MINUTES
BOARD OF LIBRARY COMMISSIONERS
CITY OF LOS ANGELES
February 22, 2018

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 11:04 a.m. on the above-written date.

PRESENT:               BICH NGOC CAO
                       PRESIDENT
                       KATHRYN EIDMANN
                       VICE-PRESIDENT
                       DALE FRANZEN
                       COMMISSIONER
                       JOSEFA SALINAS
                       COMMISSIONER
                       MAI LASSITER

EXCUSED
ABSENT:     NONE

ALSO PRESENT: Susan Broman, Acting Asst. City Librarian; Arletta Maria Brimsey, Deputy City Attorney; Lisa Palombi, Vice President, Librarian’s Guild; and staff.

WELCOMED NEW COMMISSIONER

Board President Cao welcomed new Commissioner Dale Franzen to the Board of Library Commissioners. She said she was very happy to have a full Board again.

Commissioner Franzen stated that she is very excited to be part of the Board. She said she never got to meet Commissioner Rita Walters, but she has heard that Rita was an amazing person, so she knows that she has big shoes to fill and hopes she does a good job.

APPROVAL OF MINUTES: Regular Meeting – January 25, 2018:

It was MOVED by Commissioner Salinas, seconded by Vice President Eidmann, and unanimously carried that the Minutes of the Regular Meeting held January 25, 2018 be approved as submitted.

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

CITY LIBRARIAN’S COMMENTS
AND ANNOUNCEMENTS

Acting Assistant City Librarian Susan Broman reported the following:
African-American History Month

The Library is celebrating African-American History Month in February with a full slate of programs, events and displays throughout the city. They include films, documentary screenings, music, concerts, dance programs, crafts for children, storytimes, etc. For example, this Saturday at the Eagle Rock Branch Library, Elva Diane Green will discuss the book she wrote about her father Eddie Green, who was a legendary comedian and an early 1900’s Black American entertainment pioneer. The Library also has a website with a comprehensive webpage of all the events as well as reading lists, blog posts highlighting the Photo Collection, and an oral history interview with Louise Redding McClain, an LAPL retired librarian and sister of the great singer/songwriter Otis Redding.

“Write in America” Exhibit at City Hall: This exhibit features publications from The Liberator Newspaper, from the earliest years of Los Angeles and explores the history of Black journalism and Black newspapers in Los Angeles. The Library, in partnership with the family of The Liberator founder, Jefferson Edmonds, is preserving these publications.

“For All the World to See: Visual Culture and Struggle for Civil Rights” Exhibit: The exhibit examines the role that imagery played in the fight for racial and social equality from the 40’s through the 70’s. The exhibit focuses on the entertainment media, particularly television, as an influential force. Photos, television clips posters, and artifacts give view of the civil-rights movement. This exhibit was brought to the Library by National Endowment for the Humanities and photos from the Library’s collection have been added to show what was happening in Los Angeles during the civil rights era. The exhibit is on display in the Central Library’s Getty Gallery.

“Take None - Give None: The Chosen Few Motorcycle Club” Exhibit This photography exhibit by Gusmano Cesaretii, a longtime photo documentarian of street life in Los Angeles, features LA’s first integrated motorcycle club in the 1960’s. It is on display on the First Floor galleries.

Very Eric Carle Storytimes The Library, in conjunction with the New Eric Carle exhibit at the Discovery Cube LA, has organized 35 Eric Carle Storytimes at libraries throughout the city. Each of the storytimes invites early learners and their families to step into the pages of the author’s colorful picture books through learn and play activities. These programs include of course reading of his books, finger puppets, and story crafts with attendance of up to 55 people per program. This exhibit runs through May 13th at the Discovery Cube LA, located next to the Lake View Terrace Branch Library.

Commissioner Salinas asked how many events were live streamed or recorded to share online. Susan Broman, Acting Assistant City Librarian, replied that staff is working on that. They have to work with the performers because permission has to be obtained.

