A Regular Meeting of the Board of Library Commissioners was held at the Central Library, 630 West 5th Street, Los Angeles, CA 90071, convening at 11:01 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:  John F. Szabo, City Librarian; Kris Morita, Assistant General Manager; Alois Phillips, Deputy City Attorney; and staff.

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

CITY LIBRARIAN’S REPORTS:

DISCUSSION OF MARKETING PLAN FOR THE LOS ANGELES PUBLIC LIBRARY
(Continued from 12/18/14)

Prior to beginning discussion on the Marketing Plan, City Librarian John F. Szabo introduced Peter Persic, Director of Public Relations and Marketing, to give a PowerPoint presentation on the resources and activities of the Public Relations and Marketing Office.

Mr. Persic spoke of his background and about the major marketing projects he has worked on for the Los Angeles Public Library. They have included the branch library construction plan, the largest library construction project in the nation with over 75 groundbreakings and grand openings for libraries across the city. Two successful ballot measure campaigns, Proposition DD and Measure L. The Library’s Communication Crisis Plans for the L.A. Riots and two major earthquakes. Prior to becoming the P.R. and Marketing Director for the Library in 1997, Mr. Persic was on the P.R. team for the two-year plan for the reopening of the Central Library.
**Presentation**

Mr. Persic reported that the P.R. and Marketing Division was hit hard by budget cuts and staff reductions, but it is incrementally rebuilding the division with Measure L funding. The current staff is made up of 1 Director, 2 Public Relations Specialists, 1 Social Media Manager, and 1 Clerk. He said each of the P.R. Specialists has approximately 45 clients that includes the individual branches, Central Library divisions and various library agencies and each is responsible for PR and marketing strategies across the various platforms that they operate.

Mr. Persic stated that with over 18,000 public programs a year and many services and initiatives, marketing has to be very targeted and strategic. There are three primary strategic goals that share the common goal of telling the library’s story. Staff utilizes many tactics to achieve those goals, depending on the target audience and the messaging. He reviewed goals, strategies and target audiences in his presentation.

**Board Discussion**

Following the presentation, Board President Salinas discussed the Library's YouTube channel. There have been 20,000 views of the videos on the library's channel. Because many of the libraries have so many programs, the content on the YouTube channel can be increased exponentially, which could result in one million views. She recommended that the Library begin promoting its Black History Month events on YouTube, Twitter, Instagram and Facebook.

Commissioners Bettinelli and Lassiter discussed assignments of the public relations staff. They asked whether film coordination should be reassigned to non-public relations staff. Mr. Persic responded that the Library's Proposed Budget for Fiscal Year 2015-16 includes the reassignment of film coordination to another division.

There was discussion about targeted key audiences, particularly City of L.A. leadership. Mr. Szabo mentioned that a new position for intergovernmental liaison was requested in the Library's proposed budget to interact with this audience. Vice President Cao believed such a position can help disseminate the library story on a daily basis.

Commissioner Bettinelli recommended shifting the culture from political to one more patron-focused. Mr. Persic replied that his staff creates content for elected officials newsletters and community outreach so they send that content to their constituents. He noted that the PR staff has been extremely focused on audience development and external outreach. He said people are coming to the library and participating in programs, and most programs reach capacity.
Commissioner Lassiter recommended having a more defined message that can tug at people's emotions. Mr. Szabo replied that public libraries large and small face those communication challenges. Libraries work at developing taglines and making messages more concise. He said libraries are in the business of providing opportunities and empowerment. Telling the library's story is an effective marketing tool.

Board President Salinas recommended adding radio stations to their media partnerships to reach a greater audience. For example, iHeart reaches 30 million people a week. She recommended inviting radio station representatives to a luncheon to educate them about the library's resources and services. Passionate speakers can talk about the library being the core of the community, affecting and changing lives.

Commissioner Walters recommended that the Library Foundation be asked to finance the luncheon because the City cannot spend public money on events, such as the media luncheon. Board President Salinas stated she could find donors to fund the event.

Commissioner Bettinelli mentioned that Time Warner and Comcast have free space for public service announcements, but no one in the City uses it. He recommended that the Library use all that space.

The development of a new marketing plan was discussed. Commissioner Bettinelli recommended that an evaluation component be included in the marketing plan. He recommended using the top four local universities-- USC's Marshall School of Business, UCLA's Anderson School of Management and others to help with the evaluation. He pointed out that it was not the Board's job to do write the marketing plan, but they could give direction since they have experience in that field. He and Commissioner Lassiter recommended forming a committee.

Deputy City Attorney Alois Phillips advised that an easy way to form a committee would be to appoint an ad hoc committee formed less than a quorum, which for this board it would be two members. The ad hoc committee can develop ideas and then present them back to the board or to the president at a future date.

Board President Salinas asked if they could have two committees, one that goes on with social media campaign and the other could be strategic planning committee and if each one could have two separate committees.

Ms. Phillips replied that as long as there is not an overlap between the two subjects, and as long as those members who are on each ad hoc committee are not discussing with and collaborating with the other committee. Based on the Brown Act, the ad hoc committee is for a specified period of time and for a specified purpose, so once the members are and what they are discussing, replacing them with other members it gets into potential Brown Act issues.
Board President Salinas asked if they could form a committee for a short period of time, like a six-week period for a particular ad hoc committee, and then after six weeks they could form another ad hoc committee that dealt with another issue or if they could simultaneously run two ad hoc committees, as long as they are not having overlapping discussions. Ms. Phillips replied that it could be done.

Board President Salinas thanked Mr. Szabo and Mr. Persic for the presentation and for being receptive to their input. She said the Board is very passionate about the Library and want to see it grow. She said there is some planning to do to and they will put them forward at the next meeting.

LOS ANGELES PUBLIC LIBRARY
STRATEGIC PLAN 2015-20
(Continued from 12/18/14)

City Librarian John F. Szabo stated that from the discussion he had heard, it is the mechanics of the plan, the wording, the energy, and where the emphasis on youth is, but in general he has not heard major issues about the main points or focus areas of the plan. He said that the technology the library has developed, the excellent funding situation, and the partnership opportunities will present all sorts of opportunities to be innovative, to increase outreach, increase the quality of programs, and the plan provides a framework for that. He said he looks forward to the Board approving this plan and asked if there were additional comments regarding the content and focus areas of the Strategic Plan.

Board Discussion

Board President Salinas asked if the revisions requested by the Board at the previous meetings had been made to this plan. Commissioner Walters pointed out that the percentages stated in the plan still didn’t include the overall number that those percentages were based on. Commissioner Lassiter asked whether the plan could be revised after it is approved.

Mr. Szabo replied that the plan had not been revised since December 8, but notes had been made of their December 8th suggestions. He said changes could be made to the plan as needed after its approval.

With no public comments on this item, the Board President called for a motion.

It was MOVED by Commissioner Bettinelli, seconded by Vice President Cao, and unanimously carried that the following resolution be adopted:
LIBRARY RESOLUTION NO. 2015-1 (C-1)

RESOLVED, That the Board of Library Commissioners approve “Creating Opportunity, Building Community, Inspiring Innovation: Los Angeles Public Library’s Strategic Plan 2015-2020.”

ADJOURNMENT

There being no further business, the meeting was adjourned at 12:14 p.m.

ATTEST: ____________________

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

Approved: February 26, 2015