

MINUTES

BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES

September 26, 2024

A Regular Meeting of the Board of Library Commissioners was held at the Central Library starting at 11:04 a.m. on the above-written date.

1. Roll Call:

Present:	President	Valerie Lynne Shaw
	Vice President	Linda Blank
	Commissioner	Kelly Besser
	Commissioner	Hiram Sims
	Commissioner	Mayra Valadez

Absent: None

Also present: City Librarian John F. Szabo, Asst. City Librarian Susan Broman; Deputy City Attorney Josh M. Temple; Administrative staff and members of the public.

2. Opening Remarks: Board President Shaw welcomed everyone to the meeting.

3. Approval of the Minutes: Regular Meeting - August 22, 2024

It was moved by Commissioner Besser and seconded by Vice President Blank to approve the Minutes of the Regular Meeting held August 22, 2024. The motion passed with 5 Ayes (Besser/Blank/Shaw/Sims/Valadez); Noes: 0. Absent: 0.

4. Public Comments on Matters

Within the Board's Jurisdiction: The Board heard two General Public Comments:

- 1) Patron stated that currently patrons can't utilize social media such as Instagram and Facebook using the public computers and asked to consider allowing patrons to follow government agencies' social media for services information.
- 2) Patron stated that the Octavia Lab is a great technological place for people to practice their creativity, but due to high demand to use the equipment, he asked for more resources such as audio equipment and to think about investing in a second studio.

5. City Librarian's Comments

and Announcements: City Librarian John F. Szabo reported on past and upcoming events.

Vice President Blank, referred to an article in the *LA Times*, that discussed banned books week and stated that the Library is always doing great things. Mr. Szabo stated that Jené D. Brown, Director of Emerging Technologies and Collections Division, had done an excellent job in the interview with the *LA Times*.

Mr. Szabo said that the Public Relations and Marketing staff works with all types of media and sends the article clippings to the Board. Vice President Blank stated she would like to be informed ahead of time rather than after they are published.

Lauren Skinner, Director of PR & Marketing, stated that the Library had not pitched the story but once they learned about it, had helped arrange the interview; however, her office was not informed about the publication date.

6. City Librarian's Reports:

Discussion Items

a. Approval to transfer funds from Salaries, General Account 1010 to Salaries, Overtime Account 1090 within the Library's Fiscal Year 2024-25 Budget, Fund 300

City Librarian John F. Szabo recommended approval to transfer \$600,000 from the Salaries, General Account 1010 to the Salaries, Overtime Account 1090 within the Library's Fiscal Year 2024-25 Budget.

It was moved by Commissioner Valadez and seconded by Vice President Blank to approve the following resolution. The motion passed with 5 Ayes (Besser/Blank/Shaw/Sims/Valadez); Noes: 0. Absent: 0.

LIBRARY RESOLUTION NO. 2024-32 (C-28)

WHEREAS, The Library transfers funds between salaries accounts to ensure libraries are properly staffed; and

WHEREAS, Staff requested the transfer of \$600,000 from the Salaries, General Account 1010 to the Salaries, Overtime Account 1090 within the Library's Fiscal Year 2024-25 Budget:

THEREFORE, RESOLVED, That the Board of Library Commissioners hereby approves the following transfer of \$600,000 from the Salaries, General Account 1010 to the Salaries, Overtime Account 1090, within the Library's Fiscal Year 2024-25 Budget, Fund 300, Department 44.

<u>Account</u>	<u>Amount</u>
From: 1010 – Salaries General	\$ 600,000
To: 1090 – Salaries Overtime	<u>600,000</u>
TOTAL:	\$ 600,000

FURTHER RESOLVED, That the Board of Library Commissioners authorize the City Librarian to make any necessary technical changes.

b. Approval to award 29 contracts for Marketing and Public Relations Consulting Services

City Librarian John F. Szabo recommended approval of 29 contracts for Marketing and Public Relations Consulting Services for the Library on an as-needed and as-requested basis. Mr. Szabo stated that this would establish a prequalified list of contractors to provide marketing and public relations consultant services.

