MINUTES
BOARD OF LIBRARY COMMISSIONERS
CITY OF LOS ANGELES

March 13, 2014

A Regular Meeting of the Board of Library Commissioners was held at the Cypress Park Branch Library, 9621 South Figueroa Street, Los Angeles, CA 90003, convening at 11:05 a.m. on the above-written date.

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

EXCUSED

ABSENT:    COMMISSIONER         MAI LASSITER

ALSO PRESENT: Kris Morita, Assistant General Manager; Basia Jankowski, Deputy City Attorney; Roy Stone, President, Librarians’ Guild; and staff.

MINUTES FOR APPROVAL: Regular Meeting –2/27/14

MOVED by Commissioner Walters, seconded by Vice President Cao and unanimously carried that the Minutes of the Regular Meeting held February 27, 2014 be approved as submitted.

REMARKS BY THE NORTHEAST AREA MANAGER
AND THE CYPRESS PARK BRANCH SENIOR LIBRARIAN

Sylvia Galan-Garcia, Northeast Area Manager, welcomed the Board to the Cypress Park Branch, one of 13 branches within the Northeast region. She reported that the region provides service to approximately 550,000 residents and it has the unique distinction of having the oldest and the newest branches in the library system, Benjamin Franklin (est. in 1900) and Silver Lake (2009).

Ms. Galan-Garcia provided an overview of all the libraries in the Northeast region, including user statistics, regular programs, initiatives and special grant-funded programs. She highlighted the following:

• Benjamin Franklin, R. L. Stevenson, Malabar and the Lincoln Heights Branch are Carnegie Buildings. According to Census data, they serve the highest concentration of Spanish-speaking patrons in the library system with approximately 93% of the population are Hispanic residents.
• The El Sereno Branch, located near the City of Alhambra, serves 80% Hispanic residents but also maintains a small Chinese Language collection. The Eagle Rock Branch serves a more diverse population.

• The Arroyo Seco Regional Branch recently celebrated its 100th Anniversary and along with the other regional libraries and Central now offers Sunday Service hours.

• The Cypress Park Branch has a very local clientele of mostly children and young adults. This branch has a very public face on Facebook and Twitter and routinely promotes their programs through social media.

• The Echo Park Branch is located in the Historic Filipino District.

• The Edendale Branch is a bustling branch located on Sunset Boulevard just east of Alvarado Boulevard. There is a large transient population due to the proximity of bus lines and major streets surrounding the branch.

• The Silver Lake Branch, the newest branch in LAPL, is a 'Green' building designed to have minimal impact on the environment and it is the most technologically sophisticated facility with a mechanical book sorting machine and state-of-the-art automated self check-out machines. The branch serves a more affluent population.

• The Chinatown and the Little Tokyo Branch libraries are located in the downtown area. The Chinatown branch has had enormous support from its community and Friends group who contributed $500,000 for inclusion of the Chinese Heritage Collection section of the branch during its construction. The Little Tokyo Branch opened to the public in 2005 after being housed in rented quarters since 1977. The branch has the largest Japanese language collection in the Southern California area.

Ms. Galan-Garcia stated that in addition to the daily circulation and reference services, staff members also present a variety of children, young adult and adult programs. She said the region has four Adult Literacy Centers; they are located at the Benjamin Franklin, R. L. Stevenson, Echo Park and Lincoln Heights branch libraries.