Commissioner Salinas asked if every branch library had iPads. Ms. Broman replied that every branch has them.
CITY LIBRARIAN’S REPORTS:

Acting Assistant City Librarian Susan Broman reviewed the Consent Calendar and requested that it be approved with a revision to the resolution for Exhibit B that was necessary to correct the account name from 2120-Office and Administrative to 2120-Printing and Binding.

It was MOVED by Commissioner Salinas, seconded by Commissioner Franzen and unanimously carried that the following resolutions be adopted as amended:

**Approved Acceptance of Gifts**

**LIBRARY RESOLUTION NO. 2018-9**

RESOLVED, That a gift of eight (8) tables and sixty (60) chairs including installation valued at $23,251.71 received from the Friends of the Chinatown Library to be utilized by the Chinatown Branch Library be accepted; and

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

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**LIBRARY RESOLUTION NO. 2018-8**

RESOLVED, That a gift received on December 12, 2017, from The Honorable Dean Hansell to the Special Collections of the Los Angeles Public Library consisting of nineteen (19) photogravures and photos, four (4) books by photographer Edward S. Curtis, and three (3) vintage maps of New York and California, in its entirety appraised at a fair market value of $19,670.00 by Nugent Appraisal, LLC, be accepted; and

FURTHER RESOLVED, That a letter of thanks be sent to The Honorable Dean Hansell, Superior Court Judge for the State of California, Member of the Library Foundation of Los Angeles Board of Directors, and staunch Library supporter, for this generous donation.

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**LIBRARY RESOLUTION NO. 2018-9**

RESOLVED, That a gift of audio visual equipment including a digital projector, sound system, DVD/Blu-ray player and a drop-down screen valued at $9,006.52 received from the Friends of the Platt Library to be utilized by the Platt Branch Library be accepted; and
Library Resolution
No. 2018-9 (Continued)

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

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LIBRARY RESOLUTION NO. 2018-10

RESOLVED, That a gift of new carpeting including design consultation and installation valued at $8,278.00 received from Sherman Oaks Friends of the Library, for the benefit of the Sherman Oaks Branch Library be accepted; and

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

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LIBRARY RESOLUTION NO. 2018-11

RESOLVED, That a gift of three (3) 10.5 iPad Pros, three (3) keyboards and three (3) handheld scanners valued at $3,639.42 received from the Friends of the Chinatown Library to be utilized by the Chinatown Branch Library be accepted; and

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

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LIBRARY RESOLUTION NO. 2018-12 (C-6)

RESOLVED, that the gift of $1,500 from the Friends of the Studio City Branch Library for the “Hot Off The Press” Bestseller Program at the Studio City Branch Library be accepted and deposited in Trust Fund 831, Account No. 257; and

FURTHER RESOLVED, that a letter of thanks be sent to the Friends of Studio City Branch Library expressing the grateful appreciation of the Board of Library Commissioners and staff for the generous gift.
Approved Transfer of Funds within Fund 300, Library Fiscal Year 2017-18 Budget for Library Promotion and Marketing Contractual Services

Vice President Eidmann inquired about the purpose of the printing and binding accounts in relation to the Marketing Plan.

Ms. Broman replied that specifically they are moving the funds from the printing and binding account that is used for City Print to an account that allows them to pay for a wide variety of printing from other sources. She said the Library prints everything from bookmarks, posters, large graphics and materials, so this transfer will give staff more flexibility.

Commissioner Lassiter asked if printed materials was the way that most people are getting the information from. Ms. Broman stated that was one way of promoting the events, but they are also promoted online and staff uses several different methods for getting the word out.

Commissioner Salinas asked where the printed materials were being distributed. Ms. Broman replied that they are given away at Library locations, schools, at outreach events, etc.

