MINUTES
BOARD OF LIBRARY COMMISSIONERS
CITY OF LOS ANGELES
January 22, 2015

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 11:03 a.m. on the
above-written date.

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

EXCUSED

ABSENT:            COMMISSIONER       RITA WALTERS

ALSO PRESENT:  Kris Morita, Assistant General Manager; Alois Phillips, Deputy City
Attorney, General Counsel; and staff.

MINUTES FOR APPROVAL: 12/18/14 Regular Meeting

MOVED by Commissioner Bettinelli, seconded by Commissioner Lassiter, and
unanimously carried that the Minutes of the Regular Meeting held December 18, 2014, be
approved as submitted.

Recessed at 11:05 a.m. for Special Meeting. Reconvened Regular Meeting at 11:08 a.m.

PUBLIC COMMENTS ON MATTERS
WITHIN THE BOARD’S JURISDICTION: There were no requests made for Public
Comments.

CITY LIBRARIAN’S COMMENTS
AND ANNOUNCEMENTS

Assistant General Manager Kris Morita reported on the following events/programs:

January - Get into Shape Month

The Library has partnered with Esperanza Housing Corporation who will provide 19
workshops at 10 branch libraries on healthy eating choices and strategies on staying fit. The
Workshops will take place in January and March.
February - American Heart Month

The Library has partnered with the American Heart Association to celebrate American Heart Month in February. They are providing workshops in several libraries on achieving a healthy life, nutrition, weight management and physical activity.

Citizenship Classes

A new series of 10-week Citizenship classes started in January at ten branch libraries to prepare individuals to become citizens.

Children’s Citizenship Ceremony

A Children’s Citizenship Ceremony will be held tomorrow at the Central Library, where 80 children representing 10 countries will receive a certificate of citizenship.

Indie Author Day and Launch of SELF-e Platform

More than 150 writers and aspiring writers came to the Central Library last Saturday for the Indie Author Day and the launching of SELF-e, a platform available through the library’s website that allows independent authors to self-publish their manuscript and make them available to a wide audience. The Indie Author Day included three programs including panel discussions, advice from successful indie authors including tips for self-publishing and insight from leaders in the self-publishing industry. The event was sponsored by the Library, Library Journal and BiblioBoard.

“From Pop to the Pit” Photo Collection Exhibit

On January 8th, the History Department unveiled the photo exhibit, “From Pop to the Pit: The LAPL’s Photo Collection Celebrates the L.A. Music Scene, 1978-1989.” The photo exhibit, drawn largely from the LAPL’s Herald Examiner Newspaper image archive, showcases the wide variety of musical genres that dominated the 1980’s local scene. The exhibit will be on display through June 28th.

“African-American Military Portraits from the American Civil War” Photo Exhibit

The “African-American Military Portraits from the American Civil War” Photo Exhibit is being presented by the Library in partnership with the California African American Museum. They are images from the Library of Congress collection. The exhibit tells the story of African American soldiers and sailors who fought against the Confederates for the freedom of slaves. Also, they are visuals reminders of the pride and determination of the sense of destiny that filled these men with the profound resolve that they would find their rightful place in the fabric of this nation. This great exhibit is on display in the Central Library’s Getty Gallery through April 4th.
African American History Month

The Library has created a web page at www.lapl.org/aahm that showcases more than 60 special programs planned for African American History Month and resources offered by the Library.

Vice President Cao thanked Ms. Morita for the information provided. She mentioned she had attended the Music Photo Exhibit, “From Pop to Pit”, with a young up-and-coming musician friend and they had enjoyed it.

CITY LIBRARIAN’S REPORTS:

It was MOVEd by Commissioner Lassiter, seconded by Commissioner Bettinelli, and unanimously carried that the following resolutions be adopted:

Recommendation to Accept Gift

LIBRARY RESOLUTION NO. 2015-2 (C-2)

RESOLVED, That the gift in the amount of $1,500 from the Friends of Atwater Village Branch Library to purchase library materials be accepted; and

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

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Recommendation to Approve Request for Proposals For Acquisition of Library Materials and Services

LIBRARY RESOLUTION NO. 2015-3 (C-3)

RESOLVED, That the Request for Proposals (RFP) for Acquisition of Library Materials and services be approved, advertised and distributed to potential proposers; and

FURTHER RESOLVED, That the Board of Library Commissioners determine, in accordance with Charter Section 1022, that it is more economical that these services be performed by an independent contractor, and