Ms. Galan-Garcia also talked about the various programs and collaborative partnerships, including the Citizenship Initiative, Covered California’s Affordable Health Care Act Enrollment events held every Saturday at several branch libraries as well as quarterly Financial Literacy programs. She reported that three Northeast area branches are offering the multi-year grant program, “Created Equal: America's Civil Rights Struggle”. She pointed out that there has been strong attendance and interest in the public dialogue aspect on this program and its topics. Also Veteran Resource Centers have been established at 10 branch libraries in the system through a Cal Vets program aimed at identifying and providing job prep and financial counseling, and benefits help to the large homeless veteran population in Los Angeles. In the Northeast Area, the program is housed at the Echo Park Branch.
Ms. Galan-Garcia also reported on other grant funded programs such as the “STEAM Ahead” Program intended to encourage youths ages 8 to 13 to develop interest in science, technology, engineering, art and math. She also reported that several branch libraries would have the opportunity to hire part-time workers to provide tutoring and focused attention for students while they are using the Student Zone’s laptops and materials. She also stated that the librarians provide outreach visits to approximately 300 area schools served by the branches is a staple of their service plan that is routinely performed throughout the school year along with storytimes for children of all ages. The librarians will be promoting the annual Summer Reading Club during their outreach visits to local schools.

Ms. Galan-Garcia concluded her presentation by stating that a Service Pin Ceremony is being planned to present service pins and certificates to over 80 employees acknowledging them for their loyal and dedicated service to the residents of the City of Los Angeles.

Senior Branch Librarian

Erika Caswell, Senior Librarian, welcomed the Board to the Cypress Park Branch Library and reported that the branch serves a community that is predominantly Latino (75% Hispanic & mostly young; 50% of residents are between the ages of 20-50). She stated that the Branch serves several schools including Aragon Elementary, Glassell Park Elementary, Nightingale Middle School, and Sotomayor Learning Academy, and also works collaboratively with the Worksource Center, the Family Source Center, Recreation and Parks, and the L.A. Riverfront Collaborative.

Ms. Caswell introduced Alexia Teran, who is a STAR volunteer and former president of the Friends of the Library group. Ms. Teran has been helping her recruit new members for the friends group, which is in the process of being re-established and becoming a 501.c3 organization. She also introduced two staff members present at the meeting: Clerk Typists Rico Aguirre and Art Meza.

Ms. Caswell provided an overview of the various programs and services offered at the branch. She said that Children's Librarian Alicia Rodriguez is very creative and very good at incorporating different cultural aspects and special themes to the children’s programs. She also does a program for “Dia de los Niños,” a national book event held in April to promote reading among children. For teens, the Student Zone is very popular and in the Fall of 2014, the branch will have a paid Student Zone Coordinator and will get a cybercart consisting of 4 laptops and a tablet funded by the Library Foundation of Los Angeles. For “Teen Tech Week,” the branch will be highlighting e-media offered by the library and will present various programs. She also mentioned that the young adult librarian recruits volunteers to tutor children after school.

Ms. Caswell stated that weekly adult programs include ESL classes offered by LAUSD and weekly ESL conversation classes coordinated through the Adult Literacy Center. She said that a new teacher, who is a former Peace Corps volunteer who taught in Mongolia, has been very helpful in recruiting students for the Career Online High School Program. In addition to weekly adult programs, the branch also offers Affordable Care Act (ACA) programs every Saturday in collaboration with St. Francis Medical Center &
LAUSD/CHAMP and participates in strategic initiatives that include citizenship, financial literacy and health classes as well as a program dealing with eldercare issues such as Alzheimer’s.

Ms. Caswell reported that the branch also offers special adult literary programs that are coordinated by Clerk Typist Art Meza, who is also the social media coordinator. Literary programs have included "Ban This" events with guest speakers Santino Rivera, Luis J. Rodriguez, Mike the Poet, Lalo Alacaraz, Gustavo Arellano, Jim Marquez, and Rodolfo Acuña. She reported that for National Poetry Month in April, the branch would be featuring Poet & Activist Iris De Anda, a teen poetry program in conjunction with ECALS (Early College Academy for Leaders & Scholars at Sotomayor Academy), and an event with Lisa Napoli, journalist for KCRW Radio and author of "Radio Shangri-La".

Ms. Caswell reported that social networking at Cypress Park is a team effort that involves several staff members at every level doing outreach through Twitter, Facebook, and social media outlets. She said their social media outreach goes beyond Cypress Park and results in great attendance to library programs drawing people for literary programs beyond the immediate vicinity, which shows that people are hungry for interesting and creative programming.