LIBRARY RESOLUTION NO. 2018-13 (C-7)

WHEREAS, The Fiscal Year 2017-18 Adopted Library Budget includes funding to implement the Library Marketing Plan in various accounts. Funds are required to be in the appropriate account to pay for consultant services; and

WHEREAS, Staff requests the transfer of $215,000 from Library Account 2120-Printing and Binding to Library Account 3040-Contractual Services to allow staff to use the Marketing and Public Relations contractors to perform portions of the implementation of the Library Marketing Plan:

THEREFORE, RESOLVED, That the Board of Library Commissioners hereby approves the following transfer of funds within the Library’s Fiscal Year 2017-18 Budget, Fund 300, Department 44:

<table>
<thead>
<tr>
<th>Account</th>
<th>Amount</th>
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<tr>
<td>From: 2120 – Printing and Binding</td>
<td>$215,000</td>
</tr>
<tr>
<td>To: 3040 – Contractual Services</td>
<td>$215,000</td>
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<tr>
<td>TOTAL:</td>
<td>$215,000</td>
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FURTHER RESOLVED, That the City Librarian is authorized to make technical changes as needed.
ORAL PRESENTATION:
LA MADE CULTURAL PROGRAM SERIES

Susan Broman, Acting Assistant City Librarian, introduced Wendy Westgate, Librarian II, Exploration and Creativity Department, to provide an update on the LA MADE cultural program series.

Wendy Westgate, Librarian II, greeted the Board and introduced Teri Markson, Senior Librarian, also from the Exploration and Creativity Department. Ms. Westgate stated that LA MADE offers a variety of FREE programs to attract different audiences and offer experiences for everyone. She stated that LA MADE programs are funded by the interest earned from an endowment received from the National Endowment for the Humanities that was matched by the Library Foundation of Los Angeles.

Ms. Westgate reported that there has been tremendous growth in the number of programs offered and in attendance at LA MADE series programs presented at the Central Library and at branch library locations. In Season 1, there were 56 programs offered and reached over 2,350 patrons. Season 2 offered 107 programs and nearly 5,300 people attended, which was a 91% increase in programming and 124% increase in attendance. Season 3 runs from February 1 - November 30, 2018 and has a line-up of 166 programs (22 at the Mark Taper Auditorium and 144 at branch libraries). She reviewed the variety of programs being offered for Season 3, which are grouped in various categories: Music/Dance, Theater/Spoken Word, Comedy/Film Conversation; Food, Art & More.

Ms. Westgate said that some Library Initiatives that have been folded into the LA MADE umbrella include: The Big Read, Indie Author Day, and the Oral History Project. The latest Oral History video, which features Louise McClain, a retired LAPL Librarian and sister of rock icon Otis Redding, is on the Library’s African American Heritage webpage. The video was filmed and edited by Kurt Thum, Librarian from the Digitization Department.

Ms. Westgate said that the LA MADE Calendar, created in collaboration with the marketing firm Trailer Park, has proven to be a very successful way to promote the series broadly across the city, complemented by social media efforts, flyers, postcards, posters, and striking pull-up banners, created by/or with assistance from the Library’s Public Relations Department.

Discussion

Commissioner Franzen inquired about the overall budget for the LA MADE Series. Ms. Westgate replied that it has varied every year. For Season 1, it was $90,000 but it was not all expended; Season 2’s budget went down to $75,000; and for Season 3, the budget is $125,000. She said this amount will allow them to offer two programs per branch this season.

Commissioner Franzen asked about the layout of the events calendar. Ms. Westgate explained that branch events are listed alphabetically by performer or program, with dates, times and locations, and are color coded by region. She pointed out that events at the Mark Taper Auditorium are listed on a separate page by date. She said the event listings
are also accessible online by clicking on the LA MADE icon under “What’s New at LAPL” on the Library’s website or by visiting www.lapl.org/lamade.

Commissioner Franzen asked how the LA MADE series is curated. Ms. Westgate stated that three years ago a committee of five librarians met to gather ideas for programs to make available to Angelenos free of charge. She said she is the point person but each committee member provides ideas and contacts possible performers. Once the committee secures a list of programs, they provide the list to the branches to select programs from that list, then the event calendar is developed.

