FEBRUARY 12, 2009**

A Regular meeting of the Board of Library Commissioners was held at the Central Library, 630 West Fifth Street, Los Angeles, CA 90071, convening at 11:04 a.m. on the above-written date.

**PRESENT:**   PRESIDENT                                   TYREE WIEDER  
                  VICE PRESIDENT                        JULIE A. MENDOZA  
                  COMMISSIONER                            RITA WALTERS

**EXCUSED**

**ABSENT:**   COMMISSIONER                            ROBERT A. CHICK

**ALSO PRESENT:** Kris Morita, Interim City Librarian; Patricia Kiefer, Assistant City Librarian; Deputy City Attorney Basia Jankowski; and staff.

MINUTES FOR APPROVAL – 1/29/09

MOVED by Commissioner Walters, seconded by Vice President Mendoza, and unanimously carried that the Minutes of the regular meeting held January 29, 2009, be approved as submitted.

PUBLIC HEARING RE NEW AND REVISED  
FINES AND FEES FOR SPECIAL SERVICES  
PUBLICATION DATES: 1/28/09 AND 2/5/09

(On November 20, 2008, the Board of Library Commissioners adopted Resolution No. 2008-58 (C-41) approving a Revised Schedule of Fines and Fees for Special Services, which was approved by the Mayor on January 21, 2009.)

In accordance with Government Code Section 66018, the Board held a Public Hearing on the Revised Schedule of Fines and Fees for the Library Department, which notice was published in the Los Angeles Daily Journal on January 28, 2009 and February 5, 2009. It was noted that the Revised Fines and Fees Schedule would become effective March 1, 2009.

PUBLIC COMMENTS ON MATTERS  
WITHIN THE BOARD'S JURISDICTION: NONE

CITY LIBRARIAN'S REPORT

MOVED by Commissioner Walters, seconded by Vice President Mendoza and unanimously carried that the following resolutions be adopted:

Recommended Transfer of Funds between  
Library accounts within Fiscal Year Budget 2008-2009

LIBRARY RESOLUTION NO. 2009-8 (C-3)

WHEREAS, a transfer of funds in the amount of \$35,000 to the Library's Transportation Expense Account is needed to reimburse employees for the use of their personal vehicle to conduct City business:

RESOLVED that the Board of Library Commissioners hereby approves the following transfer within the Library's Fiscal Year 2008-09 Budget, Fund 300, Department 44:

<u>Amount</u>	<u>From</u>	<u>To</u>
\$35,000	Account 1070, Salaries As-Needed	Account 3310, Transportation Expense

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Recommended Approval of Fiscal Year 2008-2009  
Library Budget Reduction in the amount of \$1,799,000

LIBRARY RESOLUTION NO. 2009-9 (C-4)

RESOLVED that the Board of Library Commissioners hereby approves the transfer of \$1,799,000 from the Library Department's 2008-09 Budget General Fund account, Fund No. 300/44, to the City's Unappropriated Balance, Reserve for Economic Uncertainties account.

RECOMMENDED ADDITION OF A  
NEW BRANCH LIBRARY IN THE  
NBC UNIVERSAL VISION PLAN DEVELOPMENT

(At its meeting of January 29, 2009, the Board requested that revision to the Branch Facilities Plan (2007) be continued until such time that the Developer or his designee be present.)

BOARD ACTION

Moved by President Wieder and approved by unanimous consent that revision to the Branch Facilities Plan (2007) be continued until such time that the Developer or his designee be present.

RECOMMENDED APPROVAL OF THE 2009-2011  
LIBRARY DEPARTMENT FUNDING PRIORITIES  
FOR THE LIBRARY FOUNDATION OF LOS ANGELES

(At its meeting of January 29, 2009, the Board approved the request from the Director of Branch Library Services that this item be continued so the Interim City Librarian can be in attendance to present the report.)

Kris Morita, Interim City Librarian, presented an overview of the proposed funding priorities for the Library Foundation covering Fiscal Year 2009-2011 in the categories of Advocacy and Marketing: Promoting the New Los Angeles Public Library; The Digital Divide: Using Technology to Thrive; Helping Children and Teens Succeed; Strengthening Communities & Families; Cultural Enrichment; and Capital Improvement Funds.

Advocacy: Ms. Morita reported that in 1998 the Library Foundation contributed to the 1998 Library Bond Program campaign, which provided for 36 new libraries. She said the Library is now exploring two future ballot measures, one to create a parcel tax to provide the Library with consistent and adequate funding year after year; the second measure is a general obligation bond to fund the construction of new libraries as identified in the new revised Branch Facilities Plan, incorporated in the Strategic Plan. When either of these measures is placed on an election ballot in the future, seed funding for an advocacy campaign will be top priority.

Marketing the “New” Los Angeles Public Library: Ms. Morita informed the Board that the Library and the Foundation have been working on a new public awareness campaign for the past three years. She said the Library has always believed in having an aggressive marketing campaign because there are thousands of people who live in the City that don't know about Library resources. The Library Foundation Board has approved funding for this program but it has temporarily been placed on hold.