Ms. Caswell thanked the Board for visiting the Branch and informed them that all staff members are very proud to be serving this community.

Board President Salinas thanked Area Manager Sylvia Galan-Garcia and Senior Librarian Erika Caswell for their presentation.

PUBLIC COMMENTS ON MATTERS WITHIN THE BOARD’S JURISDICTION:

(1)

Alexia Teran, a 50-year resident of Cypress Park, stated that the Library is her second home and that she is very involved in the community. She said her mission is to advocate for children, youth and their families for equal education for both genders and for ethnic inclusion.

Ms. Teran stated that the community doesn’t have a senior center and she was grateful that former Councilman Ed Reyes helped save this library. She said she organized the first Friends Group and now she is a member of the neighborhood council and a member of the Commission on Disability, for which she was appointed by County Supervisor Gloria Molina. She said she is glad the library is participating in the Summer Night Lights program because last year she provided a workshop in parenting attended by 50 people.

Ms. Teran stated that the Library needs to let more people know about the services it offers and the senior librarian is doing a great job doing that but it takes more staff or money to do it and suggested that when the kids start coming into the library, get them to bring their parents even if it is for arts and crafts.
Board President Salinas congratulated Ms. Teran for her spirit and passion.

(2)

Roy Stone, President, Librarians’ Guild, stated that social media needs equipment, training, and more staff that are skilled and trained in some of those social media sites.

Mr. Stone also stated that the Summer Night Lights is a great program but questioned how it would affect staffing since it would also require someone work a shift after the library is closed. He stated that it requires more staff to do all the things that the library should be doing but it is very difficult with the current staffing levels.

CITY LIBRARIAN’S COMMENTS
AND ANNOUNCEMENTS

LAPL Named Finalist for the National Medal for Museum and Library Service Award

Ms. Morita announced that the Los Angeles Public Library has been named a finalist for the nation’s highest honor given to a library or museum. The National Medal is an award by the Institute of Museum and Library Services (IMLS) given to institutions in recognition of service to the community and for making a difference in the lives of individuals, families and communities. Thirty finalists were selected: 15 libraries and 15 museums.

Ms. Morita commended Peter Persic, Director of Public Relations and Marketing, for writing a very strong nomination application in which he made reference to LAPL serving the second largest city in the nation with one of the largest and most diverse populations with nearly 4 million people speaking over 220 languages. He also mentioned the Library Bond Measure and Measure L that were overwhelmingly supported by the Los Angeles residents, as well partnerships with the Friends groups, the Library Foundation of Los Angeles, and many local agencies.

As part of the selection process, IMLS is encouraging people to share their story about how the Los Angeles Public Library makes an impact on their lives by posting their story on the IMLS Facebook page, www.facebook.com/USIMLS. People are encouraged to post their stories on March 21 when the Los Angeles Public Library will be featured on the IMLS Facebook page or anytime from March 3 through April 14. Ms. Morita stated that for people who don't use Facebook, they could share their story by emailing it to the library at pubinfo@lapl.org. Paper forms are also available at all library locations.

The Board President thanked Ms. Morita for the news and encouraged everyone to participate by submitting their stories. She suggested using social media to get the word out so more people could participate.
In response to patron Alexia Teran’s comment that not everyone has access to the Internet and that non-computer users should be included in this campaign to nominate the Library for the award, the Board President responded that the Board is very aware of that and that bridging the digital divide is her passion because there are 16 million households in the United States that do not have Internet access. Assistant General Manager Kris Morita stated that paper forms are also available at all library locations for anyone who wishes to submit a handwritten story.

CITY LIBRARIAN’S REPORTS:

Recommended Acceptance of American Library Association “Changing America” Traveling Exhibit and Grant

Assistant General Manager Kris Morita recommended the Board approve the acceptance of the “Changing America” traveling exhibit and a $1,700 grant for related programming expenses.

