MINUTES
BOARD OF LIBRARY COMMISSIONERS
CITY OF LOS ANGELES
October 30, 2014

A Regular Meeting of the Board of Library Commissioners was held at the Washington Irving Branch Library, 4117 Washington Boulevard, Los Angeles, CA 90018, convening at 11:04 a.m. on the above-written date.

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

EXCUSED

ABSENT:  COMMISSIONER       GREGORY BETTINELLI

ALSO PRESENT: John F. Szabo, City Librarian; Kris Morita, Assistant General Manager; Basia Jankowski, Deputy City Attorney; Roy Stone, President, Librarians’ Guild; and Members of the Friends of the Washington Irving Branch: Toni Brooks-Floyd, President; Wanda Green, Treasurer; and Elizabeth Fenner, Member; and Library staff.

MINUTES FOR APPROVAL: Regular Meeting – 10/9/14

MOVED by Vice President Cao, seconded by Commissioner Walters and unanimously carried that approval of the Minutes of the Regular Meeting held October 9, 2014 be approved as submitted.

REMARKS BY THE HOLLYWOOD AREA MANAGER
AND THE WASHINGTON IRVING BRANCH SENIOR LIBRARIAN

Hollywood Area Manager

Paul Montgomerie, Hollywood Area Manager, welcomed the Board to the Washington Irving Branch Library. He informed the Board that the Hollywood Region is one of the most multi-cultural and diverse regions in the system. There are four Adult Literacy Centers (Pico Union, Cahuenga, Pio Pico Koreatown and Washington Irving) with 141 tutors and 259 students. He provided a general introduction of all the branches in the Hollywood Area: Atwater Village Branch, Cahuenga Branch, Fairfax Branch, Felipe de Neve Branch, Frances Howard Goldwyn Regional Branch, J.C. Fremont Branch, Los Feliz Branch, Memorial Branch, Pico Union Branch, Pio Pico-Koreatown Branch, Washington Irving Branch, Will and Ariel Durant Branch, and the Wilshire Branch.
Mr. Montgomerie stated that in addition to the daily circulation and reference services provided by staff, all branches are actively involved in promoting system wide Initiatives: Citizenship Corners; Student Zones; provide basic computer training for the public, either one-on-one or in classes. He said the Hollywood Area has over 1200 volunteers, which includes active, vibrant and supportive Friends groups in most of the Hollywood branches. The Friends members have been extremely supportive, supplementing the library collections as well as supporting outreach efforts such as the popular summer reading program. The branches that do not have Friends groups are actively working to recruit members.

Senior Branch Librarian

Marcie Jones, Senior Librarian, Washington Irving Branch Library, welcomed the Board and provided a brief historical background of the branch. She said the original 4,000 square-feet facility named for the 19th Century author of "Rip Van Winkle" first opened its doors on December 13, 1926, on Arlington Avenue. By 1988, the building was no longer adequate to serve its growing population and a larger facility was built with funding from the 1989 Library Bond Measure. The current 12,269 square feet branch opened on March 6, 2000.

Ms. Jones said that when this new facility opened, it was considered a "virtual electronic library" with 35 multi-media computer workstations linked to electronic resources at the Central Library; it features special areas for children and teens, an outdoor reading room, and a multi-purpose meeting room named in the memory of long-time community activist and public library supporter, Jesse Mae Beavers. A historical collection relating to the African American experience, as well as works created by Black Americans and other people of African descent is housed at the branch in honor of Miriam Matthews, the first African American librarian to work in the Los Angeles Public Library System.

Ms. Jones reported on the various library programs offered at the branch. Children's librarian Alana Johnson works diligently building new programs for school age children and offers bi-weekly toddler story-time to foster early literacy and holds programs to nurture creativity and science appreciation. Young Adult Librarian Meghan Casey works with her Teen Council to customize programs to supplement homework assignments and school projects. For Teen Tech Week, she coordinated several science technology based programs to encourage teens to come to the library and learn about using technical tools. In November, teens will participate in a mock-election using portable devices to check candidates prior to the election to learn about ballot measures.

Ms. Jones stated that adult programs include computer classes, adult literacy services, and author talks. She noted that this branch is one of 15 branches selected to hold OIC monthly computer Boot Camp classes. She said these classes are unique because students not only receive instruction on how to use a computer, but upon completion of the course each student qualifies to receive a refurbished computer at a low cost. The Adult Literacy Center offers weekly group classes in English conversation and basic writing skills, as well as one-on-one sessions.
Ms. Jones also mentioned that on October 25, the branch hosted Dr. Vinita Nicholas, professor at West Los Angeles College, who presented a screening and panel discussion of “The Loving Story.” This award winning documentary, examines the drama, history, and the state of interracial marriage and tolerance in the United States during the civil rights. She said this program, funded by the Created Equal grant, was an excellent way to foster dialogue and engage patrons with the Miriam Matthews historical collection.

