AGENDA

Board of Library Commissioners
City of Los Angeles
Thursday, April 26, 2018

CENTRAL LIBRARY
Board Room, 4th Floor
630 W. 5th Street
Los Angeles, CA 90071

TIME: 11:00 A.M.

Agenda: In compliance with Government Code Section 54957.5, you may view the agenda and all available documents related to the items at the Central Library's Information Desk or via the Internet www.lapl.org/about-lapl/board-library-commissioners. Some large agreements or attachments that may not be viewable on the website will be available in their entirety at the Information Desk and provided at the Board Meeting.

1. Roll Call

2. Approval of Minutes: None

3. Public Comments ( Matters within the Board's Jurisdiction)

   (In accordance with Board Policy, a total of 15 minutes shall be allocated for public comment not to exceed three (3) minutes per speaker. Items arising during the public comment portion of the meeting may be referred by the President to the staff or Board Committee for appropriate action or report back thereon to the Board.)

4. City Librarian's Comments and Announcements

5. City Librarian's Reports

   Consent Items

   Commissioners who wish to discuss particular items should ask that such items be called as Special. The remaining items will be subject to a single vote.

   a. Recommendation to accept a gift of $1,000.00 from the Friends of the Platt Library for the “Hot Off The Press” Bestseller Program at the Platt Branch Library (EXHIBIT “A”)

   b. Recommendation to accept transfer of funds totaling $6,500 from the Library Foundation of Los Angeles and deposited into Trust Fund 831: $3,500 from the Righteous Persons Foundation Fund be deposited in Trust Account 337 and $3,000 from the Muriel Pollia Foundation Fund be deposited in Trust Account 336. (EXHIBIT “B”)


c. Recommendation to approve reprogramming of Library Development Impact Mitigation Fees, received from the Casden Sepulveda Project [Resolution 2017-20 (C-10)], to add use of the funds in Trust Fund 831, Account 335, for facility improvements, furniture and landscaping for the West Los Angeles Regional Branch Library (EXHIBIT "C")

d. Recommendation to approve an agreement with Golin Harris Communications, Inc. for Marketing and Public Relations Services for the Los Angeles Public Library (EXHIBIT "D")

Board Discussion

e. Marketing Plan Update

6. Various Communications: None

7. Commissioners' Comments, Announcements and Review of Matters Pending

8. Adjournment

NEXT BOARD MEETING NOTICE

The Regular Meeting of the Board scheduled for Thursday, May 10, 2018, has been cancelled. The next Regular Meeting will be held on May 24, 2018 at the Central Library, Board Room, 4th Floor, 630 W. Fifth Street, CA 90071, convening at 11:00 A.M.

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Finalization of Board Actions - Charter Section 245: In accordance with Charter Section 245, actions of the Board of Library Commissioners shall become final at the expiration of the next five (5) meeting days of the City Council during which the Council has convened in regular session.

Title II of the American with Disabilities Act: The City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodations to ensure equal access to its programs, services, and activities. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting/event you wish to attend. For additional information, please contact the Board Office at (213) 228-7530.

Rules of Decorum: Persons addressing the Commission shall not make impertinent, slanderous or profane remarks to the Commission, any member of the Commission, staff or general public, nor utter loud, threatening, personal or abusive language, nor engage in any other disorderly conduct that disrupts the orderly conduct of any Commission Meeting and prevents the Commission from carrying out its public business. At the discretion of the Commission President or upon a majority vote of the Commission, the Commission President may order removed from the Commission meeting place any person who fails to observe the rules of decorum. Any person who has been ordered removed from a meeting may be charged with a violation of Penal Code Section 403, or other appropriate Penal Code or Los Angeles Municipal Code sections.
LOS ANGELES PUBLIC LIBRARY
BOARD REPORT

April 26, 2018

TO:        Board of Library Commissioners
FROM:      John F. Szabo, City Librarian
SUBJECT:   ACCEPTANCE OF GIFT FROM THE FRIENDS OF THE PLATT LIBRARY

RECOMMENDATION:

That the Board of Library Commissioners adopts the following resolutions:

RESOLVED, That a gift of $1,000 received from the Friends of the Platt Library for the benefit of the Platt Branch Library be accepted; and deposited in Trust Fund 831, Account 257; and

FURTHER RESOLVED, That a letter of thanks be sent to the Friends of the Platt Library, expressing the grateful appreciation of the Board and staff for the generous gift.