It was MOVED by Commissioner Walters and seconded by Commissioner Bettinelli, and unanimously carried that the following resolution be adopted:

LIBRARY RESOLUTION NO. 2014-8 (C-7)

WHEREAS, on December 9, 2013, the American Library Association announced that the Los Angeles Public Library had been chosen to host the “Changing America” traveling exhibit and it would receive a $1,700 grant for related programming expenses; and

WHEREAS, The “Changing America” exhibit is being presented by the Smithsonian’s National Museum of African American History and Culture and the National Museum of American History in collaboration with the American Library Association. The tour of the exhibition is being made possible by funding from the National Endowment for the Humanities (NEH): Exploring Human Endeavor. The exhibit will be displayed in the Central Library Getty Gallery from December 11, 2015 through January 29, 2016; and

WHEREAS, The funds must be accepted by the Board of Library Commissioners to activate this grant:

RESOLVED, That the Board of Library Commissioners accept the American Library Association grant of $1,700 for programming expenses relating to the “Changing America” traveling exhibit; and

FURTHER RESOLVED, that the grant funds be deposited in Trust Fund 831, Account 301.
RECOMMENDED APPROVAL OF TRANSFER OF FUNDS WITHIN FY 2013-14 LIBRARY BUDGET

Assistant General Manager Kris Morita recommended the Board approve the transfer of funds in the amount of $1,000,000 to be used for needed repairs at several branch libraries. She reported that these funds resulted from salary savings due to the delay in hiring caused by the managed hiring process.

**Board Discussion**

Vice President Cao asked which branch libraries will be receiving repairs with these funds. Assistant General Manager Kris Morita responded that Jefferson, Pico-Koreatown, Sylmar, Van Nuys, Will and Ariel Durant, Brentwood and Edendale Branches are in need of carpet repairs/replacement. Mid-Valley, Northridge, and Sherman Oaks have obsolete air conditioning systems that need to be upgraded. Fire Alarm systems will be upgraded at Atwater, Eagle Rock and Vernon. The Venice Branch has waterproofing and water tower problems. The Vernon Branch has a sewer pipe problem. Graffiti film will be replaced at 21 branch libraries (Los Feliz, Mark Twain, Sun Valley, Junipero Serra, R. L. Stevenson, Little Tokyo, Watts, Echo Park, Mar Vista, Pico Union, Canoga Park, Valley Plaza, Harbor City-Harbor Gateway, Eagle Rock, Baldwin Hills, Encino-Tarzana, Sherman Oaks, Fairfax, Porter Ranch, and Chatsworth).

Commissioner Bettinelli asked if those repairs had been included in the proposed budget for Fiscal Year 2014-15. Ms. Morita replied that these repairs are new requests that were recently brought to the Library’s attention by the Department of General Services, and a couple of them were planned for 2014-15 but with these funds they have been moved forward. Also, unanticipated repair expenses have come up. The branches are aging and by next year there will be more repairs needed. She stated that the Library needs at least $1.5 million dollars for these kinds of repairs and that amount is being requested for the upcoming budget.

In response to a question from Commissioner Bettinelli, Ms. Morita replied that at the moment staff believes facilities issues need to be addressed because they are health and safety issues for patrons and staff.

Commissioner Walters asked why relatively new and rehabilitated facilities are in need of new carpet and recommended to get carpet with long life use rather than the lowest bid or the most economical because economy doesn’t display itself when the carpet has to be replaced frequently.

Eloisa Sarao, Assistant Business Manager, stated that wear and tear is due to heavy usage of the branch libraries; however, the Library is now requesting that the Department of General Services (GSD) use tile carpet instead of rolled carpet, which would make it easier to replace. She said that GSD is very good at accommodating at following the Library’s recommendations on what type of carpet to use and she will make sure to ask for the warranty and life expectancy prior to installation.
Thereafter, It was MOVED by Vice President Cao and seconded by Commissioner Bettinelli, and unanimously carried that the following resolution be adopted:

LIBRARY RESOLUTION NO. 2014-9 (C-8)