Ms. Jones reported that the branch serves a population of approximately 59,000 within a five-mile radius and conducts outreach visits to 12 different schools (three pre-schools, six elementary schools and three upper level schools) to ensure that students are aware of library services and programs. In addition to outreach services to schools, the branch also works collaboratively with the Manual Arts Service Center, Tom Bradley Family Center, and the Department of Recreation and Parks.

Before concluding, Ms. Jones introduced members of Friends of the Library Group, Toni Brooks, Elizabeth Fenner and Wanda Green. She said that all of the programs are made possible with the support of its Friends, community activism and partnerships, as well as the dedicated staff, who keep the branch running smoothly and provide excellent customer services.

Board President Salinas thanked Area Manager Paul Montgomerie and Senior Librarian Marcie Jones for their presentation.

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

CITY LIBRARIAN’S COMMENTS AND ANNOUNCEMENTS

Mr. Szabo reported the following:

Financial Planning Day

This past Saturday, almost 300 people attended the Financial Planning Day, where they received one-on-one free financial counseling sessions and attended workshops in both Spanish and English, on credit, budgeting, retirement planning, and investment basics. This is all part the Money Matters Initiative and it is in partnership with the Mayor’s Office.

Culmination of L.A. Odyssey Project

Saturday, October 25, was the culmination of the Library Foundation’s “L.A. Odyssey Project,” based on Homer’s The Odyssey. A daylong marathon reading has held at the Central Library with over 160 readers. For children, craft activities and puppet shows were presented in the Children’s Literature Department. Mr. Szabo said that this was a great event from when the first reader started at 10:30 a.m. to last the reader at 5:30 p.m.
Appreciation Breakfast for Friends of the Library Groups

On Saturday, the Library hosted an appreciation breakfast for the Friends of the Library groups. Over 160 members attended with most of the friends groups being represented. Mr. Szabo said that this was an opportunity to say thank you to the Friends for the great work they do. The Center for Non Profits presented a workshop on increasing friends’ membership and Louise Steinmann, curator of the ALOUD Series, was a speaker at that event. Mr. Szabo also provided an update on what is happening at the Library.

Library Receives Donation of Los Angeles Resistance Collection

A Los Angeles Resistance Collection was recently donated to the Central Library’s Special Collection. Mr. Szabo said that this is a very important donation, which contains a wide range of materials in multiple formats on the war resistance movement from the late 60’s early 70’s that includes personal letters, photographs, films, political buttons, news articles that represent the Los Angeles history and national peace movement. He said he looks forward to processing the collection and making much of it digitally accessible.

Health Matters Programs

Mr. Szabo highlighted a few of the many health programs provided throughout the system:

- **Substance Abuse Awareness and Health and Resource Fair:** was held at the Lakeview Terrace Branch and attended by over 400 people. The fair was presented in partnership with Councilmember Felipe Fuentes, Congressman Tony Cardenas, and the Lakeview Terrace Homeowner’s Association, and Phoenix House. It offered free blood pressure and cholesterol screenings, and substance abuse workshops.

- **“Know Your Digits” Campaign:** is being presented in partnership with the Community Health Councils at multiple libraries in the Central/Southern and Northeast Los Angeles regions. The Exposition Park-Dr. Mary McLeod Bethune Regional Branch Library recently held a program on hypertension, diabetes and Alzheimer’s disease.

- **Free Flu Shots:** The Library is offering through the County Public Health Department free flu shots in various communities at five branch libraries. This service is for individuals who don’t have health insurance.

- **Enrollment with Covered California:** 13 LAPL libraries have been identified by Covered California to have regular times when non-profit organizations will be there to assist individuals with the enrollment process. Mr. Szabo said that CHIRLA, a partner in the Citizenship and Naturalization Initiative, will also be working with the Library on the next enrollment period with Covered California.
Music Program at the North Hollywood Branch Library

The North Hollywood Library presented a great program by Inca, the Peruvian ensemble, who perform music and dances from various regions of Peru. It was well-attended.

Operation Gratitude - Letters to Troops

The Lakeview Terrace Branch Library is working with an organization called Operation Gratitude on a program for young people to write letters to deployed troops. The letters are included in care packages that are sent to the troops. Mr. Szabo said this was a great activity for the children’s librarians to incorporate into their children’s programs and Storytime.