FINDINGS:

1. The gift of $1,000 is for the “Hot Off The Press” Bestseller Program.
2. A letter of thanks should be sent to:

   Linda Giacopuzzi, President
   Friends of the Platt Library
   23600 Victory Blvd
   Woodland Hills, CA 91367-1349

Prepared by: Ruth Seid, West Valley Area Manager
Reviewed by: Chad Helton, Director of Branches
TO: Board of Library Commissioners
FROM: John F. Szabo, City Librarian
SUBJECT: TRANSFER OF FUNDS FROM THE LIBRARY FOUNDATION

RECOMMENDATION:

That the Board of Library Commissioners adopt the findings listed below:

That $6,500 be transferred from the Library Foundation and deposited into Trust Fund 831. $3,500 will be deposited to Trust Account No. 337 for donations from the Righteous Persons Foundation. $3,000 will be deposited to Trust Account No. 336 for donations from the Muriel Pollia Foundation.

That the Board approve the attached Resolution.

FINDINGS

1. The Library Foundation will transfer $3,500 from the Righteous Persons Foundation Fund. Steven Spielberg awarded a grant of $100,000 through his Righteous Persons Foundation in 2008 to maintain and develop the Judaism Collection of the Social Science/Philosophy/Religion Department of the Central Library. The emphasis is placed on the faith as expressed in its sacred works and about them, the Jewish experience in America, and Judaism’s relationships with other faiths.

2. The Library Foundation will transfer $3,000 from the Muriel Pollia Foundation Fund. The Muriel Pollia Foundation donated $75,000 in 2008 to maintain and develop an Asian Religion and Philosophy Collection of the Central Library. Dr. Muriel Pollia was personally and professionally very interested in Asian religion and philosophy.

3. These funds will be used in accordance with the guidelines specified by the Righteous Persons Foundation Fund and the Muriel Pollia Foundation Fund to enhance the collections of the Social Science/Philosophy/Religion Department of the Central Library, which has one of the most significant collections of philosophy and religion titles of any public library in the United States.

Prepared by: Kren Malone, Central Library Director
Reviewed by: Susan Broman, Acting Assistant City Librarian
RESOLVED, That the Board of Library Commissioners approve the transfer of $6,500 from the Library Foundation of Los Angeles (LFLA) for deposit to Library Trust Fund 831. $3,500 will be deposited to Trust Account No. 337 for donations from the Righteous Persons Foundation. $3,000 will be deposited to Trust Account No. 336 for donations from the Muriel Pollia Foundation.

- $3,500 from the Righteous Persons Foundation Fund to maintain and develop the Judaism Collection of the Social Science/ Philosophy/ Religion Department of the Central Library.

- $3,000 from the Muriel Pollia Foundation fund to maintain and develop the Asian Religion and Philosophy Collection of the Central Library.

FURTHER RESOLVED, That these funds will be used in accordance with the guidelines specified by the Righteous Persons and the Muriel Pollia Foundations.

This is a true copy:

Raquel M. Borden
Board Executive Assistant

Adopted by the following votes:

AYES: 
NOES: 
ABSENT: 

AN EQUAL EMPLOYMENT OPPORTUNITY-AFFIRMATIVE ACTION EMPLOYER
LOS ANGELES PUBLIC LIBRARY 
BOARD REPORT 

April 26, 2018

TO: Board of Library Commissioners

FROM: John F. Szabo, City Librarian

SUBJECT: REPROGRAMMING OF MITIGATION FEES FROM THE CASDEN SEPULEDVA PROJECT DEVELOPMENT AT 11122-11150 PICO BLVD AND 2431-2441 S. SEPULEDVA BLVD

A. RECOMMENDATION:

THAT the Board of Library Commissioners:

1. Approve the reprogramming of mitigation fees accepted by the Board on March 9, 2017 (Resolution No. 2017-10 [C-10]) in the amount of $312,970 to add facility improvements, furniture, and landscaping at the West Los Angeles Regional Branch Library.

