

# MINUTES

## **BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES**

**April 14, 2016**

A Regular Meeting of the Board of Library Commissioners was held at the Central Library, 630 West 5<sup>th</sup> Street, Los Angeles, CA 90071, convening at 11:09 a.m. on the above-written date.

<b>PRESENT:</b>	PRESIDENT	BICH NGOC CAO
	VICE-PRESIDENT	GREGORY BETTINELLI
	COMMISSIONER	MAI LASSITER
	COMMISSIONER	JOSEFA SALINAS

### **EXCUSED**

<b>ABSENT:</b>	COMMISSIONER	RITA WALTERS
----------------	--------------	--------------

**ALSO PRESENT:** John F. Szabo, City Librarian; Kris Morita, Assistant General Manager; Arletta Maria Brimsey, Deputy City Attorney, General Counsel; Roy Stone, President, Librarians' Guild; and staff.

### MINUTES FOR APPROVAL: Regular Meeting – 3/10/16

MOVED by Commissioner Salinas, seconded by Vice President Bettinelli, and unanimously carried that the Minutes of the Regular Meeting held March 10, 2016 be approved as submitted.

### **PUBLIC COMMENTS ON MATTERS**

#### WITHIN THE BOARD'S JURISDICTION:

Roy Stone, President, Librarians' Guild, spoke about the great work volunteers do for the Library; specifically, he mentioned the STAR volunteers. He said that a parent had approached him last Monday night to inform him how much the STAR program had help her two children, who were very shy before they started attending the STAR reading program and now they have become more engaging and talkative. She told him that her son is the number one reader in his class thanks to the STAR volunteer readers. Mr. Stone said the work librarians do make a difference in people's life and the volunteers are exceptional people.

Commissioner Salinas asked if the information on how to become a volunteer for the STAR Reading Program was on the website. Ms. Stone stated that very thorough training is provided for STAR Volunteers and Mr. Szabo stated that information on volunteer opportunities was on the LAPL website.

CITY LIBRARIAN'S COMMENTS  
AND ANNOUNCEMENTS

City Librarian John F. Szabo reported the following:

1. National Volunteer Month: The Library has an incredible group of approximately 7,000 volunteers. The City Council recognized Library volunteers with a special proclamation. The Library presented the City Council with a “check” for \$4.6 million dollars, which represents the value of hours that were contributed to the Library and recognizing volunteers’ contributions as priceless.
2. National Library Week: The Library is celebrating National Library Week on social media. There will be a photo booth for patrons to take a photo and describe how LAPL transforms their lives. It is also National Bookmobile Day and National Library Worker’s Day. Mr. Szabo thanked the library staff for doing a great job with working with the volunteers. He recognized that staff often recruit volunteers into the organization.
3. Artist’s Library Card: On April 19<sup>th</sup> at 9:30 a.m. Mayor Garcetti will be at the Library to announce a special artist library card by Shepard Fairey. The library also will be working with the Mayor’s Office to have a children’s contest to contribute art for a future library card.
4. Big Read Program: The Library is partnering with the Department of Cultural Affairs on the Big Read Program. It’s a grant from the National Endowment of the Arts, and the Library is their principal partner. The library is hosting lots of author programs, book discussions, film screenings, and other events. Ray Bradbury’s book, *Fahrenheit 451*, has been selected for this year. Mr. Bradbury had an incredible connection with the library, and the Palms Rancho branch library is dedicated to him.
5. L.A. Times Book Festival: The event took place on April 9<sup>th</sup> & 10<sup>th</sup>. Over 900 visitors stopped at the Library booth and 200 library cards were issued at the event. A new book from Angel City Press was announced at the Festival, “Los Angeles Central Library, a History of its Art and Architecture” by Arnold Schwartzman and Stephen Gee. The official launch of the book will be in early May.
6. Marian Wright Edelman, President and Founder of the Children’s Defense Fund visited the Central Library. She met with librarians Mary McCoy, Vi Ha, and Candice Mack and discussed services for teens, including the Full Steam Ahead program, LAUSD and the library card program, the celebration of various heritage months, pride parade, and Live Homework Help.
7. Performing Arts Collection: The Library’s art collection is featured in the current Performances magazine. The article describes the orchestral scores, books, plays, theatre programs, play bills, clippings, photos, sheet music, and a collection of Audrey Skirball-Kenis Theater Projects play collection that includes over 800 bound scripts of plays that were produced locally, but never published.

