

MINUTES

BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES

June 8, 2017

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 11:05 a.m. on the above-written date.

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

EXCUSED

ABSENT: VICE-PRESIDENT KATHRYN EIDMANN

ALSO PRESENT: Kris Morita, Assistant General Manager; Arletta Maria Brimsey, Deputy City Attorney, General Counsel; Henry Gambill, President, Librarians' Guild; Roy Stone, Executive Vice President and Lisa Palombi, Vice President of Political Action, Librarians' Guild; and staff.

MINUTES FOR APPROVAL: Regular Meeting – 4/27/17

MOVED by Commissioner Walters, seconded by Commissioner Lassiter, and unanimously carried that the Minutes of the Regular Meeting held April 27, 2017 be approved as submitted.

**PUBLIC COMMENTS ON MATTERS
WITHIN THE BOARD'S JURISDICTION:**

Henry Gambill, President, and Lisa Palombi, VP of Political Action, Librarians' Guild, spoke about the Library's "We Welcome Everyone" statement posted at all library locations. Mr. Gambill said the librarians feel that while it is positive, it is too succinct, and they would like that statement to be replaced with a stronger message. Ms. Palombi reported that the Guild had drafted a statement that was approved by their membership; which she read to the Board.

Commissioners Lassiter and Walters asked if there was a plan to post that statement somewhere. Ms. Palombi stated that the statement was been posted on the Librarians' Guild's website. Board President Cao asked that the statement be reviewed.

CITY LIBRARIAN'S COMMENTS
AND ANNOUNCEMENTS

Assistant General Manager Kris Morita reported the following:

1. E-Newsletter for Cardholders: On May 1, the Public Relations and Marketing Office launched the Library's first monthly e-newsletter for cardholders. It was a successful launch with 97.9% of total recipients who received the e-newsletter and 34% open rate, which is well above the industry standard of 22%. Ms. Morita stated that all future distributions of the e-newsletter will reach inboxes on the first of the month.
2. "Reading by Design" Summer Reading and Summer Lunch Program: This year's Summer Reading Program invites everyone to learn and explore through the pages of their favorite books by spending 10 hours of reading this summer and completing four activities. Participants have a chance to win an exciting prize.

The Summer Lunch Program offers free lunch, in partnership with the LA Regional Food Bank, to children and teens every Monday through Friday from June 12 - August 4. This year will be offered at the following 15 library locations: Canoga Park, Central Library, Echo Park, Exposition Park Regional, Hyde Park-Miriam Matthews, Lincoln Heights, Mark Twain, Northridge, Pacoima, Panorama City, Pico Union, San Pedro Regional, Vermont Square, and Vernon. Ms. Morita noted that this is the fifth year with the program. Last year, nearly 16,000 lunches were served and staff hopes to serve a lot more this year.

3. LGBT Pride Month: The Library will host an outreach booth during the L.A. Pride Festival on June 10 and 11 in West Hollywood. One of the Library's featured Pride Month events includes the "LA Made" program, "Real Talk with RuPaul" on June 25, which sold out in under 30 minutes. In total, there are more than 170 events scheduled during LGBT Pride Month and resources will be available on the Library's website also.
4. Juneteenth, National Freedom Day: The Library will celebrate this holiday, which commemorates the June 19, 1865 announcement of the abolition of slavery in Texas and more generally the emancipation of African-American slaves throughout the Confederate South. Central Library and several branches will have displays of books and resources for people to learn more about this significant day.
5. "Pintando: The Colors of Education" Exhibit: From June 6-August 15, the Library in collaboration with the Consulate General of Mexico are presenting this exhibit in the Central Library's Getty Gallery. This exhibit is part of the "Year of Mexico in Los Angeles" (MX-LA-2017), which is a celebration of Mexican culture and identity in Los Angeles. The exhibit shows original works of renowned Mexican artists and is the first time to be shown outside of Mexico. A special reception with the Mexican Consulate will be held on June 14.

6. “City of Angels: Portraits” Exhibit: This is a collaboration between Photographer Gary Leonard and Artist Colette Miller, who is renowned for her street art Global Angel Wings Project. The artist painted wings in the gallery so visitors can create their own angelic portraits and share the results on social media. The exhibit is on the First Floor Galleries and features 32 portraits selected from hundreds that Gary took of Angelenos from all walks of life who posed before Colette’s angel wings. Gary has generously donated copies of all 300 angel wing portraits to the Library’s Photo Collection.

CITY LIBRARIAN’S REPORTS:

It was MOVED by Commissioner Lassiter, seconded by Commissioner Walters, and unanimously carried that the Consent Calendar be approved, with revisions to Exhibit 5-C:

Acceptance of Gifts

LIBRARY RESOLUTION NO. 2017-16 (C-16)

RESOLVED, That the gift of \$3,000 received from the Friends of the Platt Library for the benefit of the Platt Branch Library be accepted; and

FURTHER RESOLVED, that a letter of thanks be sent to the Friends of the Platt Branch Library, expressing the grateful appreciation of the Board and staff for the generous gift.