Aztec Fire Dancing Program at the Sun Valley Branch

The Sun Valley Branch presented an “Aztec Fire Dancing” program, which was recorded and is now on YouTube. In addition to the dancing performance, the dancers discussed the cultural significance of each costume. Mr. Szabo said that this was a great educational and entertaining program.

Classical Music Concert at Westwood

The Westwood Branch Library presented a performance by the Quartet in Residence, Fiato String Quartet. He noted that this program was funded by the Friends of the Library; about 120 people attended. This program was also recorded and put on YouTube.

Quaker Relief Work Program at Little Tokyo Branch Library

Little Tokyo Branch Library presented a program on the history of Quaker relief work for Japanese Americans during World War II. 55 people attended that program.

App for Self-Guided Tours of Central Library

This Saturday, the Library will present a program on the “Augmented Reality Project” at the Central Library. This program will have a panel discussion on the creation of the Archive app, which is an app created in partnership with USC that can be downloaded through the iTunes store to get a self-guided tour of the Central Library.

Board President Salinas commended the library on Latino Heritage Month activities that went on at many branches. She said she had so much fun promoting them. She also mentioned that Dia de Los Muertos events are happening today, tomorrow and Saturday.

Board President Salinas asked if the YouTube button was on the front page of the library’s website. Mr. Szabo replied that there is a link on the Library’s website.
CITY LIBRARIAN’S REPORTS:

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

Recommendation to Accept Gift

LIBRARY RESOLUTION NO. 2014-38 (C-33)

RESOLVED, That the gift of $8,500 received from the Friends of the Encino-Tarzana Branch Library to the Encino-Tarzana Branch Library be accepted; and

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

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Recommendation to Accept LSTA Grant Award for “Hollywood Meets the Library: Digital Media Skills for Young Adults” Project

LIBRARY RESOLUTION NO. 2014-39 (C-34)

WHEREAS, The Library Services and Technology (LSTA) grant is a Federal grant given through the California State Library as part of the Eureka! Leadership Program. The grants are for programs that provide targeted services to diverse populations; and

WHEREAS, The “Hollywood Meets the Library: Digital Media Skills for Young Adults” Project targets young adults, ages 15-25. The term of the project is from July 1, 2014 – June 30, 2015; and

RESOLVED, That the Board of Library Commissioners approve acceptance of the Library Services and Technology (LSTA) grant award of $5,000 for the “Hollywood Meets the Library: Digital Media Skills for Young Adults” Project; and

FURTHER RESOLVED, That the funds be deposited in Trust Fund 419, Account 308.

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Recommendation to Accept LSTA Grant Award for the “Coder Time” Project

LIBRARY RESOLUTION NO. 2014-40 (C-35)

WHEREAS, The Library Services and Technology (LSTA) grant is a Federal grant given through the California State Library as part of the Eureka! Leadership Program. The grants are for programs that provide targeted services to diverse populations; and

WHEREAS, The “Coder Time” Project is a series of programs that teaches children in grades 4-6 basic computer programming skills and supports the use of those skills to create projects that would be featured at a culmination event called “Central Coder Time”; and

WHEREAS, The “Coder Time” Project is being presented in partnership with LA’s BEST (one of LAUSD’s after-school providers); and

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

RESOLVED, That the Board of Library Commissioners approve acceptance of the Library Services and Technology (LSTA) grant award of $4,953 for the “Coder Time” Project; and

FURTHER RESOLVED, That the funds be deposited in Trust Fund 419, Account 307.

RECOMMENDATION TO APPROVE ADJUSTMENTS TO FISCAL YEAR 2014-15 ADOPTED BUDGET

City Librarian John F. Szabo stated that this request to amend the current fiscal year’s budget is necessitated by the refinancing of the MICLA debt that was recently approved by the Board. He said the savings from the re-financing exceeded the projected amount and staff has identified budget items to be funded in the current budget and they are based on current library needs and items that were part of budget request for this fiscal year (2014-15).

Board Discussion

Commissioner Lassiter wanted to confirm the amounts requested on item Number 3 in Attachment A of the Board Report for Promotion and Awareness of Library Services and Programs were $75,000 for contractual services and $100,000 for printing and binding. Mr. Szabo replied that the $75,000 included funds for the development of the marketing plan because the Library will need outside expertise. The $100,000 would be for materials and outreach to schools.
Commissioner Lassiter asked if the $100,000 targeted for printing materials was to be used specifically for that even if the marketing plan suggests that it would be needed for something different. Mr. Szabo said that she had made an excellent point because the marketing plan will include other areas in addition to collateral materials; as the 2015-16 budget is prepared, staff will certainly want to be very flexible and open with digital media, advertising, promotion that the marketing plan may call for.