Commissioner Franzen asked about attendance. Ms. Westgate replied that many of the programs at the Mark Taper Auditorium sell out. For example, the Ru Paul program sold out within five (5) minutes, so they arranged for a video feed in the courtyard. She said branch libraries have very good attendance and it continues to grow as more people know about the series.

Commissioner Franzen asked where the programs are advertised or covered. Ms. Westgate said that depending on the location and event type, events have been advertised in the Tolucan Times (for example) and in other publications, as well as on websites such as LA Weekly, Jewish Journal, Downtown LA News, KTLA’s website, etc.

Commissioner Salinas said that all of the networks have calendars of events on their websites where events can be posted for free and asked if events were being posted on a monthly basis on those websites.

Ms. Westgate replied that the Public Relations Office is in charge of promoting and advertising the events, the Library’s website is updated, and they also use social media to promote the events. Performers also promote their own events and share them on their social media to their followers. Popular events can also be live streamed, such as the RuPaul program, which he tweeted about and mentioned that it was going to be live streamed. She mentioned that from the comments cards they receive at the events, they found out that social media and the website are the main ways people find out about the events.

Board President Cao said that she receives e-mail on upcoming LA MADE events, since she is a past attendee. Ms. Westgate said that is because every time a new event is coming up, e-mails are sent six weeks prior to the events through Eventbrite.com to anyone who has attended an LA MADE program.

Commissioner Lassiter asked if they could also send to the ALOUD members notices of LA MADE programs by using the mailing list from the Library Foundations, since the purpose of the Foundation is to support the Library.

Ms. Westgate replied that she hasn’t asked the Library Foundation for that information because each has its own specialty and they are related but separate. She said ALOUD has a niche of more literary programs and LA MADE offers more diverse cultural programs such as theater, comedy, music, dance, etc., but she could ask them if they are willing to share that information.
Commissioner Lassiter asked if there was someone in house who does social media and website for these programs. Ms. Westgate replied that Public Relations Department does social media, and the Digital Content Team does the website, and the Public Relations Department does other types of marketing and advertisement for the programs. Furthermore, the committee members take the materials to local hotels, bookshops, etc. and they are always interested in more ideas and suggestions for performers.

Commissioner Lassiter commented that the LA MADE programs are very dynamic and interesting and suggested building a connection with publications such as the Larchmont Chronicle to have these events advertised monthly in the area covered by them.

Ms. Westgate stated that they want the branches to have the opportunity to be promoted. The comments cards completed by attendees to the LA MADE series really show that people have a great deal of interest. The comments say that “They really affect people’s lives in a positive way”; “LA MADE series expands people’s minds by exposing them to new life experiences”; “LA MADE makes culture accessible to those who could otherwise not afford it”; and that “it brings talent to the neighborhoods.” She said the committee tries to make it more diverse every year.

Commissioner Lassiter asked what the goal was for attendance per branch per event. Ms. Westgate said anywhere from 50-75 for branches or over 200 in the Mark Taper Auditorium were considered high attendance. Teri Markson, Senior Librarian, added that with recent hiring of Public Relations Specialists for the different regions to support branches in advertising, it will reach more people in the communities.

Commissioner Salinas asked if there was a section on the comment cards where someone can tell whether or not they have been coming to the Library or if it is someone coming to the Library for the first time, because the goal is to grow the number of people coming to the library.

Ms. Westgate replied that it will be a great addition to the comments cards. Currently, the question is: “How did you hear about it?” She said the committee always wants to get new people in. She also mentioned that the Library has bilingual outreach librarians who assist in getting the word out locally at events, recreational centers, and other places where people can pick up the events information.

Commissioner Salinas reiterated about getting the word out through the networks such as ABC, CBS, and NBC; as well as to teachers, who could even assign it as a student project.

Board President Cao suggested sending the events calendar to the office of each City Council member so they can post them on their e-mail blasts to their constituents.