LIBRARY RESOLUTION NO. 2017-17

RESOLVED, that the Board of Library Commissioners approve the receipt of a gift of \$1,731.57 for the Classic Book Display Table for the Sherman Oaks Branch; and

FURTHER RESOLVED, that a letter of thanks be sent to the Friends of the Sherman Oaks Branch Library, expressing the grateful appreciation of the Board and staff for the generous gift.

Approval of General Manager’s Expense Account for FY 2017-18

LIBRARY RESOLUTION NO. 2017-18 (C-17)

RESOLVED, that the Board of Library Commissioners hereby authorizes the City Librarian or designee to receive an advance or be reimbursed for miscellaneous business-related expenditures such as business meals, taxi fares, parking fees, etc., in an amount not to exceed \$3,500 for the period of July 1, 2017 through June 30, 2018; and

Library Resolution
No. 2017-18 (C-17)

FURTHER RESOLVED, that said amount be encumbered in the Office and Administrative Expense Account No. 6010, Library Fund No. 300.

Approval of Amendment to Contract No. 736
For Compact Shelving Maintenance

Assistant General Manager Kris Morita recommended approval to extend the term of Contract No. 736 for one additional year, with revisions requested by Deputy City Attorney Arletta Maria Brimsey.

LIBRARY RESOLUTION NO. 2017-19 (C-18)

WHEREAS, on October 6, 2005, the Board of Library Commissioners approved Contract No. 736 between the City of Los Angeles and White Systems, Inc., the only firm that responded to the Request for Bids (RFB) for compact shelving at the Central Library. The contract was approved for a three-year period, June 14, 2006 through June 13, 2009, and since 2009, the Board has approved extensions of the contract for one year periods; and

WHEREAS, Sencorp White, Inc., formerly White Systems, Inc., is the manufacturer of the equipment and parts, and the sole provider of maintenance services for this brand and model of compact shelving. The Personnel Department and Library Human Resources previously determined that City employees do not have the expertise to perform the required work; and

WHEREAS, funds are available in the Library's Contractual Services Account:

RESOLVED, that the Board of Library Commissioners hereby approves *Supplemental Agreement No. 3* with Sencorp White, Inc. to extend the term of Contract 736 to June 13, 2018, pursuant to the provisions of City of Los Angeles Administrative Code Section 10.5 (b) 2; and

FURTHER RESOLVED, that the City Librarian and City Attorney be authorized to make technical changes to the amendment prior to execution.

Adopted Library Department Budget
For Fiscal Year 2017-18

Assistant General Manager Kris Morita stated that the total Library's Budget for Fiscal Year 2017-18 totaling \$172,686,809 was approved by the Mayor and City Council. She reviewed the highlights of the budget, which also includes an additional 33 positions for public and support services.

LIBRARY RESOLUTION NO. 2017-21 (C-20)

WHEREAS, the Los Angeles City Charter provides that the Board of Library Commissioners shall control, appropriate, and expend all Library Funds for the purposes of the department; and

WHEREAS, the Board of Library Commissioners approved the Library Department Proposed Budget for Fiscal Year 2017-18 on October 27, 2016, Library Resolution No. 2016-53 (C-48); and

WHEREAS, Staff recommends the adoption of the Library Department Budget for Fiscal Year 2017-18 as approved by the Mayor and City Council; and

RESOLVED, That the Board of Library Commissioners hereby adopts and certifies the attached Library Department Budget for Fiscal Year 2017-18 in the amount of \$172,686,809, as approved by the Mayor and City Council.

LIBRARY DEPARTMENT PERSONNEL
RESOLUTION FOR FISCAL YEAR 2017-18 *(taken out of order)*

Public Comment

Henry Gambill, President, and Roy Stone, Executive Vice President, Librarians' Guild, requested that Note f on Page 9 of Schedule A in the Library Personnel Budget for Fiscal Year 2017-18 be revised to reflect the language in the Librarians' current MOU in reference to acting bonus pay.

Discussion

Assistant General Manager Kris Morita stated that she would direct Human Resources to review the information and revise accordingly. She asked Deputy City Attorney Arletta Maria Brimsey if the Personnel Resolution could be approved without Note f at this meeting and proposed to submit a revised resolution with the amendment to Note f at the next meeting. The attorney responded that it could be done.

Commissioner Walters made the motion to approve the Personnel Resolution without Note f, it was seconded by Commissioner Salinas, and unanimously carried:

LIBRARY RESOLUTION NO. 2017-20 (C-19)

RESOLUTION FIXING PERSONNEL IN THE LIBRARY DEPARTMENT OF THE CITY OF LOS ANGELES FOR THE FISCAL YEAR 2017-2018.

WHEREAS, this Board has considered the various classification of employees and the number of positions in each classification approved by the City Council as part of the Library Department's Budget for the Fiscal Year 2017-2018; and

Library Resolution
No. 2017-20 (C-19)

WHEREAS, in accordance with the City Charter, Section 511(a), it is the desire of the Board to adopt a resolution authorizing personnel for Fiscal Year 2017-2018 to include both positions approved by the City Council and those authorized by the Board of Library Commissioners.