WHEREAS, For Fiscal Year 2013-14, the Library Department has a total budget of $123,732,887. Approximately, $1,000,000 in salary savings have been realized primarily due to the delayed in hiring that resulted from the managed hiring process; and

WHEREAS, The Library has determined that these funds be used for needed repairs at several branch libraries, including replacing frayed and damaged carpet, upgrading HVAC control systems, replacing broken fencing and anti-graffiti film on doors and windows:

RESOLVED, That the Board of Library Commissioners approve the transfer of $1,000,000 from Account 9520 Various Special- Undesignated Salaries to Account 3040 Contractual Services within the Library’s Fiscal Year 2013-14 Budget, Fund 300.

PRESENTATION ON SOCIAL MEDIA

Peter Persic, Director of Public Relations and Marketing, reported that that Los Angeles Public Library (LAPL) has a strong commitment to social media and incorporates public relations efforts across all platforms of social media. He stated that system-wide social media activity is coordinated through the Public Relations Office. The Library has a very specific goal for social media, which is to use social media to raise awareness of the Library’s programs and services and to draw people to the Library to make use of those programs and services by bringing people physically into the Library or by using the online resources.

Mr. Persic stated that the Public Relations office has a very small staff pool for a library system that is very large so they have to work very strategically and that includes the use of social media. He said that in recognition of the important role that social media plays in outreach, marketing and public relations, LAPL created a position dedicated specifically for social media and hired Madeline Peña. He said Ms. Peña is the ideal person to do the job because she is bilingual, has a background in communications and holds degrees in marketing and graphic design and has a Master’s in Library Science. Also, she has worked for LAPL as a Librarian for six years. He introduced Madeline Peña, who would provide an overview of the Los Angeles Public Library’s social media activity system-wide.

Madeline Peña, Bilingual Social Media Librarian, spoke about her background and what she has done since becoming the social media coordinator that included an initial assessment. She evaluated all LAPL social media accounts and worked on developing a consistent look, logo, and platforms. She reported that the LAPL now has business profiles on Yelp and LinkedIn. Last November, accounts were added in Google+, YouTube, Instagram, and Pinterest. Also, the branch profiles have been updated as well as the list of social media accounts throughout the system. She stated that since October 2013, the number of likes in Facebook increased by 15%, Twitter increased 17%, Google increased
nearly 200% since November 2013; YouTube, Instagram and Pinterest accounts have also increased in the number of followers.

Ms. Peña provided examples of creative graphics used for raising awareness and curated content from the web that might be interesting for the followers and also ties together current events with LAPL resources; for example, when Mandela passed away, a book list was created to honor his legacy and it was posted through social media posts. Sunday hours were promoted through the social media as well. Also by promoting services such as Freegal music downloads during the Grammy’s, Oscar nominated movies based on books were featured on Pinterest during the Oscars. She stated that content focus are major Library initiatives like Health Matters, Covered California, and Citizenship; e-media (downloadable books, music, movies and videos, and magazines, movie streaming, pod casts, etc.); Online Learning, special collections (photo and digital collections), LAPL-created content, LAPL in the news and special events.

Ms. Peña reported that stated “likes” have increased due to special campaigns on e-media awareness; e-media circulation has increased by 21%; e-magazine of the day circulation increased 94%; Hoopla use increased 50%; Course of the Day use increased by 29%.

Ms. Peña concluded her presentation by stating that the Library has plans to do even more with social media. They will work on increasing engagement in LAPL content, advertisement to increase the number of followers, and will be using a new digital marketing tool. She said that a repository for graphics and tutorials for staff to manage their branch accounts would also be available. She stated that the Library staff is always looking into what is new in social medial tools that can be beneficial to the library and patrons.

**Board Discussion**

Board President Salinas asked if each branch has its own website. Ms. Peña replied that each branch has its own webpage in the LAPL website and they have a standard general information such as locations, collections, but not every branch has a Facebook account.

Board President Salinas inquired about free music downloads and asked who pays for the service. Ms. Peña stated that the Library contracts with a vendor to provide service called Freegal and patrons can download from the Sony Music catalogue five songs per week and can keep those songs indefinitely.

