

MINUTES

BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES

April 14, 2022

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

1. Roll Call:

Present:	President Vice-President Commissioner	Bích Ngọc Cao Kathryn Eidmann Dale Franzen
Absent:	Commissioner Commissioner	Arianne Edmonds Josefa Salinas

Also present via teleconference: Asst. City Librarian Susan Broman; Deputy City Attorney Basia Jankowski; Library staff and members of the public.

2. Opening Remarks:

3. Approval of the Minutes

a. Regular Meeting - January 27, 2022: CONTINUED

It was moved by Vice President Eidmann and seconded by Commissioner Franzen to continue meeting approval of the Minutes of the Regular Meeting held on January 27, 2022. The motion passed with 3 Ayes (Cao/Eidmann/Franzen). Noes: 0. Absent: 2 (Edmonds/Salinas).

b. Regular Meeting - February 10, 2022: APPROVED

It was moved by Vice President Eidmann and seconded by Commissioner Franzen to approve the Minutes of the Regular Meeting held on February 10, 2022. The motion passed with 3 Ayes (Cao/Eidmann/Franzen). Noes: 0. Absent: 2 (Edmonds/Salinas).

c. Regular Meeting - February 24, 2022: APPROVED

It was moved by Commissioner Franzen and seconded by Vice President Eidman to approve the Minutes of the Regular Meeting held on February 24, 2022. The motion passed with 3 Ayes (Cao/Eidmann/Franzen). Noes: 0. Absent: 2 (Edmonds/Salinas).

4. Public Comments on Matters

Within the Board's Jurisdiction: None.

**5. City Librarian's Comments
and Announcements:** None.

6. City Librarian's Reports:

Consent Item(s)

It was moved by Commissioner Franzen and seconded by Vice President Eidmann to approve Consent Items A and B. The motion passed with 3 Ayes (Cao/Eidmann/Franzen). Noes: 0. Absent: 2 (Edmonds/Salinas).

a. Approval of Findings to Continue

Teleconference Meetings Pursuant to AB 361: APPROVED.

(Public Hearing was held at the Regular Meeting of October 14, 2021.)

Determination in accordance with AB 361 Section 3 (e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

b. Acceptance of a gift from the Phillis D. Haycock

Living Trust for the benefit of the Eagle Rock Branch Library: APPROVED

LIBRARY RESOLUTION NO. 2022-13 (C-8)

RESOLVED, That a gift of \$20,000 received from the Phillis D. Haycock Living Trust, for the benefit of the Eagle Rock Branch Library be accepted and deposited in Trust Fund 831, Account 369; and

FURTHER RESOLVED, That a letter of thanks be sent to the Phillis D. Haycock Living Trust, expressing the grateful appreciation of the Board and staff for the generous gift.

Discussion Items

c. Approval of First amendment to nine (9) Marketing

and Public Relations Consultant Services Contracts: APPROVED

Assistant City Librarian Susan Broman recommended approval of the First Amendment to the following nine (9) Marketing and Public Relations contracts that were initially approved in 2018. She asked Lauren Skinner, Director of Public Relations and Marketing, to elaborate on this item.

Ms. Skinner stated that approval of this item would extend the term of nine Public Relations and Marketing Consulting Services contracts to ensure continuity of the services while the Library pursues a new bench of service providers.

Discussion

Board President Cao asked which firms had been used and about the work the firms had done so far. Ms. Skinner replied they have worked with three of the nine firms.

Commissioner Franzen asked if the Library would be able to fulfill these contracts in a gender and diverse balanced way so that it represents the whole City of L.A. in terms of who they are hiring.

Ms. Skinner replied that the Library currently has a relatively diverse bench of contractors. The Library is conducting workshops on doing business with the City beginning this month. She said that this will be the same process when pursuing PR and Marketing vendors when the time comes for a new request for qualifications.

It was moved by Vice President Eidmann and seconded by Commissioner Franzen to approve Exhibit C. The motion passed with 3 Ayes (Cao/Eidmann/Franzen). Noes: 0. Absent: 2 (Edmonds/Salinas).

