

MINUTES

BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES

May 8, 2014

A Regular Meeting of the Board of Library Commissioners was held at the Baldwin Hills Branch Library, 2906 South La Brea Avenue, Los Angeles, CA 90016, convening at 11:08 a.m. on the above-written date.

PRESENT:	PRESIDENT	JOSEFA SALINAS
	VICE PRESIDENT	BICH NGOC CAO
	COMMISSIONER	GREGORY BETTINELLI
	COMMISSIONER	MAI LASSITER
	COMMISSIONER	RITA WALTERS

EXCUSED

ABSENT: NONE

ALSO PRESENT: Kris Morita, Assistant General Manager; Basia Jankowski, Deputy City Attorney; Roy Stone, President, Librarians' Guild; Margie Bell, President of the Friends of the Baldwin Hills Branch and Josephine Rushen, Treasurer of the Friends of the Baldwin Hills Branch, and staff.

Assistant General Manager Kris Morita chaired the meeting. City Librarian John F. Szabo was attending a conference in Alexandria, VA.

MINUTES FOR APPROVAL: Regular Meeting –4/3/14

MOVED by Commissioner Bettinelli, seconded by Commissioner Walters and unanimously carried that the Minutes of the Regular Meeting held April 3, 2014 be approved as submitted.

REMARKS BY THE WESTERN AREA MANAGER AND THE BALDWIN HILLS BRANCH SENIOR LIBRARIAN

Western Area Manager

Adam Mendelsohn, Western Area Manager, welcomed the Board to the Baldwin Hills Branch, one of the 12 branch libraries within the Western region that together provide service to 530,000 residents. He introduced the following Branch Managers that were present at the meeting: Zakkiyya Rivers, Baldwin Hills; Henry Gambill, Donald Bruce Kaufman-Brentwood Branch; Jacqueline Henriquez, Hyde Park-Miriam Matthews Branch; Mary Hopf, Palisades; Maggie Johnson, Palms-Rancho Park; Joseph Atkinson, Playa Vista; Claudia Martinez, West Los Angeles Regional; Jennifer Ishimoto, Westchester; Shahla Chamanara, Westwood; and Amy Bradley, Children's Librarian, representing the Robertson Branch.

Mr. Mendelsohn reported that the region has three Literacy Centers, two Veteran Resource Centers and eight libraries with an Early Learning Area. The librarians conduct outreach activities to approximately 176 schools and numerous community organizations within the region. There are over 250 volunteers, including 50 STAR volunteer readers and 12 Friends Groups.

Mr. Mendelsohn talked about the various programs and services that staff provide, including grant funded programs like the “Created Equal” film series and the “STEAM Ahead” Program as well as Library initiatives. Additionally, he provided the following information:

- Donald Bruce Kaufman-Brentwood Branch: has an extensive jazz, dance and theater book collection. The branch offers multimedia lectures and presentations by L.A. Opera educators on the operas that the music company will perform at the Music Center. It also holds an annual author’s forum, where authors discuss their recently published works and holds an annual Poetry Fest event.
- Hyde Park-Miriam Matthews Branch: The branch was renamed in 2004 after the first African-American librarian in Los Angeles Public Library system. This branch partners with the Concerned Black Men of Los Angeles to offer a mentoring workshop series for young adult men titled, “Welcome to Manhood.” It covers topics on career guidance, relationships, college prep, time and money management, and other important skills for success. This year, the branch will offer the Summer Lunch Program for the first time.
- Palisades Branch: has a special collection of lesser-known classics, which are out of print and rare books by famous authors from the 1920’s to the present that is heavily used throughout the system.
- Palms-Rancho Park Branch: This branch began as volunteer library and was incorporated in 1922. In September 2013, the branch was dedicated to author Ray Bradbury.
- Playa Vista Branch: Playa Vista has a very successful Teen Code Club, where teens learn and improve their computer coding skills. The branch will celebrate its 10th Anniversary on May 24th, sponsored by the Friends of the Playa Vista Branch.

Playa Vista Branch and the Venice Branch, in partnership with local organizations, provided their second Annual Youth Chess Tournament, themed “Building Champions One Move At A Time.” This very successful event was held at Loyola Marymount University.