Thereafter, it was MOVED by Commissioner Walters, seconded by Commissioner Lassiter, and unanimously carried that the following resolution be adopted:

**LIBRARY RESOLUTION NO. 2014-41 (C-36)**

WHEREAS, on August 28, 2014, the Board of Library Commissioners approved the refinancing of the MICLA debt service in order to realize substantial savings. The refinancing was completed through the new issuance of bonds entitled, *MICLA Lease Revenue Bonds Refunding Series 2014-B*; and

WHEREAS, the Office of the City Administrative Officer completed the debt refinancing in September 2014. The Library’s reimbursement to the General Funds for Fiscal Year 2014-15 debt service of $6,623,985 has been revised to $5,639,122, resulting in savings to the Library of $984,863:

RESOLVED, That the Board of Library Commissioners approve the adjustment of $984,863 from the Library’s Fiscal Year 2014-15 Budget, Fund 300, Department 44, Account 9510-Various Special Library to other Library accounts within Fund 300, as follows:

<table>
<thead>
<tr>
<th>Account</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1010 - Salaries, General</td>
<td>$328,191</td>
</tr>
<tr>
<td>2120 - Printing and Binding</td>
<td>100,000</td>
</tr>
<tr>
<td>3040 - Contractual Services</td>
<td>348,720</td>
</tr>
<tr>
<td>6010 - Office and Administrative</td>
<td>90,000</td>
</tr>
<tr>
<td>9510 - Various Special/Public Safety Services</td>
<td>117,952</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$984,863</strong></td>
</tr>
</tbody>
</table>

**RECOMMENDATION TO APPROVE AMENDMENT TO PERSONNEL RESOLUTION FOR FISCAL YEAR 2014-15**

City Librarian John F. Szabo stated that the Personnel Resolution sets a cap on the number of positions in each classification that the Library can hire each fiscal year. He said that because the budget amendment adds a small number of positions to the Library it requires the Board’s approval.

In response to Board President Salinas’ question about whether any of these new positions are open to the general public, Mr. Szabo answered that there are some classifications that are required to hire from within for promotional opportunities, which ultimately frees up positions that are then open to the public.
Michael Bolokowicz, Director of Human Resources, reported that the 10 full-time equivalent messenger clerk positions will be hired from the general public. The Library will hire 20 part-time employees to fill those 10 full-time equivalent positions. He said that his office will work with the branches and Central Library staff to create a recruitment package to post at their locations. He pointed out that that clerk typists and director of systems would be hired from established lists of eligible candidates.

Board President Salinas asked Mr. Bolokowicz if his office wanted promotion for the messenger clerk positions. He replied that her assistance was welcomed.

Vice President Cao asked if there was a director of systems currently on the job. Mr. Szabo replied that currently this was a position that the Library did not have yet. However, the Library’s information technology (IT) infrastructure and scope has grown which necessitates such as a position. He said that other city departments with comparable IT infrastructure have such a position.

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

**LIBRARY RESOLUTION NO. 2014-42 (C-37)**

RESOLVED, That the Board of Library Commissioners amend the Fiscal Year 2014-15 Personnel Resolution Schedule A, as follows:

Regular Positions:

<table>
<thead>
<tr>
<th>Add:</th>
<th>No.</th>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>1111(a)</td>
<td>Messenger Clerk</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>1358</td>
<td>Clerk Typist</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>9375</td>
<td>Director of Systems</td>
</tr>
</tbody>
</table>

FURTHER RESOLVED, That the Fiscal Year 2014-15 Personnel Resolution list of As-Needed Positions be amended as follows:

As-Needed Positions:

<table>
<thead>
<tr>
<th>Add:</th>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1535-1</td>
<td>Administrative Intern I</td>
</tr>
<tr>
<td></td>
<td>1535-2</td>
<td>Administrative Intern II</td>
</tr>
</tbody>
</table>

**PRESENTATION ON RESOURCES FOR STUDENTS**

City Librarian John F. Szabo introduced Diane Olive-Posner, Senior Librarian, Children Services and Joanna Fabicon, Children’s Librarian, Children’s Literature Department, who would present the various resources the Library has available for students. Mr. Szabo mentioned earlier that Mayor Eric Garcetti had called Ms. Fabicon to thank her for her work for the “Coder Time” grant project.
Presentation