2. Authorize the City Librarian to make any necessary technical changes.

3. Adopt the attached Resolution regarding the reprogramming of mitigation fees in the amount of $312,970 to be used at the West Los Angeles Regional Branch Library.

B. FINDINGS:

1. On March 9, 2017, the Board of Library Commissioners (Board) approved the acceptance of $312,970 for the payment of the Library Development Impact Mitigation Fee (Resolution No. 2017-10 [C-10]). This fee was a condition of approval imposed by the City of Los Angeles Planning Department for the Casden Sepulveda Project located at 11122-11150 Pico Boulevard and 2431-2441 South Sepulveda Boulevard.

2. The acceptance by the Board on March 9, 2017, required that the funds be used to acquire books, technology and library materials and to pay for library programs at the West Los Angeles Regional Branch Library.

3. Staff recommends that the Board approve the reprogramming of the funds to add facility improvement, furniture, and landscaping at the West Los Angeles Regional Branch Library.

4. Funds in the amount of $312,970 are currently available in Library Trust Fund 831 Account No. 335.

Prepared by: Chad Helton, Director of Branch Library Services

Reviewed by: Susan Broman, Acting Assistant City Librarian
April 26, 2018

LIBRARY RESOLUTION NO. 2018-XX (C-XX)

WHEREAS, on March 9, 2017, the Board approved the acceptance of mitigation fees in the amount of $312,970 (Resolution No. 2017-10 [C-10]) to be used to acquire books, technology and library materials and to pay for library programs at the West Los Angeles Regional Branch Library; and

WHEREAS, staff requested the re-programming of the mitigation fees to add facility improvements, furniture, and landscaping at the West Los Angeles Regional Branch Library:

THEREFORE, RESOLVED, that the Board of Library Commissioners hereby approves the reprogramming of mitigation fees in the amount of $312,970, available in Library Trust Fund 831 Account 335, to acquire books, technology and library materials and add facility improvements, furniture, and landscaping at the West Los Angeles Regional Branch Library

This is a true copy:

Raquel M. Borden
Board Executive Assistant

Adopted by the following votes:

AYES:
NOES:
ABSENT:
Board of Library Commissioners

John F. Szabo, City Librarian

REQUEST TO APPROVE THE AGREEMENT WITH GOLIN HARRIS
COMMUNICATIONS, INC., FOR MARKETING AND PUBLIC
RELATIONS SERVICES

A. RECOMMENDATIONS:

THAT the Board of Library Commissioners:

1. Awards a contract, substantially in the form on file, to Golin Harris
   Communications, Inc., to provide Marketing and Public Relations services
   for the Los Angeles Public Library.

2. Approve the revision from the Standard Provisions for City Contracts (Rev.
   03/09), to the revised Standard Provisions for City Contracts (Rev. 10/17
   [V2] to this contract.

3. Authorize the City Librarian and City Attorney to make technical changes if
   needed to the contract.

4. Authorize the City Librarian to execute the contract.

5. Adopt the attached Resolution regarding the Agreement between the City
   of Los Angeles, Los Angeles Public Library ("LAPL") and Golin Harris
   Communications, Inc.

B. FINDINGS:

1. On January 12, 2017, the Board of Library Commissioners approved the
   issuance of a Marketing and Public Relations Consultant Request For
   Qualifications (RFQ) to establish a pre-qualified list of on-call marketing and
   public relations consultants.

2. The Board of Library Commissioners approved the pre-qualified list of
   sixteen (16) consultants, including Golin Harris Communications, Inc., on
   June 8, 2017, to provide as-needed and as-requested marketing and public
   relations consultant services to the LAPL.
3. On September 15, 2017, the Library Department issued Notice of Work Number 17-002 to provide a comprehensive targeted marketing campaign to reach Pan-Latino communities to increase awareness of library services and programs, increase use of libraries and online services, and increase the number of library cardholders. One response was received by the due date of October 2, 2017.