- Robertson Branch: This is the only non-regional branch library in the system that is open on Sundays and closed on Saturdays.

- Venice-Abbot Kinney Memorial Branch: is located in an increasing tech community that is part of the emerging “Silicon Beach” community; last year, the branch began a partnership with Google engineers to offer several teen coding classes. Also, this is the first branch to start Red Cross blood drives and was recently recognized by the Red Cross with an award for their efforts.
- Westchester-Loyola Village Branch and the West Los Angeles Regional Branch: These two libraries, in partnership with the National Alliance on Mental Illness, provide support groups for caregivers of the mentally ill.
- Westwood Branch: This branch has an expansive and excellent Farsi collection. It also offers very popular and well-attended programs such as radio broadcasting workshops, acting classes for adults, French Conversation classes, meditation, and a concert series with classical music performed by String Quartets.

Mr. Mendelsohn concluded his presentation by stating that the programs and services he mentioned in his presentation are just highlights of all the good work performed by dedicated staff of the Western Region. Soon, they will be planning and promoting the Summer Reading Club programs and will be participating in the LAPD sponsored Summer Night Lights.

In response to Board President Salinas’ question on who teaches the radio broadcasting class at the Westwood Branch, Shahla Chamanara, Senior Librarian at the Westwood Branch, said that this is a recent program and the instructor has experience in the field and had previously presented this program in other states and proposed to teach the class for free at the branch.

Senior Branch Librarian

Zakkiyya Rivers, Senior Librarian, welcomed the Board to the Baldwin Hills Branch Library and introduced the following staff who were present at the Meeting: Teri Robertson, Children's Librarian; Eloise Nelson, Adult Librarian; Jean Cary, Quinn Jones and Jeffrey Nelson, Clerk Typists; Dominick King, Messenger Clerk, and Karen Hunte, Cybernaut. She also introduced two members of the Friends of Baldwin Hills Branch, Margie Bell, President and Josephine Rushen, Treasurer.

Mrs. Rivers reported that the Baldwin Hills Branch began serving the community in 1926 at the Calvary Methodist Church on West Adams Boulevard. It moved a few times until it opened at this location in 1961; and a new building opened on March 23, 2002. The branch serves 11 elementary schools, 1 middle school, and 2 high schools. The community is predominantly African-American and Hispanic.

Mrs. Rivers highlighted some of the children, teen and adult programs provided at the branch, such as the Children’s After School Activities Program (C.A.S.A.), a weekly program conducted by the Children’s Librarian and included the Full STEAM Ahead program. The branch also hosts the L.A. Drama Club, the youngest Shakespeare Company in the nation. Kids learn and perform excerpts from

Shakespeare in a recital held at the branch and it is well attended. Additionally, the branch offers a one-on-one mentoring/tutoring program through UCLA's Project Literacy, which consists of UCLA student volunteers who come to the Baldwin Hills Branch to tutor at least 15 to 20 students each week.

Mrs. Rivers stated that emphasis on the Teen Volunteer Program is a great way to engage teens in programs and services. One of the most recent ongoing programs is the Dynasty's United Youth Program, a free tutoring and job prep for teens, that includes English, history, science and math conducted by Dynasty Taylor, USC Ph.D. student.

Mrs. Rivers stated that the adult programming is strong and relevant. For example, the branch has a Literacy Center and a wonderful capable coordinator, Gemini Spencer, who currently has 35 student-tutor pairs. She reported that one student successfully passed her U.S. Citizenship Test, another started an export business and another promoted from busboy to waiter due to increased literacy. Basic computer classes are conducted by Cybernaut Karen Hunte. Another computer education program is the LA OIC (Los Angeles Opportunities Industrialization Centers) who offers classes in many of LAPL libraries. The class is a three-hour boot camp that gives a basic introduction to computers. If able to qualify, attendees can purchase a computer for \$150.00. One student after attending both the Basic Computer class and the LA OIC class qualified and purchased a computer. With her new found training and access she was able to find employment.

Mrs. Rivers also reported that the branch has a Veterans Resource Center. She introduced Mr. Keith Jackson, one of the two former military members that staff the center to provide advice and connect other veterans to services and benefits available to them. Since January they have case managed 30 veterans.