Joanna Fabicon, Children Librarian, stated that everyday librarians interact with students one-on-one, at the reference desk, or in group settings. Librarians also offer educational workshop for teachers, parents and organizations about the valuable resources available to them for free at the Los Angeles Public Library and on its website. Ms. Olivo-Posner and Ms. Fabicon gave a brief power point presentation on those resources that contribute greatly to student achievement and success. They said that during outreach visits, teachers, parents, and students receive colorful fliers, bookmarks, and wallet size cards advertising library programs with schedules and information. These materials are handed out at school visits, PTA and faculty meetings, during field trips to the Library, and at other outreach events. Also, student resources are promoted through social media, including Facebook, Twitter, Pinterest, and through various branch and department blogs, as well as on KPCC radio where Mara Alpert from the Children's Literature Department speaks about the best books for children and teens. Last year, the Library started advertising on billboard at Metro and bus stations about the free resources for school students.

Ms. Olivo-Posner stated that one of the most basic ways to encourage school readiness is to be exposed to books and stories. For over 25 years, the STAR (Storytelling and Reading) program has trained volunteers to read to children while in the library. Last year, 30,000 children heard stories from a library volunteers. For many children, this might be the only opportunity to experience one-on-one reading time. It provides an introduction to reading and instills in children a love of books. Since reading is the key to all learning, STAR contributes early on to student success.

Ms. Fabicon said that whether it is for a fiction book report, a science project, or a history assignment, almost all school assignments at all grade levels require book resources and students come in droves to the library to find these books. She said the librarians at the Central Library’s Children's Literature and Teen'Scape departments’ specialize in collection development and create lists from which all branches can make purchasing decisions. Librarians in all branches are trained to select the very highest quality print materials to best serve the needs of their communities and non-fiction materials that meet the Common Core State Standards (college preparatory standards in English language arts/literacy and mathematics). Libraries have always excelled in this area and are highly prepared to meet students’ needs.

Ms. Fabicon also spoke about the online resources including the e-books collection, which are available 24 hours a day for free on the LAPL website. She said that in recent years, the demand for e-books and e-media for children and teens has increased dramatically. Among the online resources are NoveList K-8, Bookflix, Learning Express Library, World Book Student and databases such as ProQuest from which students can get information to complete assignments, as well as Live Homework Help.

Ms. Olivo-Posner and Ms. Fabicon also reported on the Student Smart Workshops offered to students that has been offered through Princeton Review for over 10 years to help students prepare for high school and college, and apply to college. During the academic year, LAPL provides free full-length practice tests and follow-up sessions for the SAT, PSAT, and ACT exams.
Before concluding, Ms. Olivo-Posner and Ms. Fabicon introduced two puppet librarians, in honor of Carol Onofrio, a longtime educator, supporter, and friend of the Children’s Literature Department who passed away last week. They said that for over 30 years, Carol made delightful handmade puppets for the department and for the Friends group’s annual book prize, the FOCAL award. They underscored that Librarians throughout the city work tirelessly to educate and inform students, teachers and parents to get books into the hands of students and to provide free and easy access to necessary online resources 24 hours a day, and unison they said:

“Our partnership programs with educational organizations ensure that we are not only important to students and teachers - We are essential!”

Board Discussion

Board President Salinas asked how many students attended those 101 test taking programs. Ms. Olivo-Posner said they were very well attended but she didn’t have the total number available but will get that information to her.

Commissioner Lassiter requested for a copy of the presentation for the Board.

Board President Salinas recommended to place that presentation on the Library’s website because is very informative. She thanked the presenters for their very impressive presentation.

VARIOUS COMMUNICATIONS: None.

REVIEW OF MATTERS PENDING:

Pending Marketing Plan

Board President Salinas said the Board is looking forward to seeing a rough draft on the marketing plan soon so that they can provide input. Commissioner Lassiter suggested that an outline of the marketing plan would be a good start for a Board meeting discussion.

Pending Presentation by the Library Foundation

Board President Salinas stated that the Board is also looking forward to hearing from the Library Foundation on what kind of things they have planned for fundraisers or events that are coming up so that they can help them promote them even more.

ADJOURNMENT

The Board President thanked staff and the Friends of the Library for hosting them at their great branch and congratulated them for the incredible programs they offer.
There being no further business, the meeting was adjourned at 12:01 p.m.

ATTEST: ____________________

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

Date to be approved: November 20, 2014