4. The proposal was reviewed and evaluated to ensure responsiveness to the Notice of Work and staff found the response submitted by Golin Harris Communications, Inc., met the needs of the Library Department.

5. Golin Harris Communications, Inc., is an established full-service integrated communications marketing provider with Public Relations ("PR"), digital and content at its core. The principals have extensive experience in assisting clients in understanding how to grow their audience and have proposed to subcontract with The Axis Agency, a marketing company that specializes in engaging diverse audiences.

6. The Library Department recommends awarding a one year contract with two (2), one year renewal options exercisable at the sole discretion of the City Librarian or designee to Golin Harris Communications, Inc., to provide a comprehensive targeted marketing campaign to reach Pan-Latino communities to increase awareness of Library services and programs, increase use of libraries and online services, and increase the number of library cardholders.

7. In October 2017, the Standard Provisions for City Contracts (Rev. 03/09) was revised. Golin Harris Communications, Inc., has provided written acceptance to the Standard Provisions for City Contract (Rev. 10/17 [V2]).

8. The contract will be for an amount not to exceed $246,750 for the full term of the agreement but no amount of work or payment is guaranteed. Sufficient funds are available in the Library’s Contractual Services Account 3040.

Attachments

Prepared by: Robert Morales, Business Office

Reviewed by: Madeleine M. Rackley, Business Manager
LIBRARY RESOLUTION NO. 2018-XX (C-XX)

WHEREAS, on January 12, 2017, the Board of Library Commissioners approved the issuance of a Marketing and Public Relations Consultant Request For Qualifications (RFQ) to establish a pre-qualified list of on-call marketing and public relations consultants.

WHEREAS, On June 8, 2017, the Board of Library Commissioners approved the pre-qualified list of sixteen (16) consultants, including Golin Harris Communications, Inc., to provide as-needed and as-requested marketing and public relations services to the Los Angeles Public Library (“LAPL”); and

WHEREAS, On September 15, 2017, the Library Department issued Notice of Work Number 17-002 to provide a comprehensive targeted marketing campaign to reach Pan-Latino communities to increase awareness of library services and programs, increase use of libraries and online services, and increase the number of library cardholders; and

WHEREAS, On October 2, 2017 Library Department received a proposal from Golin Harris Communications, Inc., and reviewed and evaluated the response and recommends that the Board of Library Commissioners award a contract to Golin Harris Communications, Inc.; and

WHEREAS, On October 2017 the Standard Provisions for City Contracts (Rev. 3/09), was revised and the Standard Provisions for City Contracts (Rev 10/17 [V2]) is applicable to this contract;

THEREFORE, RESOLVED, that the Board of Library Commissioners award a contract to Golin Harris Communications, Inc., to provide a comprehensive targeted marketing campaign to reach Pan-Latino communities as fully described in the Notice of Work; and

FURTHER RESOLVED, that the City Librarian and City Attorney be authorized to make technical changes if needed to the contract; and
FURTHER RESOLVED, that the City Librarian is authorized to execute the contract.

This is a true copy:

__________________________
Raquel M. Borden
Board Executive Assistant

 Adopted by the following votes:

AYES: 
NOES: 
ABSENT:
AGREEMENT BETWEEN
THE CITY OF LOS ANGELES,
LOS ANGELES PUBLIC LIBRARY
AND
GOLIN HARRIS COMMUNICATIONS, INC.,
MARKETING AND PUBLIC RELATIONS CONSULTANT SERVICES

This Agreement dated ___________________, 2018 is entered into by and between the City of Los Angeles, a municipal corporation, acting by and through its Board of Library Commissioners ("Library"), and Golin Harris Communications, Inc., (hereinafter "Contractor"). Library Department and Contractor may be referred to herein individually as a "Party" or collectively as the “Parties”.