Ms. Rivers said that Library initiatives inspire the programs they create with topics that are relevant and important to the community such the Financial Literacy programs offered with partner organizations. One partnership provided qualified volunteers who prepared tax returns for people of low-income and over 60. Health Matters workshops cover nutrition, diabetes and high blood pressure information. The Covered California partnerships offered information and enrollment assistance. She mentioned that the branch will be hosting a book signing by Wahida Clark, a famous urban fiction novelist.

Ms. Rivers stated that the branch advertises its programs through Library's website events online calendar, Facebook and Twitter accounts; local free newspapers; presentations at local organization and events; and by distributing flyers. She pointed to the bulletin boards in the room with photos and history of the branch, and community past and current programming information. She concluded by thanking the Board for selecting the Baldwin Hills Branch to hold their meeting and for their support of LAPL.

Board President Salinas thanked Area Manager Adam Mendelsohn and Senior Librarian Zakkiyya Rivers for their presentation. She stated that she would like more information on the program presented by Concerned Black Men of Los Angeles.

Commissioner Lassiter asked about the attendance to the STEAM programs and asked how the program is advertised. Mr. Mendelsohn replied that the program is offered at four branch libraries in the Western Area and they average about 25 participants per program. The program is promoted through social media, flyers, online calendar, and general outreach.

Board President Salinas asked if anyone is taping the Shakespeare program offered at the branch because it would be nice to incorporate it into the branch website. A staff member stated that KCET did feature the program and the company does its own taping.

Commissioner Walters pointed out that this branch had been dedicated to Congressman Julian Dixon, who had passed away near the time this new facility was completed. She stated that the congressman was very dedicated to serving this area and served his constituents well. She noted that information about him was on display by the front door and posted on the bulletin board. She noted that also former Congresswoman Diane Watson and current Congresswoman Karen Bass are from this area and they spend their lives in this part of the city.

PUBLIC COMMENTS ON MATTERS
WITHIN THE BOARD'S JURISDICTION: None.

CITY LIBRARIAN'S COMMENTS
AND ANNOUNCEMENTS

LAPL Volunteers Recognition at City Council

On April 25, LAPL volunteers were honored in City Council for their contribution to the Library. Councilmembers LaBonge (CD 4) and O'Farrell (CD 13) presented the Library with a Resolution in celebration of National Library Week and National Volunteer Month. Commissioner Walters was in attendance and City Librarian John Szabo, along with 35 LAPL volunteers, representing libraries through the city, presented the Council with a symbolic check for \$4.2 million, representing the value of 172,915 hours donated by LAPL volunteers in 2013.

Union Station Exhibit

On May 2, the Central Library held the opening of the Union Station Exhibit, "No Further West - The Story of Los Angeles Union Station." The event coincided with the 75th Anniversary of the opening of Union Station. The exhibit features some unique prints and watercolors from the archives of Getty Research Institute, Huntington Library, Automobile Club, and Central Library. Ms. Morita invited everyone to visit the exhibit.

Budget Hearing Update

Library staff is participating in the budget hearings conducted by the City Council's Budget and Finance Committee. At the LAPL hearing, the City Librarian is asking for funding for those packages that were not funded in the Mayor's Proposed Budget. In about 7-10 days, staff will learn what modifications the City Council made to the Mayor's Proposed Budget. The full City Council will finalize the budget on May 22. The final budget will be presented to the Board for adoption on June 12.

Electrical Vehicle Chargers at LAPL facilities

The Library was notified by the Department of Water and Power (DWP) that the California Energy Commission had awarded DWP a \$500,000 grant from for their grant submittal "Recharge L.A." to support the growth of electric vehicles. She said that DWP would install 29 electric vehicle charging stations all over the city, including six libraries (Chatsworth, Exposition Park-Dr. Mary McLeod Bethune Regional, Mid-Valley Regional, Northridge, Pio Pico-Koreatown and Silver Lake). These six libraries will be receiving two electric vehicles charging stations each.

Fairfax Branch Dedication to Grace Friedman

Ms. Morita announced that the Fairfax Branch would be hosting a ceremony to dedicate the branch in honor of Mrs. Grace Friedman, a long-time Library volunteer. The dedication will be held on Monday, June 9 at 10:00 a.m. She said that on that date, it would have been Mrs. Friedman's 98th Birthday.