8. Month of the Military Child: On April 17<sup>th</sup>, an event for military families will be held at Central Library in partnership with the Mayor, Los Angeles Veterans Collaborative, Mindful Warrior Project, Operation Caregiver, Holman United Methodist Church, and the Del Amo Rotary Club. A program filled with music, arts, crafts, books and fun is planned for military connected children and their families.
9. Hollywood is a Verb Initiative: The Central Library held a Very LA Spelling Bee that was a bilingual English/Spanish Spelling Bee. The winner was Cooper Kimatzu, a 13 year-old who defeated all the adults.
10. Mid-Valley Regional Library: The Mid-Valley Regional Branch Library celebrated their 20th Anniversary with a ceremony that was attended by 392 people.
11. Earth Day: There will be many programs in various libraries celebrating Earth Day.
12. National Poetry Month: The Central Library is working with LA Poet Laureate Luis Rodriguez to present an ALOUD program with the Library Foundation titled, “The Further Adventures of Mr. Cilantro Man,” with the U.S. Poet Laureate Juan Felipe Herrera.
13. Library Store: The store has been under renovation and will re-open on April 29<sup>th</sup> with copies of the “Los Angeles Central Library, Art and Architecture” book for sale.
14. Mayor’s State of Address: Mayor Eric Garcetti will be delivering his State of the City’s address at Noribachi, a LED manufacturing company in Harbor City. Some of the library’s on-line high school graduates will be attending the address.

#### CITY LIBRARIAN’S REPORTS:

City Librarian John F. Szabo recommended approval of the Consent Calendar.

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

Acceptance of Library Development Mitigation  
Fee from Wilshire Crescent Heights, LLC

#### LIBRARY RESOLUTION NO. 2016-15 (C-11)

WHEREAS, Developer Wilshire Crescent Heights, LLC is planning to construct 150 residential units and develop 7,000 square feet of commercial space at 6245 Wilshire Boulevard; and

Library Resolution  
No. 2016-15 (C-11)

WHEREAS, The Los Angeles City Planning Department requires the developer to pay a Library Development Impact Mitigation Fee of \$200 per capita based upon the projected residential population. The Fairfax Branch will serve the future residents of the proposed project:

RESOLVED, That the Board of Library Commissioners accept the amount of \$30,000 for payment of Library Development Impact Mitigation Fee, for a project that will be constructed on at 6245 Wilshire Boulevard, Los Angeles, by Wilshire Crescent Heights, LLC; and

FURTHER RESOLVED, That the funds be deposited into Library Trust Fund 831, Account 159, for the purpose of acquiring books, technology equipment and devices, and other library materials for the Fairfax Branch Library; and

FURTHER RESOLVED, That a letter be sent to Vince Bertoni, Director of City Planning, with a copy to Wilshire Crescent Heights, LLC, acknowledging the receipt of the mitigation fee for the above mentioned property has been satisfied.

Approval of Request for Proposals (RFP)  
For Audiovisual Consultant Services

LIBRARY RESOLUTION NO. 2016-16 (C-12)

RESOLVED, That the Request for Proposals (RFP) for an Audiovisual Consultant 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 the services be performed by an independent contractor than by City employees.

APPROVAL OF SELECTION OF HERSHEY  
CAUSE COMMUNICATIONS MARKETING  
CONSULTANT TO PREPARE A MARKETING  
PLAN FOR THE LOS ANGELES PUBLIC LIBRARY

City Librarian John F. Szabo provided background information on the process and evaluation criteria that led to the recommendation to award a marketing consultant contract to Hershey Cause Communications to prepare a marketing plan for the Library. He said Hershey Cause Communication has tremendous experience and recommended its approval.

### **Board Discussion**

Commissioner Lassiter asked who the members of the selection committee were and whether someone from Information Technology was part of that committee.

Mr. Szabo replied that the evaluation committee was made up of Peter Persic, Director of PR and Marketing; Lauren Skinner, Asst. Director, PR and Marketing; Jane Galdbraith, retired from public relations and marketing; and Alex Castillo, marketing and brand management from FUSE Corps. He noted that the Library's PR and Marketing director and assistant director oversee social media for the Library.

Commissioner Lassiter said she would have included an expert in technology and asked that it be included in the committee for a future marketing plan.

Board President Cao asked what had made Hershey stand out compared to the other proposers.