NOW, THEREFORE, BE IT RESOLVED THAT:

1. Effective July 1, 2017, the following classes of positions are hereby authorized in the Library Department, and the number of positions, and code numbers and titles as set forth in the attached Schedule "A" are hereby fixed for such classes of positions and shall be known as the 2017-2018 Library Personnel Resolution.
2. Memoranda of Understanding approved by the Board of Library Commissioners, and the City Council where appropriate shall be considered to be incorporated into this resolution. The provisions of each of the Memoranda of Understanding shall take precedence over any conflicting provisions contained in this resolution, but only for those employees in classes and/or positions within the employee representation unit to which the various Memoranda of Understanding apply.
3. It is the intent of the Board that all City Council actions relating to salaries and benefits and affecting classes in the Library Department will become effective on the same basis and date as those approved by the City Council for council-controlled employees.

(Permanent Records will include the complete Personnel Resolution)

**APPROVAL TO AWARD CONTRACTS
TO PREQUALIFIED FIRMS TO PROVIDE
MARKETING & PUBLIC RELATIONS SERVICES**

Assistant General Manager Kris Morita recommended approval of 16 marketing and public relations firms selected as prequalified to be awarded contracts to provide marketing and public relations services to the Library. They are: 1) BROADTHINK, 2) CMC, Inc., 3) Evitarus, Inc., 4) Golin Harris, 5) Hershey Cause Communications, 6) House 47, LLC, 7) McGregor Shott, Inc., 8) M. Checkowski Unlimited, 9) Perceptiv, Inc., 10) Rogers Finn Partners, 11) Tivevan, LLC, 12) Trailer Park, Inc., 13) We Are Giants, LLC, 14) Wicked Bionic, LLC, 15) Yes Design Group, and 16) Zeesman Communications, Inc.

Discussion

Commissioner Lassiter inquired about the process for selecting firms from the list for the various projects.

Lauren Skinner, Assistant Director, Public Relations and Marketing, replied that in the RFQ they listed 27 line item services the Library was seeking from proposers. Proposers were asked to identify which of those 27 line item services they could provide. Depending on the project, time frame and budget, the Library will issue a mini bid to those firms and staff will evaluate those proposals to select who would provide that service.

Commissioner Salinas asked if any of the firms on the list had expertise in the area of ethnic or cultural marketing and how staff determines that. Ms. Skinner replied that information was included in one of the narratives in the RFQ's Scope of Work under Campaigns, where it is stated as "Culturally Appropriate and Multi-Lingual Outreach." She said that this is a general description but in the scope of work that it will be sent out, staff will identify specifics.

Commissioner Lassiter asked about the timing to get everything moving to the point that they start seeing work done.

Ms. Skinner replied that staff is doing a lot of internal preparation and already has campaigns in the works such as the monthly e-Newsletter and welcome letters to new Library card holders, New Americans, Student Success Library Card, Latino Outreach, and e-media. She said the timeframe for awarding contracts would depend on how long the process takes to get the approval finalized.

Board President Cao disclosed for the record that she had met with the firm "We Are Giants" previously, but she had no financial or work relationship in any way with the firm in her capacity with the Library.

It was **MOVED** by Commissioner Walters, seconded by Commissioner Lassiter, and unanimously carried that the following resolution be approved:

LIBRARY RESOLUTION NO. 2017-22 (C-21)

WHEREAS, on January 12, 2017, the Board of Library Commissioners approved the issuance of a Request for Qualifications (RFQ) to seek qualified consultants to establish a list of prequalified marketing and public relations consultants; and

WHEREAS, the evaluation committee has reviewed and evaluated the twenty-eight (28) proposals submitted by April 13, 2017, in response to the RFQ and recommends that the Board of Library Commissioners: 1) approve the selection of the sixteen (16) consulting firms found to be responsive to the RFQ for the prequalified list of Marketing and public relations consulting firms; and 2) authorize the City Librarian,

Library Resolution
No. 2017-22 (C-21) Cont.

or designee, to award contracts on an as-needed and as-requested basis to consultants from the list to provide the development and implementation of public relations, marketing, point-of-sale and communications services (i.e. "Marketing and Public Relations Services") for the Los Angeles Public Library (LAPL):

THEREFORE, BE IT RESOLVED, That that the Board of Library Commissioners award contracts, on an as-needed and as-requested basis, to the sixteen (16) firms on the prequalified list attached to this Resolution to provide Marketing and Public Relations Services for the LAPL; and

FURTHER RESOLVED, That the Board of Library Commissioners authorize the City Attorney and the City Librarian, or designee, to make technical changes to the Agreement; and

FURTHER RESOLVED, That Board of Library Commissioners authorize the President of the Board of Library Commissioners to execute any contracts awarded.

VARIOUS COMMUNICATIONS: None.

COMMISSIONERS' COMMENTS &
REVIEW OF MATTERS PENDING:

Commissioner Walters thanked staff for the installing the new microphones. She said that it has significantly improved the sound in the Board Room.

ADJOURNMENT

There being no further business, the meeting was adjourned at 11:35 a.m.

ATTEST:

Bich Ngoc Cao
President

Raquel M. Borden
Board Executive Assistant

Approved: June 22, 2017