CITY LIBRARIAN'S REPORTS:Recommendation to Accept Gift

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

LIBRARY RESOLUTION NO. 2014-14 (C-13)

RESOLVED, That the following donations to the "Hot Off The Press" Bestseller Program be accepted from the following Friends of the Library groups:

- \$6,000 From the Sherman Oaks Friends of the Library to the Sherman Oaks Branch Library
- \$3,000 From the Friends of John C. Fremont Branch, Los Angeles Library Association to the John C. Fremont Branch Library
- \$3,000 From the Friends of the Palms-Rancho Park Library to the Palms Ranch-Park Branch Library
- \$3,000 From the Friends of the Venice Library to the Venice-Abbot Kinney Memorial Branch Library

Library Resolution
No. 2014-14 (C-13)

- \$3,000 From the Friends of the Will and Ariel Durant Branch Library to the Will and Ariel Durant Branch Library

FURTHER RESOLVED, That a letter of appreciation be sent to the friends expressing the grateful appreciation of the Board of Library Commissioners and staff for their generous support.

RECOMMENDED TRANSFER OF FUNDS
FROM THE LIBRARY DEPARTMENT TO
LOS ANGELES POLICE DEPARTMENT
FOR SECURITY SERVICES

In response to Commissioner Walters question on whether the amount paid for security services was more now that security is under LAPD than when it was under GSD, Ms. Millager replied that the amount was commensurate with the Library hours it had at the time, but now that the Library hours have increased so has the need for more security service hours; also, security officers were transferred from the Convention Center to the Library; therefore, the amount has increased accordingly.

Commissioner Walters asked if the LAPD's overhead cost over GSD was higher. Ms. Millager said the rate has not changed according to the actual salary and overhead cost. Commissioner Walters asked that the information be provided.

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

LIBRARY RESOLUTION NO. 2014-15 (C-14)

WHEREAS, the Los Angeles Police Department (LAPD) provides security services to the Library Department to ensure the safety of the public and staff. The Library Department reimburses LAPD for these services; and

WHEREAS, During the current fiscal year, the costs for LAPD security services have increased due to expanded service hours on Sundays and the unanticipated hiring of additional security staff from the Convention Center. As such, the funds budgeted for the current fiscal year are insufficient to reimburse LAPD; however, the Library has sufficient funds in the budget for this transfer:

RESOLVED, That the Board of Library Commissioners approve the transfer of \$318,735 from Library Department's Fiscal Year 2013-14 Budget, Fund 300, Department 44, Account 9520-Various Special-Undesignated Salaries to the Los Angeles Police Department, Fund 100, Department 70, Revenue 516100.

Library Resolution
No. 2014-15 (C-14)

FURTHER RESOLVED, That the Board of Library Commissioners approve the increase of \$294,279 to the appropriation limit to the Library's Fiscal Year 2013-14 Budget, Fund 300, Department 44, Account 9510-Variou Special, from the Library cash balance.

RECOMMENDED APPROVAL OF LIBRARY FOUNDATION
OF LOS ANGELES LIBRARY STORE LEASE AGREEMENT
(Continued from April 24, 2014)

Kris Morita, Assistant General Manager, stated that this item was continued from the April 24 Board Meeting to allow time to review data provided by the Library Foundation of Los Angeles on the Library Store sales over the last 12 years.

Ms. Morita stated that Library Store Lease is a three-year agreement between the Los Angeles Public Library and the Library Foundation of Los Angeles. The agreement stipulates that the Library Department should receive 5% of the gross sales of the Library Store payable annually for the space used for the Library Store.

Board Discussion

Commissioner Walters asked if the 5% the Library Department receives from the Library Foundation of Los Angeles covers the expenses delineated in the Findings, Paragraph 3 of the Board Report. Assistant General Manager Kris Morita stated she could provide that information.

Commissioner Walters mentioned that the Downtown News had an article comparing downtown rent space to other areas in the city in terms of square footage. She asked if staff could also provide information on the most recent data on downtown rent space cost. Ms. Morita stated that the information could be obtained from General Services Asset Management Division.

Commissioner Walters referred to Page 1, Paragraph 3 of the lease agreement, which states that the lessee (Foundation) shall provide the City Librarian with a quarterly financial report on the Library Store. She asked if that is a practice that is followed. Ms. Morita replied that the Library does receive financial reports form the Library Foundation.