WHEREAS, on January 12, 2017, the Board of Library Commissioners approved the issuance of a Marketing and Public Relations Consultant Request For Qualifications (RFQ) to establish a pre-qualified list of on-call marketing and public relations consultants; and

WHEREAS, Contractor’s response to the RFQ was received on April 13, 2017, and found to be responsive to the RFQ; and

WHEREAS, on June 8, 2017, the Board of Library Commissioners approved the pre-qualified list of sixteen (16) consultants, which included Contractor, to provide as-needed and as-requested marketing and public relations consultant services to the Los Angeles Public Library ("LAPL") Library Resolution No. 2017-22 [C-21]; and

WHEREAS, on September 15, 2017, Library Department issued Notice of Work No. 17-002 to provide a comprehensive targeted marketing campaign to reach pan-Latino communities to increase awareness of library services and programs, increase use of libraries and online services, and increase the number of library cardholders; and

WHEREAS, on October 2, 2017, the Library Department received one response from the pre-qualified list of contractors previously approved by the Board and staff found the response submitted by Contractor to meet the needs of the Library Department; and

WHEREAS, on October 2017 the Standard Provisions for City Contracts (Rev. 3/09), was revised and the Standard Provisions for City Contracts (Rev. 10/17 [V2]) is applicable to this contract; and

WHEREAS, on April 26, 2018, the Board approved the award of an Agreement to Contractor and authorized the City Librarian to execute the Agreement Library Resolution No. 2018-XX [C-XX]); and

WHEREAS, funds are available to compensate Contractor for materials and services in accordance with this Agreement;

NOW, THEREFORE, in consideration of the promises, and of the mutual covenants and agreements herein contained, the Parties hereto agree as follows:
1.0 DOCUMENTS
This Agreement shall be composed of the following documents which shall be made a part hereof as though fully set forth herein:

A. Agreement and the Standard Provisions for City Contracts (Rev. 10/17 [V2]), which is attached hereto and incorporated herein by reference hereinafter as Exhibit A.

B. The Notice of Work No. 17-002 issued on September 15, 2017, is attached hereto and incorporated herein by reference hereinafter as Exhibit B.

C. Contractor's response to the Notice of Work No. 17-002 submitted on October 2, 2017, attached hereto and incorporated herein by reference hereinafter as Exhibit C.

D. Proof of Insurance to provide the development and implementation of public relations and communication services for LAPL and incorporated herein by reference hereinafter as Exhibit D.

All of the above Exhibits are on file with the Library Department, Business Office and each of the Parties hereto agree to carry out and fully perform each and all of the provisions of said documents which are required of it to be performed.

2.0 ORDER OF PRECEDENCE
This Agreement contains the full and complete Agreement between the Parties. No verbal agreement or conversation with any officer or employee of either Party shall affect or modify any of the terms and conditions of this Agreement. Resolution of any conflicting provisions in the documents constituting this Agreement shall be resolved by considering the documents according to the following order of precedence:

A. This Agreement and the Standard Provisions for City Contracts (Rev. 10/17 [V2]) (Exhibit A).

B. The Notice of Work No. 17-002 issued on September 15, 2017 (Exhibit B).

C. Contractor's response to the Notice of Work No. 17-002 received on October 2, 2017 (Exhibit C).

D. Proof of Insurance to provide the development and implementation of public relations and communication services for LAPL (Exhibit D).

3.0 CONTRACTOR’S RESPONSIBILITIES

3.1. DELIVERABLES
Contractor will provide services to the LAPL as detailed in Contractor's response (Exhibit C) to the Notice of Work No. 17-002 issued on September 15, 2017 (Exhibit B).
3.2. **SCOPE OF WORK**
Contractor will provide the Scope of Work as detailed in the response to the Notice of Work No. 17-002 received on October 2, 2017 (Exhibit C).

4.0 **INDEMNIFICATION AND INSURANCE REQUIREMENTS**
The insurance and indemnification requirements of this Agreement are as provided in the Request for Qualifications for Marketing and Public Relations Services (Exhibit A). Proof of Insurance shall be as required in Exhibit D of this Agreement, and as applicable and required by the Standard Provisions for City Contract (Rev. 10/17 [V2]) (Exhibit A).