LIBRARY RESOLUTION NO. 2022-14 (C-9)

WHEREAS, On April 14, 2022, the Board of Library Commissioners (Board) approved the First Amendment to the following nine (9) contracts to provide marketing and public relations services:

- 1) Zeesman Communications, Inc., Contract No. 823 (C-134359)
- 2) House47, LLC, Contract No. 824 (C-134669)
- 3) McGregor Shott, Inc., Contract No. 826 (C-134671)
- 4) Perceptiv, Inc., Contract No. 827 (C-134672)
- 5) Finn Partners, Inc., dba Rogers Finn Partners Contract No. 828 (C-134668)
- 6) Trailer Park, Inc., Contract No. 829 (C-134673)
- 7) WeAreGiants, LLC, Contract No. 830 (C-134674)
- 8) Wicked Bionic, LLC, Contract No. 831 (C-134675)
- 9) YesDesignGroup, Inc., Contract No. 832 (C-134676)

WHEREAS, On April 14, 2022, the Board found, in accordance with Charter Sections 371(e)(10) and 1022, and Los Angeles Administrative Code Section 10.15(a)(10) that it is more feasible to have the work performed by independent contractors than by City employees and that it would be impractical and impossible to perform a successful competitive bid process in a timely and effective manner because of the COVID-19 pandemic and lack of staff to draft, release and process a Request for Proposals before the contracts expire; and

WHEREAS, The aforementioned nine (9) contracts will expire at the end of 2022 and beginning of 2023, before a competitive bid process can be prepared, processed, completed and contracts executed; and

Library Resolution
No. 2022-14 (C-9) Cont.

WHEREAS, The Library requires the services of the aforementioned Contractors to provide a wide range of marketing and public relations services, such as: marketing plans; strategic planning and organizational strategies; market research and analysis; message development; communication plans; campaign awareness; coalition building; strategic counsel; branding; build media relations; and, advertising and media buying; and

WHEREAS, The Marketing and Public Relations Services informs patrons and residents about Library programs, resources and services available, which aligns with the Library's mission to educate, enrich and empower every individual. Through marketing and public relations, Library patrons and residents become familiar with the benefits and values of services available, increasing public awareness of programs and resources, and strengthening community connections to the Library and the City; and,

WHEREAS, Library staff recommends the approval of the First Amendments to extend the terms of the aforementioned contracts for one (1) year with one (1) one-year option to renew and continue with a maximum contract compensation of three-million dollars (\$3,000,000) per fiscal year.

THEREFORE, BE IT RESOLVED, That the Board adopt the recommendations and findings of the City Librarian's Board Report and approves the First Amendments to the nine (9) aforementioned contracts to increase the term by one (1) year with one (1) one-year option to renew at the sole discretion of the City Librarian, or designee, to ensure the ability of the Library to obtain marketing and public relations services is uninterrupted; and,

FURTHER RESOLVED, That the City Librarian and City Attorney are authorized to make any technical changes, if needed, to the aforementioned nine (9) First Amendments; and,

FURTHER RESOLVED, That the Board President is authorized to execute the aforementioned nine (9) First Amendments upon the approval of the Mayor and City Council.

8. Commissioners' Comments and Announcements

- Board Meeting Schedule for July - December 2022: Board Cao announced that the new meeting schedule had been posted.
- Next Board Meeting Notice: The next Regular Meeting of the Board is scheduled for Thursday, April 28, 2022, at 11:00 a.m., via Teleconference.
- Commissioner Franzen announced that the *Hadestown* musical is coming back to Los Angeles at the Ahmanson Theater for a month and It would also be at many major cities in California, including San Francisco and San Diego.

- Board President Cao announced that the Young Literati Annual Toast is happening this Saturday. This event is hosted by the Library Foundation of Los Angeles and it has readings, music and great food. Susan Orlean, author of *The Library Book*, will be there.

9. **Adjournment:** The meeting was adjourned at 11:17 a.m.

ATTEST:

Bích Ngọc Cao
President

Raquel M. Borden
Board Executive Assistant