Commissioner Walters asked if the information could be shared with the commissioners. Ms. Morita said they would.

Discussion was held whether to approve the Lease Agreement pending receipt of information requested by Commissioner Walters or to continue the item to next Board Meeting. Commissioner Walters expressed that she would prefer that it be continued.

BOARD ACTION:

It was MOVED by Commissioner Walters and seconded by Vice President Cao, and unanimously carried that the Recommended Approval of the Library Foundation of Los Angeles Library Store Lease Agreement be continued to the next Board Meeting.

**RECOMMENDED APPROVAL OF LIBRARY FOUNDATION
OF LOS ANGELES LIBRARY STORE LICENSE AGREEMENT**
(Continued from April 24, 2014)

Kris Morita, Assistant General Manager, stated that this agreement, associated with the Library Store, was continued from the April 24 Board Meeting. The agreement provides the Library Foundation non-exclusive, non-transferable right to use art works and trade names associated with the Los Angeles Public Library in products developed for sale in the Library Store or through other channels. The City Librarian has the approval for the design and quality of the products prior to their production. This agreement was reviewed by the City Risk Manager and by the City Attorney as to form and legality.

It was MOVED by Vice President Cao and seconded by Commissioner Lassiter, and unanimously carried that the following resolutions be adopted:

LIBRARY RESOLUTION NO. 2014-16 (C-15)

WHEREAS, The proposed three-year License Agreement provides the Library Foundation of Los Angeles a non-exclusive, non-transferable right to use art works and trade names associated with the Los Angeles Public Library in products developed for sale in the Library Store or through other channels:

RESOLVED, That the Board of Library Commissioners approve the License Agreement between the City and the Library Foundation of Los Angeles for the Use of Works of Art and Trade Names Associated with the Los Angeles Public Library; and

FURTHER RESOLVED, That the City Librarian and the Deputy City Attorney be authorized to make technical changes; and

FURTHER RESOLVED, That the Board President be authorized to execute the License Agreement, subject to the receipt of the required approvals.

**PRESENTATION ON FINANCIAL
LITERACY PROGRAMMING**

Cheryl Collins, Director of Branch Library Services, provided an overview of the Los Angeles Public Library's Financial Literacy Initiative, "Money Matters." She stated that LAPL has a strong and successful background in providing basic financial information to Angelenos.

Ms. Collins stated before “Money Matters,” the Library offered “The Language of Money” program from grant funds received from the Financial Industry Regulatory Authority (FINRA) in 2010. She said FINRA was established in the wake of the financial crisis and is a not-for-profit organization authorized by Congress to protect investors, foster transparency and provide investing education. The program was called “The Language of Money” because all the materials and programs were offered in English, Spanish, Chinese and Korean. This effort proved a great success and LAPL developed strong and lasting partnerships with a variety of community-based organizations.

Ms. Collins reported that in the spring of 2013, the Library launched the “Money Matters” Initiative to offer basic financial literacy because Los Angeles has the largest unbanked and under-banked population in the country. She said this population relies on alternative financial services because they don’t have a bank account and haven’t been able to establish credit so they rely on check cashing services and payday loans for their financial needs. Working with the Mayor’s Office and the City of Los Angeles’ BankOn LA Project, the Library has made an effort to educate Angelenos on basic financial services.

Ms. Collins stated that the Library reached out to the Federal Deposit Insurance Corporation (FDIC) and in March of 2013, FDIC staff trained LAPL staff on the FDIC’s “Money Smart” program, which provides “program in a box” type training for adults, teens, children and seniors. The training allows staff members to provide programming in areas of savings, getting a checking account, debt management, saving for college, and saving for retirement.

Ms. Collins stated that LAPL’s “Money Matters” Initiative consists of programming and resources to assist people in all areas of financial literacy through events, programs, workshops, and through the LAPL website, which contains the link “Money Matters” with a financial resources guide that is very popular. The website also has links to online education, online sites with resources to financial information and to the BankOn LA site that provides a list of banks with low cost or very low cost fee for banking needs. The site also offers a Job-hunting guide that contains information on coping with job loss, resume writing, and on how to find a job.