5.0 **TERM OF AGREEMENT**
The term of this Agreement shall be for one (1) year with two (2) one-year options to renew at the sole discretion of the City Librarian, or designee.

6.0 **PAYMENT**
The amount payable to Contractor for services and materials during the term of this Agreement shall be as proposed in the Contractor’s response to the Notice of Work No. 17-002 (Exhibit C) and shall not exceed the proposed cost and an additional five-percent (5%) for contingencies. Any such contingency must be approved in writing by the City Librarian or designee prior to incurring such contingency expenses.

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Amount</th>
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<tr>
<td>Market Research</td>
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<tr>
<td>Readiness Activities</td>
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<td>Spanish-language Style Guide for LAPL</td>
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<tr>
<td>Grassroots, Media, influencer and Business Partnerships</td>
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<tr>
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<tr>
<td>Contingency (5%)</td>
<td><strong>$11,750</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$246,750</strong></td>
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The Library Department’s obligation to make payments under this Agreement shall be limited to the current appropriation(s) for this Agreement. If the Library Department appropriates additional funds for this Agreement, the Library Department’s payment obligations shall be expanded to the extent of such appropriation(s), subject to the terms and conditions of the Agreement. No amount of work or payment is guaranteed.
7.0 BILLING AND INVOICES

A. Contractor shall submit itemized invoices to the Library Department, indicating therein the services performed for which payment is requested. Payment of all invoices shall be subject to review and approval of Library Department management, which approval shall not be unreasonably withheld. Payment shall be for services as detailed in Contractor's response to the Request for Work No. 17-002 (Exhibit C).

B. To ensure that services provided under personal services contracts are measured against services as detailed in this Agreement, the Controller of the City of Los Angeles has developed a policy requiring that specific supporting documentation be submitted with invoices. Contractor is required to submit invoices that conform to City Standards and include, at a minimum, the following information:

i. Name and Address of Contractor.
ii. Name and Address of City Department being billed (Library Department).
iii. Date of invoice and period covered.
iv. Agreement Number or Authority Number.
v. Description of completed task(s) and amount due for task(s), including:
   a. Name of personnel working on task.
   b. Hours spent on tasks and time sheet supporting charges (if applicable).
   c. Rate per hour and total amount due.
   d. Signature of duly authorized officer.
   e. All invoices shall be submitted on Contractor's letterhead, contain Contractor's official logo, or other unique and identifying information such as the name and address of Contractor. Evidence that tasks have been completed, in the form of a report or other material shall be attached to all invoices. Invoices shall be submitted to the City by Contractor within thirty (30) days of service or monthly. Invoices are considered completed when appropriate documentation or services provided are signed off as satisfactory by the Library Department Project Manager listed in Section 13.0 (B) of this Agreement. If invoice is insufficient or unsatisfactory, the Library Department Project Manager shall inform Contractor of any defect within ten (10) business days of receipt of the invoice from Contractor, and Contractor shall have five (5) business days to provide a corrected invoice to the City. Invoices shall be paid by the City no later than sixty (60) days after receipt by the City.
f. Invoices and supporting documentation shall be prepared at the sole expense and responsibility of Contractor. The City will not compensate Contractor for costs incurred in invoice preparation. The City may request, in writing, changes to the content and format of the invoice and supporting documentation at any time. The City reserves the right to request additional supporting documentation to substantiate costs at any time.

Invoices shall be submitted:

Los Angeles Public Library  
Attention: Business Office  
630 W. 5th Street  
Los Angeles, CA 90071

Failure to adhere to these procedures may result in nonpayment or non-approval of demands, pursuant to Charter Section 262(a), which requires the Controller to inspect the quality, quantity, and condition of services, labor, materials, supplies, or equipment received by any City office or department, and approves demands before they are drawn on the Treasury.

8.0 TERMINATION

Notwithstanding the provisions of Section 5.0 of this "Term of Agreement", either Party may terminate this Agreement on sixty (60) days written notice to the other Party. In the event of termination, Contractor shall be paid for work completed under this Agreement through the effective date of termination.

