

MINUTES

BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES

May 9, 2024

A Regular Meeting of the Board of Library Commissioners was held at the Central Library starting at 11:02 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, Assistant City Librarian Susan Broman; Deputy City Attorney Josh M. Temple; Administrative staff and members of the public.

2. Opening Remarks: Board President Shaw welcomed Commissioner Mayra Valadez to the Board of Library Commissioners.

Commissioner Valadez stated that she was honored to sit on this Board and to serve the City of Los Angeles. She said she was looking forward to building relationships with Library staff, community members and council offices and be the best advocate she can be for the Library.

3. Approval of the Minutes: None.

**4. Public Comments on Matters
Within the Board's Jurisdiction:** None.

**5. City Librarian's Comments
and Announcements:** City Librarian John F. Szabo reported on past and upcoming events and provided the following update on the budget:

Library's Proposed Budget for Fiscal Year 2024-2025.

Mr. Szabo stated that the City Council's Budget and Finance Committee was currently holding hearings for each city department. He noted that the Library's Proposed Budget amount remains the same; however, he was concerned about very serious discussions on staffing cuts and the elimination of vacant positions in other city departments that may affect Library facilities and operations.

Discussion

Board President Shaw asked Mr. Szabo which services or city departments he was most concerned about. Mr. Szabo replied that the biggest concern was the General Services Department because they provide custodial services and facility maintenance for the Library.

6. City Librarian's Reports:

Consent Items: None.

Discussion Items

a. Approval to appropriate funds from the Unreserved and Undesignated Fund Balance (UUFB) Fiscal Year 2023-24 Library Operating Budget and for the Library Trust Fund, and Transfer of Appropriations within Fund 300 in the Library Department

City Librarian John F. Szabo requested that Exhibit A be approved with the subject line on the Board Report and not as published on the agenda, noting that there are other transfers within Fund 300, in addition to the transfers from the UUFB Fund.

Mr. Szabo clarified the transfer amounts from the UUFB funds included \$300,000 to the Library Materials Account for e-media and \$350,000 for the operation and management of Angel City Press at LAPL and to reimburse the previous owners for expenditures incurred. Also included in Section B.4 of the Board Report is a transfer of \$900,000 within the Library's budget for two E-Rate projects (Data re-cabling services for 31 branch libraries, and the main uninterruptible power supply for the Central Library's Computer Server). He recommended that this item be approved with the requested amendment.

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

LIBRARY RESOLUTION NO. 2024-13 (C-12)

WHEREAS, Funds are available in the Library's Unreserved and Undesignated Fund Balance (UUFB) at the end of Fiscal Year 2022-2023 as a result of projects that were delayed and services which could not be completed and also salary savings from vacant positions which could not be filled; and

WHEREAS, Library staff requested that the Board of Library Commissioners (Board) approve an appropriation of \$300,000 from the UUFB, Fund 300, Department 44, Cash Balance, to the account in Fund 300, Department 44, as listed in the City Librarian's Board Report; and

Library Resolution
No. 2024-13 (C-12) Cont.

WHEREAS, Library Staff requested that the Board approve an appropriation in the amount of \$350,000 from the UUFB, Fund 300, Department 44, Cash Balance, to the Library Trust Fund, Department 44, Fund Number 831/Code 372; and

WHEREAS, Library Staff requested the transfer of \$900,000 from Account 6010 Office and Administrative to Account 3040 Contractual Services within the Library's Fiscal Year 2023-24 Budget:

THEREFORE, RESOLVED, That the Board of Library Commissioners hereby adopts the recommendations and findings in the City Librarian's Board Report and approves the appropriation of funds from the Unreserved and Undesignated Fund Balance (UUFB) and approves the transfer of funds within the Library's Fiscal Year 2023-24 Budget; and

THEREFORE, FURTHER RESOLVED, That the Board hereby authorizes the City Librarian and City Attorney to make technical corrections as deemed necessary.

- b. Recommendation to approve revision to the
Board of Library Commission Policies, Section 1:323
Displays in Libraries Policy and Section 1:340
Library Materials Selection Policy: (WITHDRAWN)**
- c. Approval to release of a Request for Qualifications (RFQ)
to find qualified and experienced entities to enter into
separate contracts to provide marketing and public
relations consulting services to the Library Department**

City Librarian John F. Szabo recommended approval to release a Request for Qualifications (RFQ) to find qualified and experienced entities to enter into separate contracts to provide marketing and public relations consulting services to the Library Department.

Discussion

Commissioner Valadez asked if the proposed \$3 million budget for the next fiscal year was the cap rate or the max dollars that would be spent for this item. Mr. Szabo replied that it was the cap or max amount, not the amount that would be budgeted for each entity.

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

LIBRARY RESOLUTION NO. 2024-14

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 in the following categories: planning, creative, research, public relations and media relations; and

WHEREAS, on January 12, 2017, the Board of Library Commissioners (Board) approved the release of an RFQ to provide marketing and public relations consulting services for the Library. Contracts were executed with eleven companies for a term of one year with two one-year options to renew. The contracts were set to expire by the end of 2022; and

WHEREAS, on April 14, 2022, the Board approved amendments for the eleven contracts to extend the term by one year with two one-year options to renew while the Library went through a competitive bid process; and

WHEREAS, Library staff have developed a new RFQ to solicit proposals from qualified and experienced entities to enter into new contracts to provide professional marketing and public relations consulting services on an as-needed and as-requested basis and now requests approval to release the RFQ; and

WHEREAS, the term of the proposed contracts will be for three years with an annual contract limit of \$3,000,000 per contract. All work shall be performed on an as-needed and as-requested basis; and

WHEREAS, funds are available in the Library's Contractual Services Account 3040 to compensate the selected contractors for services and materials in accordance with the proposed contracts:

THEREFORE, BE IT RESOLVED, that the Board adopts the recommendations and findings of the City Librarian's Board Report and authorizes the release of the RFQ for Marketing and Public Relations Consulting Services; 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 RFQ.

7. Staff Presentation: Public Relations and Marketing

Lauren Skinner, Director of the Public Relations & Marketing Office, and Jimmy Tokeshi, Assistant Director, Public Relations & Marketing Division, presented on the responsibility of the division to provide system-wide brand messaging, strategic communications, and promotional support of programs and initiatives for the entire Library system. Activities include issuing media advisories and news releases; arranging for interviews, video, photographs, and other collateral materials; support for special events through the creation of talking points, background or scripts; producing printed material, online ads and other outdoor media materials; and overseeing the library's main social media channels, while supporting program staff with branch and subject department social media accounts.

**8. Commissioners' Comments
and Announcements**

- Board President Shaw shared that she had visited the Jefferson and Baldwin Hills Branch libraries to introduce herself to the staff and to see the state of the libraries.
- Board President Shaw thanked Kren Malone, Director of Central Library Services, and the staff for providing a tour of the Rare Books Room and a briefing on the Oral History Program.
- Board President Shaw announced that the Board Meeting Schedule for July - Dec. 2024 had been posted.
- **Next Board Meeting Notice** The next Regular Meeting of the Board is scheduled for Thursday, **May 23, 2024**, at **11:00 a.m.**, will be held at the Central Library.

9. Adjournment: The meeting was adjourned at 12:14 p.m.

ATTEST:

Valerie Lynne Shaw
President

Raquel M. Borden
Board Executive Assistant

Approved: 6/13/2024