Ms. Collins stated that the core of the initiative has been the events offered at all library locations. She reported that in the last 12-month period ending in April this year, LAPL has hosted over 230 programs that have attracted more than 3,200 people. They are very well attended and staff has received excellent feedback.

Ms. Collins said that LAPL is working very closely with the Mayor’s Office on Economic & Workforce Development, with Los Angeles County Department of Public Social Services to sign up people for CalFresh, PACE (Pacific Asian Community) provides programming on Asian languages, VITA Tax Assistance and Myfreetaxes.com that provided free income tax preparation to low and middle income tax payers and sign up people for earned income tax credit for people who don’t earn enough money to pay taxes.

Board Discussion

Vice President Cao thanked Ms. Collins for the great work the Library staff does in the area of financial literacy because she grew up with immigrants and understands the need for this type of service so people can learn about the system. She asked how does the Library reach out to those who need help.

Ms. Collins replied that LAPL reaches out through its partners who serve the immigrant community because they have connections and the language skills to reach people; the foreign language press has been very generous with advertising time; the Mayor's Office publicity department; the Department of Social Services helps promote library services and programs, and through staff who form relationships with people in the community to develop trust.

The Board President thanked Ms. Collins for her presentation and reiterated that people trust the Library and feel safe coming here. Commissioner Walters also thanked Ms. Collins for the information provided and congratulated her for doing a great job spreading that information.

VARIOUS COMMUNICATIONS: None.

COMMISSIONERS' COMMENTS & REVIEW OF MATTERS PENDING:

California State Librarian visited the Central Library

Assistant General Manager Kris Morita announced that new California State Librarian Greg Lucas visited the Central Library today. She said Giovanna Mannino, Director of Central Library Services, gave him a tour. He visited the Literacy Center and commented that it was the friendliest and most welcoming Literacy Center of any library he has ever visited.

Strategic Plan and Marketing Plan Presentation Status

Commissioner Lassiter inquired about the status of the Strategic Plan and the Marketing Plan presentation to the Board. Ms. Morita replied staff anticipates to present the Strategic Plan at the next Board meeting and the marketing plan at a meeting after that.

The Board President and Commissioner Lassiter strongly emphasized that it was very important for the Board to get the information as soon as possible.

Request for Budget Information relating to use of Measure L funds for MICLA

Commissioner Bettinelli asked for information regarding the MICLA debt added to the Library's budget in the Mayor's Proposed Budget. Specifically, he requested that information be provided in writing on any research done by the City Attorney's Office to determine whether it is legal to use Measure L Funds to pay the MICLA debt. He also questioned why previous administrations had not included the MICLA

debt in previous budgets and requested information that explains and justifies why this can be done. He expressed that it would be hard for him to support approval of that budget without the proper documentation.

Deputy City Attorney Basia Jankowski stated she could not speak about the subject because it is not on the agenda, but said that advice had been given to the Library. She advised that if the information that will be provided to the Board is going to be part of their decision for approving the budget, then it has to be part of the public record.

Commissioner Bettinelli stated that because the next time the Board meets is when the budget would be approved, then he would request that the Board Meeting scheduled for May 22 be rescheduled to different date. At that meeting, he would like information on how the decision was made to use Measure L funds for the MICLA debt.

Ms. Morita stated that staff would contact the Mayor's Office and the City's Administrative Office to obtain that information. She said that what is driving the need for the meeting is whether the documentation can be obtained prior to the meeting.

Commissioner Bettinelli said that a meeting might not be needed as long as he receives the information he has requested.

Board President Salinas requested that the Board be provided with proposed dates for a Board Meeting.

Request for Presentation by the Library Foundation of Los Angeles

Board President Josefa Salinas requested an introduction of the Library Foundation of Los Angeles by their staff to inform the Board about the kind of programs they are supporting, their fundraising goals for the year, where they have been and where they are going.

ADJOURNMENT

The Board President thanked the staff at the Baldwin Hills Branch for hosting the Board Meeting and commended them for the wonderful programs they offer, and said she looks forward to seeing the Shakespeare program online so everyone all across she the Southland can see it and may be spread the program.

There being no further business, the meeting was adjourned at 12:40 p.m.

ATTEST: _____

Josefa Salinas
President

Raquel M. Borden
Board Executive Assistant