9.0 NON-EXCLUSIVE AGREEMENT

Nothing in this Agreement shall be construed to mean that Contractor providing services to Los Angeles Public Library shall be the exclusive provider of such services. The Library Department retains the right to engage the services of and purchase materials from other contractors during the term of this Agreement.

10.0 OWNERSHIP

A. All documents and records (hereinafter collectively referred to as "documents") provided by the City to Contractor shall remain the property of the City and must be returned to the City upon termination of this Agreement or at the request of the City.

B. The provisions of this article survive termination of this Agreement.
11.0 DISCLOSURE INFORMATION

A. All documents and information provided to Contractor by the City are confidential. All materials are to be considered confidential. Contractor agrees not to provide documents or materials, nor disclose their content or any information therein, either orally or in writing, to any other person or entity, except as authorized by the City or as required by law. Contractor shall immediately notify City Representative identified in Section 13.0 below of any attempt by a third party to obtain access to documents or materials.

B. The provisions of this section survive termination of this Agreement.

12.0 AMBIGUITY
Any ambiguity in this Agreement shall not be interpreted against any one Party by virtue of that Party being drafter of the Agreement.

13.0 CONTRACT REPRESENTATIVES
The following representative individuals and addresses shall serve as the place to which notices and other correspondence between the Parties shall be sent. The Library Department and Contractor shall notify, in writing, the other Party of any changes in the following information within thirty (30) days of such change.

A. CONTRACTOR’S REPRESENTATIVE

Name: Deanne Yamamoto  
Title: Managing Director  
Party: Golin Harris Communications, Inc.  
Address: 700 South Flower Street, Suite 2400  
Los Angeles, CA 90017  
Telephone: (213) 335-5533  
Email: dyamamoto@golin.com

B. CITY’S REPRESENTATIVE

Name: Madeleine M. Rackley  
Title: Library Business Manager  
Party: City of Los Angeles, Los Angeles Public Library  
Address: 630 W. 5th Street  
Los Angeles, CA 90071  
Telephone: (213) 228-7465  
Email: mrackley@lapl.org
Formal notices to the Library Department, demands and communications shall be provided to the Library Department's Representative with copies to the Library Department's Project Manager:

Name:       Lauren Skinner
Title:      Assistant Director of Public Relations and Marketing
Address:    630 W. 5th Street
            Los Angeles, CA 90071

Telephone:  (213) 228-7565
Email:       lskinner@lapl.org

Formal notices, demands and communications required hereunder by either Party shall be made in writing and may be effected by personal delivery or by registered or certified mail, postage prepaid, return receipt requested and shall be deemed communicated five (5) business days after mailing.

(SIGNATURE PAGE TO FOLLOW)
IN WITNESS THEREOF, the Parties hereto have caused this Agreement to be executed by their respective duly authorized representatives.

By ________________________________        By ________________________________
   JOHN SZABO                                  Deanne Yamamoto
   City Librarian                             Managing Director
   Los Angeles Public Library                 Golin Harris Communications, Inc.

Date ________________________________        Date ________________________________

APPROVED AS TO FORM:

MICHAEL N. FEUER, City Attorney

By ________________________________        By ________________________________
   ARLETTA MARIA BRIMSEY                        RAQUEL BORDEN
   Deputy City Attorney                        Executive Assistant

Date ________________________________        Date ________________________________

ATTEST:

HOLLY L. WOLCOTT, City Clerk

By: ________________________________

Date: ________________________________
BOARD OF LIBRARY COMMISSIONERS

MATTERS PENDING

April 26, 2018

SUBJECT

1. Discussion on the subject of Internet usage and security (Salinas – 1/25/18) TBD

2. Presentation on the status of the marketing plan. (Cao-1/25/18) 4/26/18

COMMISSIONERS’ OVERSIGHT RESPONSIBILITY

Library Foundation of Los Angeles Board
Mai Lassiter, Board Member
Kathryn Eidmann, Board Member

Media Marketing Ad Hoc Committee
Bich Ngoc Cao, President
Mai Lassiter, Board Member

Board Policies & Procedures Committee
Chair: Vacant
Member: Vacant