Vice President Blank asked if the proposed firms were local contractors. Mr. Szabo replied that some of them have headquarters elsewhere, but have a large physical presence in LA. He said at least nine (9) are local, ten (10) are women owned, and ten (10) are minority owned.

President Shaw said she wanted the local and smaller firms to have ample opportunity to do work as the larger firms and asked if staff would be able to break down the tasks to make sure that they create as much opportunity as possible so smaller local businesses could participate. She asked for data from the previous RFQ on the minority participation.

Mr. Szabo replied that all firms have an equal opportunity to compete under the notice of work for individual projects. Lauren Skinner, Director of PR and Marketing, added that they have a variety of projects with ample opportunity for everyone to participate. She said her office is developing a list of projects that will be shorter-term projects with a finite beginning and end, in addition to longer-term, more expansive campaigns.

It was moved by Vice President Blank and seconded by Commissioner Valadez to approve the following resolution. The motion passed with 5 Ayes (Besser/Blank/Shaw/Sims/Valadez); Noes: 0. Absent: 0.

LIBRARY RESOLUTION NO. 2024-33 (C-29)

WHEREAS, the Library requires the services of experienced individuals and agencies to provide marketing and public relations services on an as-needed and as-requested basis, which include: marketing plans; strategic planning and organizational strategies; market research and analysis; message development; communication plans; campaign awareness; coalition building; strategic counsel; branding; media relations; and, advertising and media buying;

WHEREAS, on May 9, 2024, the Board approved the release of a Request for Qualifications (RFQ) to establish a pre-qualified list of contractors to provide marketing and public relations consulting services. The RFQ was released on May 13, 2024 and a pre-proposal conference was held on June 5, 2024;

WHEREAS, on July 8, 2024, the Library received 39 proposals. Library staff reviewed the proposals and found 29 proposals to be responsive to the RFQ requirements and fit the needs of the Library;

WHEREAS, on September 26, 2024, the Board approved the award of 29 contracts to provide Marketing and Public Relations Consulting Services to the Library on an as-needed and as-requested basis.

WHEREAS, staff will ensure that the required compliance documents are completed and submitted prior to the execution of the contracts. The contracts have been reviewed by the City Attorney and are ready to be transmitted for processing.

THEREFORE, BE IT RESOLVED, that the Board adopts the recommendations and findings of the City Librarian's Board Report and authorizes the award and execution of the 29 contracts listed on Attachment A of the report to provide Marketing and Public Relations Consulting Services to the Library on an as-needed and as requested basis; and

FURTHER RESOLVED, that the Board hereby authorizes the City Librarian and the City Attorney to make technical and clerical corrections, if needed, to the contracts.

7. PRESENTATION: "No Prior Art" Exhibit

Todd Lerew, Director of Special Projects at the Library Foundation of Los Angeles, provided an overview of the new exhibit titled, "No Prior Art" on display in the Central Library's Getty and Annenberg Galleries. Mr. Lerew stated that the exhibit is part of the *PST ART: Art and Science Collide* project, for which grants were issued to more than 70 institutions throughout the region.

Mr. Lerew stated that invention is the core theme of the "No Prior Art Exhibit" since the Central Library has for many years served as an official patent and trademark resource center in the Science, Technology and Patents Department offering a wide range of resources that are helpful to local inventors, small business owners, and entrepreneurs. The Central Library's Octavia Lab and branch libraries across the city are sites of active creation and invention, giving opportunities for patrons to realize their creative ambitions, and not just find information and inspiration. He said programming is designed to carry that conversation throughout the system and across the city, and he is working closely with Branch Library Services.

8. Commissioners' Comments

and Announcements: Board President Shaw made the following announcements:

- a. Next Board Meeting Notice The next Regular Meeting of the Board is scheduled for Thursday, October 10, 2024, at 11:00 a.m., will be held at the Lake View Terrace Branch Library.

9. Adjournment: The meeting was adjourned at 12:13 p.m

ATTEST:

Valerie Lynne Shaw
President

Raquel M. Borden
Board Executive Assistant

Approved: 11/14/2024