FURTHER RESOLED, That proposals be submitted no later than 3:00 p.m. on Wednesday, March 11, 2015, to the office of the Board of Library Commissioners, 630 West Fifth Street, Los Angeles, CA 90071.
Recommendation to Approve Request for Proposals
For Wireless Network Equipment and Related Services

LIBRARY RESOLUTION NO. 2015-4 (C-4)

WHEREAS, The Los Angeles Public Library (LAPL) is requesting proposals for qualified vendors to provide cabling, wireless network equipment, software, and licenses for Central and Branch Libraries:

RESOLVED, That the Request for Proposals (RFP) for Wireless Network and Related Services be approved, advertised and distributed to potential proposers; and,

FURTHER RESOLVED, That the Board of Library Commissioners determine, in accordance with Charter Section 1022, that it is more economical that these services be performed by an independent contractor, and

FURTHER RESOLVED, That proposals be submitted no later than 10:00 a.m. on Friday, February 20, 2015, to the office of the Board of Library Commissioners, 630 West Fifth Street, Los Angeles, CA 90071.

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Commissioner Bettinelli had questions about the proposals - whether they are cost saving opportunities or enhancements to the catalog or network’s infrastructure, and what was the benefit of related timeliness of the proposals.

Assistant General Manager Kris Morita replied that the Request for Proposals (RFPs) on the acquisition of library materials is for cost-saving reasons, it would be a small percentage, but meaningful in the long run. She asked James VanGerpen, Network Manager, Information Technology Division, to speak about the wireless network equipment proposal.

James VanGerpen stated that the proposals for network equipment is to replace the access point modules that currently support only 20-25 wireless access users at a time. The new modules support up to 150 at a time.

In response to a question from Commissioner Bettinelli about the funding for the network equipment and services, Ms. Morita said that the cost would be covered mostly by a special grant. She introduced Anne Wu from the Information Technology Agency (ITA), who helps the Library Department with these applications.

Ann Wu stated that every year ITA applies for e-rate funding from the FCC that is only available to school and libraries. She said this is an excellent opportunity for the Library since the application is based on library square footage; therefore, the bigger the library, the more it receives; and the library has five years to spend it. For this year, the percentage of the e-rate refund from the FCC would be 90%.
Assistant General Manager Kris Morita reported that the Library Department and the Library Foundation of the Los Angeles partnered two years ago to launch the Innovation Leadership Program (ILP). She said ILP is the first residency program in a large public library system that takes a new approach to cultivating the next generation of library leaders by teaming Residents, who are recent library school graduates, with Fellows, mid-career librarians. Under the ILP program, each of the two Residents were required to develop an innovative project with their Fellows.

Ms. Morita introduced Resident Jacquie Welsh and Fellow Karen Pickard-Four, who is currently interim East Valley Area Manager, to present on their project, “Pathways at the Los Angeles Public Library”:

**Presentation**

Resident Jacquie Welsh stated that the purpose of “Pathways at the Los Angeles Public Library” project was to address information needs for people leaving correction facilities.

Fellow Karen Pickard-Four reported that to make LAPL information available, they embedded themselves by visiting and forming partnerships with organizations such as Substance Abuse Treatment and Release (STAR), a federal probation program that supports individuals with substance abuse; Empowering People, Illuminating Change (EPIC) Program based in the Weingart Center on Skid Row, where LAPL staff visits bi-monthly and provides story time for adults; and the Los Angeles Regional Reentry Partnership, a community network that includes Chyrsalis Job Resource Center and the Department of Mental Health.

Fellow Karen Pickard-Four stated that with funding from the Library Foundation of Los Angeles, they created LAPL brochures specifically for this population with resources for successful reentry titled, “Pathways at Los Angeles Public Library: A guide for people leaving corrections facilities;” added 75 titles to the collection addressing this population needs, and a Pathways book that was created by the participants from EPIC.

Resident Jacquie Welsh reported on the results of the program. She said they issued 55 library cards, which was above their goal of 50, and they conducted surveys with 245 participants, 94% of them strongly agree that regular visits made access to the library much easier. Success stories reported by participants include excelling in college, enrolling in literacy programing, reconnecting with children through reading, etc. The success story for the library is that LAPL’s website is now accessible at EPIC and day reporting offices, and is now included in the STAR program as a resource; LAPL has been featured as EPIC’s Success Story of the Year and it will be featured in their magazine, Rehabilitation Today.
On lessons learned, Ms. Welsh reported that consistency was key with this population, setting clarity/boundaries, learn from other libraries, and is not a size fits all approach. She said they learned from other libraries they visited around the country, and created a toolkit for staff and for organizations to use, and made recommendations to the IPL Advisory Committee and discussed options for furthering their work on this pilot program.