On-Demand Services and Technological Innovations: Continue to fund new technologies to improve and enhance services to the public.

Helping Children and Teens Succeed: Continue to fund the Read-to Me L.A., Camp LAPL, Grandparents and Books (GAB), Live Homework Help, Teen and Children's Reading Clubs, and Student Smart programs that help improve literacy and educational skills.

Ms. Morita informed the Commissioners that two new programs have been added to the proposed funding priorities:

- 1) Theater for Kids: Children will have the opportunity to see a live play or performance at the various libraries to enhance interest in learning and reading. This will be a beneficial program especially at a time when schools are reducing funding for the arts.

2) Job Ready Teen: The Library will be partnering with Princeton Review and other organizations to provide free seminars to teenagers to teach them job search strategies, how to write a resume, how to interview and dress for a job, and financial planning. This program, planned to roll out in 2010, will be especially beneficial in today's job market when it is challenging for students graduating from high school to get jobs.

Additionally, Ms. Morita spoke of the importance of continuing funding to sustain the Adult Literacy Program, which currently has 20 centers throughout the Library system. She noted that LAPL has the highest success rate in the State because it has the most number of tutors and participants with 94 % of the literacy students reaching their goals. She also indicated continuing funding for the Adopt-A-Branch Program, library enhancements at the branches and Central Library. The President thanked Ms. Morita for the presentation and asked to be provided with a list of the literacy centers in the branch libraries.

The Interim City Librarian introduced Ms. Carolyn Wagner, President of the Library Foundation of Los Angeles, who was present to respond to questions on the Funding Priorities.

### **Board Discussion**

Questions raised by the Commissioners during the discussion and responses are enumerated below:

1. Vice President Mendoza asked whether there is some internal ranking or priority that Library staff is recommending to the Library Foundation and if it is based on the budget, the need, or some other priority.

*Ms. Morita stated the Library provides the Foundation with a list of proposed funding requests, and the Library Foundation prioritizes and evaluates each of the programs to determine which are easier to fundraise or they try to match a donor to the program.*

2. Vice President Mendoza asked Ms. Wagner if it would be helpful for the Foundation to have a prioritization based on needs or is that something that the Foundation staff prefers to do.

*Ms. Wagner responded that the Library Foundation has developed a template for the City Librarian to complete for each of the funding requests. In turn, the Library Foundation does an internal ranking of priorities according to the need the program will address, how it will serve the mission of the Library and the Library Foundation. All the programs funded should be consistent with the Foundation's mission to supplement but not supplant the City's responsibilities of providing for the core operations. She added that increasingly donors are requiring an assessment and demonstrated impact; therefore, each one of the priorities will have an assessment plan as part of the proposal submitted to potential donors.*

3. Commissioner Rita Walters stated that at the previous meeting there was no representation from the Library Foundation to respond to issues raised about the Library Foundation maintaining a 20 million dollar plus balance in the accounts. While some of that money was restricted, Ms. Walters said her priority for funding programs would be to spend the money on the Library and spend it within a reasonable time.

*Ms. Wagner informed the Board that the Library Foundation has an Investment Committee that includes directors of the Library Foundation and also some non-directors who have particular expertise, and each of the following endowments was established and managed by the Library Foundation for specific purposes:*

- *Board Directed Endowment, from which the 3% of the investment income may be withdrawn annually, was established to create and manage a continuous and dependable source of funding for long-term and short-term enhancement programs and services.*
  - *Endowment for the Arts and Humanities has a principal of \$3 million and up to 4% may be withdrawn annually to support the operating programs of the Library.*
  - *Caroline Singleton Adult Literacy Endowment funds the adult literacy programs when the principal reaches \$3 million.*
  - *Gregory Peck Literary Endowment supports cultural and literary programs and its spending policy allows for spending when the endowment reaches \$2 million. Currently, the endowment has not reached the principal of 2 million dollars.*
4. Commissioner Walters asked whether all the funds at the Foundation's disposal contain the enumerated funds, how much money is not earmarked in particular sub-foundations within the Foundation, and how much money is contained in each account?

*Ms. Wagner responded that the Foundation has various restricted funds that pay for the various funding priorities that the City Librarian sets forth. She indicated that the Foundation has approximately 5 million dollars in restricted and unrestricted operating accounts that pay the bills, computer aids, literacy coordinators, and events that take place at the branches.*

5. Further, Ms. Walters asked the following questions, which at the advice of the City Attorney, may be asked in conjunction with the funding priorities for Ms. Wagner to provide other types of information, but should not be discussed at today's meeting. She advised that responses be provided at a later meeting:
- How much has the Foundation set aside in the various restricted funds?
  - How much has been set aside in the funds enumerated in the report?
  - How are the funds categorized and how they are spent and the rules established that allow for their expenditure, such as the of 2-4 percent withdrawal?
  - What are the rules for each fund that the Foundation has at its disposal and total income, total amount currently on hand?
  - What is the estimated amount of money that was lost in investments due to the market downturn?