Presentation: Social Media at the Cypress Park Branch Library

Ms. Peña introduced Art Meza, Clerk Typist and coordinator of social media and literary events, who would speak about the use of social media to coordinate and promote literary events at the Cypress Park Branch.
Mr. Art Meza stated that he has a big interest in social media and has focused on using that skill in his job as coordinator of literary events noting that social media is free and a very effective way to reach people. He said that the use of social media has connected the branch with the neighborhood and with local leaders. He commented that he had run into then Councilmember Garcetti who told him that he was following the events at the branch. He stated that in addition to social media, events are also promoted locally with flyers and in calendar of events of the local newspapers.

Mr. Meza stated that many of the events at the Cypress Branch have been done through social media. Most notably, the “Ban This” event, which brought over 39 contributors, and 250 people were in attendance in addition to online viewers. He said people came from as far as San Diego. Also local businesses and local leaders became involved. For example, a local frame business contributed with matting for photography and a graphic design business donated flyers; and Councilman Reyes requested to introduce author Rodolfo Acuña, who was a speaker at the “Ban This” event. He stated that another great example of social media effectiveness was a presentation that author Gustavo Arellano agreed to do after he responded to one of Arellano’s postings about donating a box of his bestseller book, “Taco USA,” to which he responded that it could be donated to the Cypress Branch.

Mr. Meza concluded his presentation by stating that the Cypress Park Branch has presented great guests thanks to the use of social media to reach out to authors and other special guests as well as businesses and community organizations and the public who re-tweet or re-blog about the events.

**Board Discussion**

Board President Salinas asked Mr. Meza how much did it cost to live stream the literary events. Mr. Meza replied that it is free through livestream.com and he uses his personal laptop with a webcam to stream events. He said that for the “Ban This” event, he asked questions of the author and people were able to also ask some questions online. People were also on Twitter, Instagram, Hashtag, and other social networks participating in the event.

Board President Salinas thanked staff for the amazing programs they offer and suggested to Mr. Meza to write an internal newsletter so he could share this information with other branch libraries.

Commissioner Bettinelli asked how does the Public Relations team relate to marketing, social media and the website team. Mr. Persic replied that is a very collaborative process. He said that it is not only the Public Relations office but also all the library agencies that provide content that is submitted to the Webmaster and reviewed by the Public Relations office before it goes live.

Commissioner Bettinelli said that the Library sends thousands of e-mails notifying people about their books becoming due. He suggested those e-mails as well as the printed tickets be used for marketing opportunities. He asked how the Library could take advantage of those marketing opportunities that already exist.
Mr. Persic stated that the proposed budget includes a request for one additional position for web support. Currently, there is only one person in charge of the website (Webmaster). The new position will be the assistant public relations director in the Public Relations and Marketing office who will be in charge of going through all the website pages and looking at ways of incorporating LAPL branding and using patron records for additional outreach and creating a newsletter to send to cardholders on a regular basis. He stated that each branch library is responsible for updating its own web page but the Public Relations office provides them with guidelines. He noted that an online events calendar is being constantly updated by the branch libraries and is available on the website. Also, Madeline Peña is constantly looking through those events to incorporate them into social media. He said branch managers also send special events information that they want to promote through social media.

Commissioner Bettinelli thanked staff for hosting the Board Meeting at the Cypress Park Branch and for providing excellent background information on all the libraries in the area, user statistics, and programs. He commended the great work they are doing.

VARIOUS COMMUNICATIONS: None.

COMMISSIONERS’ COMMENTS & REVIEW OF MATTERS PENDING:

Next Board Meeting

Board President Salinas stated that she would not be attending the Board Meeting on March 27, 2014, since she will be out town.

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:47 p.m.

ATTEST: ___________________

__________________________  _____________________________
Josefa Salinas                         Raquel M. Borden
President                                Board Executive Assistant

Date to be approved: April 3, 2014