Mr. Persic said the committee had had spent a lot of time carefully reviewing the six proposals that were received and making sure they met the criteria laid out in the RFP and interviewed the top three firms. He said that the committee deemed Hershey to be more responsive to the RFP and they were impressed with Hershey's creativity and experience in dealing with private and public sectors, and being able to manage with available resources and maximizing the funding available. The Hershey team that will be working on the project are Hershey's team members, not consultants, and the 40 years of experience Hershey has in marketing, strategic communications, and brand management in the Southern California market and their creativity were the factors that put Hershey fairly ahead of the other proposers. The recommendation by the committee to move forward with Hershey was unanimous.

Mr. Szabo asked Mr. Persic to speak about Hershey's strengths in the area of technology. He also stated that Hershey representatives were present to respond to questions.

Mr. Persic stated that the RFP was very broad in terms of the marketing plan, and expertise in the fields of media relations, social media, and merging technologies are requirements for the marketing plan. He said the committee felt that based on the proposals, Hershey can provide the kind of creative and innovative solutions they were looking for.

Board President Cao asked Mr. Persic if he was pleased with the number of proposals received. Mr. Persic replied that staff was thrilled with the number of firms that attended the pre-proposal conference, the largest response to an RFP in the Library's recent history. He said the committee was very impressed with the six proposals received and also were pleased with the three (3) firms that were interviewed.

Commissioner Lassiter said that Hershey is a fantastic firm.

Board President Cao and Commissioner Lassiter expressed concern about the bureaucratic aspect of the bidding process.

Mr. Szabo stated that the contract process is very cumbersome and very challenging for firms who do not have experience dealing with that process. Also, it might be a capacity issue because small firms don't have the numbers of individuals required to spend the time required of the bidding process.

Mr. Persic mentioned that the Commission Marketing Committee had discussed how small firms would work with the bureaucratic process, and that was the reason they had done outreach, which resulted in several small firms attending the proposal conference. He said the Business Office did an amazing job in responding to every request and question from potential proposers and in sharing the responses with other proposers so everyone would have the same information.

Commissioner Lassiter asked whether the project could be broken down. Mr. Persic replied that this proposal was only for the marketing plan, and the implementation would be done separately.

Commissioner Salinas asked about time for completion of the plan.

Mr. Persic replied that according to the timeline that had been indicated in the RFP, the consultant was going to start in March and have a draft plan to be presented to the Board in June. He said he will talk to Hershey to see what can be fast tracked without compromising the quality. The earliest they could probably present something to the Board would be by August.

In response to Vice President Bettinelli's question on procurement, Mr. Szabo replied that there are funds allocated in this year's and next year's budget for this procurement.

Hershey Cause Communications representatives Bethany Babyak, Training Director and Vanessa Schnaidt, Group Accounts Director, responded to questions from the Board.

Commissioner Lassiter asked what would be involved in the process and whether Hershey would be interviewing key staff members, such as area managers to get their input.

Bethany Babyak, Training Director stated that Director Peter Persic will be the point contact person and that they won't be recreating the information the Library already has. She said the Hershey team will use the different assets the Library already has and review of materials and branding. They will do an analysis to look for opportunities and the environment in which the library exists. She said the purpose is to complement the information that is provided in the strategic plan and building on that insight that the Library already has.

Board President Cao noted that Hershey is a female owned company and she was glad about that because only .5% of city contracts go to the female owned companies.

Commissioner Salinas asked about the diversity of Hershey’s team.

Ms. Schnaidt replied that Hershey is a very well rounded team. It has about three different ethnicities, is predominantly female, and has various age groups with multidisciplinary experience.

Commissioner Lassiter asked when the plan would be presented to the Board for input. Mr. Szabo replied that staff will provide updates to the Board.

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

LIBRARY RESOLUTION NO. 2016-17 (C-13)

RESOLVED, That the Board of Library Commissioners award a contract to Hershey Cause Communication to develop a marketing plan for the Los Angeles Public Library; and

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

FURTHER RESOLVED, That the President of the Board of Library Commissioners is authorized to execute the contract.

VARIOUS COMMUNICATIONS: None.

COMMISSIONERS’ COMMENTS & REVIEW OF MATTERS PENDING:

ADJOURNMENT

There being no further business, the meeting was adjourned at 11:55 a.m.

ATTEST: \_\_\_\_\_

\_\_\_\_\_  
Bich Ngoc Cao  
President

\_\_\_\_\_  
Raquel M. Borden  
Board Executive Assistant

Approved: April 28, 2016