Fellow Karen Pickard-Four stated the Library has always worked with this population but now it is more of a coordinated effort.

**Board Discussion**

Board President Salinas said she was very impressed with their work. As a former juvenile parole officer, she recommends that this program be expanded to the juvenile halls. Ms. Welsh said that one of their recommendations to the IPL Advisory Committee was that funding be provided to support the program in juvenile halls as well.

**ORAL PRESENTATION ON**
**“THE UNEXPECTED LIBRARY PROJECT”**

Assistant General Manager Kris Morita introduced Resident Mary Abler who has been working on “The Unexpected Library Project” with Fellow Joyce Cooper. She said this project seeks to shift perceptions of the Library by engaging with the public where they live, work and play.

**Presentation**

Resident Mary Abler reported that she and Fellow Joyce Cooper, who was unable to attend today, were inspired to develop their pilot project after reading a Pew Internet Report on “How Americans Value Public Libraries in Their communities,” December 2013. Findings in the report showed that most Americans highly valued libraries in their communities but they are uneducated and unaware on what happens in a 21st Century library. She said Los Angeles has a very low card holder rate, which was the other reason they felt compelled to look at nontraditional ways educate people about the Library and increase card holder rates through proactive outreach, focusing on ways the Library can be a part of people’s lives.

Ms. Abler stated that the techniques they used for “The Unexpected Library Project (UPL)” were aimed at shifting perceptions of libraries in the communities by getting out and engaging in conversations and actively reaching out to someone who is not aware of the library and its resources. They used tablets, which allowed them to demonstrate LAPL’s website, e-media resources, issue library cards, and check out library materials that they brought along. They also created identifier buttons, interesting giveaways, and a large library card.
Ms. Abler reported that over the course of six months, the ULP team of 25 staff members engaged in over 36 outreach activities in over 20 locations (Union Station, Farmers Markets, Hollywood, etc.), had 1,700 conversations and signed up over 300 new library card holders. She mentioned that they didn’t have a diversity goal, but in Los Angeles wherever they went they were able to reach a diverse group of people. According to their surveys, 83% of people they interacted with had a positive opinion of the Library; 93% told other people about the library after interacting with them. They also followed up with new library card holders, 100% of them reported that they had already used their library cards.

Ms. Abler stated that from their experiences, they created a list of best practices along with a toolkit that could be used for outreach. Among their recommendations are: rotation of staff, know your technology, smile, be flexible and think small; i.e., a branch could do an hour of outreach outside the library. Most importantly, ask people what they are passionate about and find a resource they can use that will help them grow or entertain themselves.

Ms. Abler indicated that the ULP team had also created engaging content for the Public Relations Office for posting on social media. Furthermore, 100% of the staff that participated in the pilot project felt that participating in the ULP had increased their enthusiasm and confidence in the kind of outreach work they were doing.

**Board Discussion**

Board President Salinas thanked Ms. Abler for her presentation.

**VARIOUS COMMUNICATIONS:** None.

**COMMISSIONERS’ COMMENTS & REVIEW OF MATTERS PENDING:**

Board President Salinas reviewed the Matters Pending List and inquired about the date the Library Foundation of Los Angeles presentation would be scheduled on the agenda. Ms. Morita replied that a date had not been set but she would follow up.

A short discussion was held about forming ad hoc committees. City Attorney Alois Phillips advised that the Board President appoint the committee members. She said committees that are appointed by the President have less restrictions from the Brown Act.

**Ad Hoc Committee on Social Media and Marketing**

Board President Salinas appointed Vice President Bich Ngoc Cao and Commissioner Mai Lassiter to the “Social Media and Marketing” Ad Hoc Committee for four weeks to work with Library staff on ideas and make suggestions on social media and marketing.
ADJOURNMENT

There being no further business, the meeting was adjourned at 12:02 p.m.

ATTEST: ________________

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Josefa Salinas Raquel M. Borden
President Board Executive Assistant

To be approved: February 26, 2015