Commissioner Franzen stated that as performing arts centers and paid performances are decreasing globally, these programs will be more and more important for every community. She asked what the overall goal was for this program.
Diane Olivo-Posner, Principal Librarian, Exploration and Creativity Department, stated that their vision is to keep growing it and get more input from the community and staff. For example, a staff member suggested Man One, who is a graffiti artist, to be part of the program and Man One was very excited about reaching out to the communities. She said that from attendance information collected from the branches, it can go from 10 to 70 people, so it varies. She said performers are calling the Library asking to be part of the LA MADE program. She stated that the committee wants people from or with connection to Los Angeles or someone who has deep love for Los Angeles.

Vice President Eidmann asked if the comment card information was being aggregated to get feedback on which programs have been successful.

Ms. Olivo-Posner said that for the first year, the Library Foundation had someone gather that information for the committee. Currently, they are collecting zip code and age group information from attendees to determine the kind of programming they want to keep searching for.

Commissioner Franzen said she was so excited about this program and thanked the presenters for doing an amazing job.

ORAL PRESENTATION: STUDENT SUCCESS LIBRARY CARD PARTNERSHIP

Catherine Chenoweth, Youth Services Librarian, School Liaison, stated that the Youth Services Office of the Los Angeles Public Library provides training, service, and support to children’s and young adult librarians and implements partnerships, programs and initiatives on a system-wide basis. She said the goal is to fulfill the Library’s Mission Statement specifically for all children, teens, parents, and caregivers in the city of Los Angeles.

Ms. Chenoweth reported that in connection to the Mission Statement, the Student Success Library Card Partnership was created in 2015, through the collaboration of Mayor Garcetti, City Librarian John Szabo, and LAUSD Superintendent Michelle King. She said the goals of the Student Success Card Program is to provide all students in Los Angeles with equal access to library resources; encourage the importance of books, reading, and access to information for all school grades levels by removing barriers for students and their families, and delivering the cards to schools so that it becomes part of LAUSD enrollment process.

Ms. Chenoweth stated that students can borrow up to 3 books, instantly get digital books, magazines, music, movies, newspapers, etc.; and find online tutoring for grades K-12. The card is free with no overdue fines or fees even if books are lost or stolen. For example, if a book goes missing, the student can still check out two books at a time. She also noted that the Student Card privileges expire when the students turn 21, then it becomes a regular library card.
Ms. Chenoweth stated that from June 2016 to January 2018, there have been 382,262 Student Success cards issued. Local Districts Central, Northeast, and Northwest have received their cards for all students TK-12th. Local District West cards are being delivered next week. Local Districts East and South are in process. Once cards are distributed to all of LAUSD students by the end of the 2017/2018 school year, LAPL will work more closely with the schools to provide assistance, trainings, and outreach about the Student Success Card program, enhancing our relationship with LAUSD, including offering branch open house events and educator nights.

Ms. Chenoweth reported that Teacher Library Cards have been revamped for classroom and assignment use. Teachers receive personalized service available at 73 library locations through the City of LA; check out up to 50 items for 4 months; request assignment materials be delivered to their local branch; instantly access the Library’s entire digital catalog of books, magazines, music, movies, and newspapers and instantly access databases and e-courses. She said the fines and fees cannot be waived for the teachers because of the quantity of materials that are checked out. She noted that approximately 305,000 teachers already have library cards and staff is seeing teachers using their teacher cards in creative ways. She said every time she goes to a school, she receives applications on site, including teachers’ aides, school librarians, administrators and instructional coaches.

**Discussion**

Commissioner Salinas asked if they were reaching out to the charter, private, and parochial schools.

Ms. Chenoweth replied that currently they are working on pilot a program with an unaffiliated charter school and also working with a private school issuing them with over 300 cards. She said she has seen a lot of growth in the use of library cards with that school. She said plans are in place to reach out to the archdiocese once distribution has been completed at LAUSD.

Vice President Eidmann stated that teachers’ cards are essential service for schools but she is concerned about the fees associated for books the students might lose when taking them home, but the teachers are responsible for them.

Susan Broman, Acting Assistant City Librarian, replied that the Library is very flexible with teachers and has committed funds in the budget to support this program, and staff will continue to work with the teachers and maintain an open channel for them.