President Wieder restated that response to the financial questions, to be reported at a later meeting, are the endowments that exist and the criteria and priorities that the Foundation Board has set up, what percentage of the endowment should be spent, the balance required to support the endowments; an outline of the programs that are funded, what programs the Foundation is supporting currently and what is supported each year, and the amount of money designated for those programs; and the funds on hand prior to the market downturn and what is the current balance.

6. Ms. Walters referred to questions raised at the previous meeting on the validity of the money being raised in the name of the Library to increase awareness of not only of the Library, but also of the Foundation, their donors and members; and she feels this question falls under the Funding Priorities.

*Ms. Wagner clarified that the wording in the Funding Priorities report may be inaccurate and somewhat misleading. She informed the Commissioners that the Library approached the Library Foundation to explore the possibility of launching a public awareness campaign to update the notion what the LAPL is and to communicate to the public the immense resources that the Library offers.*

*Ms. Wagner indicated that among the goals of the campaign, as a result of raising awareness, is primarily to increase usage and circulation; and secondarily, to increase awareness of the Library Foundation as a supporter of the Library so more funds can be raised to benefit the Library.*

7. Commissioner Walters stated that her question on why money would be spent on promoting "awareness" of Foundation members was precipitated from the Funding Priorities report presented to the Board.

*Ms. Morita responded that the language in the "Marketing of the Los Angeles Public Library" campaign of the Funding Priorities report is incorrect and will be corrected to read, "The campaign is going to increase awareness of not only the Library but also of the Foundation."*

During the ensuing deliberations, Vice President Mendoza spoke of concerns previously raised relative to membership being restrictive and her need to have a better understanding of the selection process. Additionally, she spoke of the Library Foundation's phenomenal job in supporting the Library programs and the connection between the raising of public dollars on behalf of the public library for amazing services that the Library provides and indicated there is an interception of what the priorities are, funding the priorities, and the decision makers who determined how they get implemented.

Furthermore, Commissioner Mendoza said she would like to help to promote the parallel work that the Library Foundation and the LAPL is doing even further. For example, the United Way of Greater Los Angeles has a massive campaign funded by the Gates Foundation to work and built the connection of multiple pathway preparing kids not only for college but also for workforce careers.

President Wieder said the Vice President's proposal is more of an implementation issue for staff, and the goal as a Commission is to request that staff work diligently with local community organizations where there are connections that allow for collaboration. For instance, she said that in the Valley there is an organization for intergenerational activities that goes between local schools and seniors.

Ms. Wagner informed the Board that in the guidelines for funding requests, the Library Foundation requests the City Librarian and her staff to complete a section that relates to collaboration that reads: "provide information about any possible or committed collaborations that this program will engender with other organizations for example LAUSD, United Way, Music Center."

President Wieder asked Ms. Wagner to provide a copy of the collaboration guidelines template to share with the Board and thanked her for her presentation. She also advised Ms. Morita and Wagner that when staff and the Foundation discuss the priorities, to keep in mind the following programs:

- 1) Camp LAPL for children from the local homeless shelters is a very special program in the sense that the young people there just don't have access.
- 2) Theater for Kids, as new program, in terms of assessment, goals, and how are we are going to look at that at the end of the year?
- 3) Job Ready Teen is an excellent program that will help young people who need to be ready for job interviews.

MOVED by Vice President Mendoza, seconded by Commissioner Walters and unanimously carried that the following resolution be adopted:

LIBRARY RESOLUTION NO. 2009-10 (C-5)

WHEREAS on August 8, 2002, the Board of Library Commissioners adopted Resolution No. 2002-53 (C-46) establishing a procedure for the submission of future requests for funds from the City Librarian to the Library Foundation of Los Angeles; and

WHEREAS on an annual basis and in accordance with the Memorandum of Understanding (MOU) between the Library Department and the Library Foundation of Los Angeles, the City Librarian provides a list of funding priorities to the Board of Directors of the Library Foundation of Los Angeles for its consideration:

RESOLVED, That the Board of Library Commissioners approve the Los Angeles Public Library 2009-2011 Funding Priorities for submission to the Library Foundation of Los Angeles.

VARIOUS COMMUNICATIONS:

Noted and filed letter from the Mayor's Office advising the City Council of the appointment of Ms. Ana E. Cubas to the Board of Library Commissioners for the term ending June 30, 2011. Ms. Cubas is filling the vacancy created by Commissioner Nellie Rios-Parra.

ANNOUNCEMENTS: NONEADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 11:50 a.m.

ATTEST: \_\_\_\_\_

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Tyree Wieder  
President

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Raquel M. Borden  
Acting Board Executive Assistant

Date to be approved:

February 26, 2009