Vice President Eidmann said she would like to hear an update on those discussions as they happen and the kind of messaging going to the teachers to ensure that the fees do not deter teachers from doing this because they are financially liable for lost books. She asked if training or outreach for LAUSD student can be provided during the school day or making part of the curriculum as oppose to something that they have to do at night.
Ms. Chenoweth replied that they are reaching out to the head of instruction at LAUSD and are working with each individual local district to embed LAPL into the curriculum. That will include having librarians go to schools classrooms to follow up and to explain to students how they can use the Library card and resources, and also bring them to visit the local libraries. She said that in the northeast region where cards are currently being launched, a local school Board Member is piloting a literacy program titled, “Read to Succeed,” and at community nights she is making sure that the schools know the Library has so much more to offer, such as the LA MADE programs, STEAM programs, etc. She said that some of the highlights of her job is find ways to connect and make partners in a true sense rather than just handing out cards.

Board President Cao and Vice President Eidmann expressed interest in attending an educators’ night event.

Commissioner Salinas asked if the Library is also reaching out to the local community colleges or universities to get library cards to those students.

Ms. Broman stated that students that have their library cards would still be able to use it when they transition to college because the card is valid until they turn 21, after that it becomes a regular library card. She said that right now the focus has been working with LAUSD, private and charter and parochial schools.

Vice President Eidmann asked if there was any preliminary data on the use of the cards. Ms. Chenoweth replied that since the cards have only been launched to some districts, the data is showing an increase use of online media and online support for students such as Tutor.com. They have also seen a bump in usage every time they visit schools. She said she will have a better picture once all the districts have distributed the cards.

Commissioner Lassiter commended Ms. Chenoweth for undertaking this massive project and for the time consumed in figuring out how to get those library cards to the hands of every student. She thanked her for doing a phenomenal job. She asked when the remaining library cards would be launched.

Ms. Chenoweth stated that by the end of this fiscal year. She said has the data for the last two remaining districts and the cards are in the process of being created. They will be sent to the local district offices to be distribute to each school; then, the teachers distribute the cards to the students.

Commissioner Salinas asked if students have to fill out any forms to receive a library cards or if it is an automatic. Ms. Chenoweth replied that the Library has an agreement with LAUSD for data sharing, so that student can automatically receive a library card.

Commissioner Lassiter asked Ms. Chenoweth how many people are working with her on this project. Ms. Chenoweth replied that she is the only staff person working on this project; therefore, she is the face of the Library when visiting the schools.
Vice President Eidmann asked Ms. Chenoweth if she has a counterpart at LAUSD. She replied that she doesn’t have one. She said she introduces herself every time she reaches out to LAUSD and explains the program as many times as necessary. Ms. Broman said that the technical part of processing the cards is easy, but communication and logistics have been very challenging and Ms. Chenoweth has been doing a great job.

Commissioners Salinas and Lassiter said they like the information that is given with the library cards, but they would like to see the word “free” stand out more, so parents are not concerned about accumulating overdue fines.

Commissioner Lassiter said that many private schools have their own librarians and libraries but the Los Angeles Public Library has so many different resources that those schools don’t have.

Vice President Eidmann asked if there was a greater organization in the LAUSD to connect their curriculum to the Library, were resources available to provide that support. Ms. Chenoweth said the Library has the capacity to do school visits and branch visits.

Board President Cao thanked Ms. Chenoweth for her presentation and for doing a fantastic job and Commissioner Franzen stated that she was very impressed, excited, and proud to hear about all this.

**VARIOUS COMMUNICATIONS:** None.

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

Board President Cao reviewed the Matters Pending list and announced that the next Regular Board Meeting would be held on Thursday, March 8, 2018, at the Exposition Park-Dr. Mary McLeod Bethune Regional Library. She reminded the members to inform the Board Office if they anticipate to be absent.

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 12:15 p.m.

**ATTEST:**

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Bich Ngoc Cao  Raquel M. Borden
President  Board Executive Assistant

Approved: March 8, 2018