M I N U T E S
BOARD OF LIBRARY COMMISSIONERS
CITY OF LOS ANGELES

April 26, 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 11:08 a.m. on the above-written date.

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

EXCUSED:

ABSENT:  COMMISSIONER  MAI LASSITER

ALSO PRESENT: John F. Szabo, City Librarian; Susan Broman, Acting Asst. City Librarian; Arletta Maria Brimsey, Deputy City Attorney; and staff.

APPROVAL OF MINUTES: None.

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

CITY LIBRARIAN’S COMMENTS AND ANNOUNCEMENTS

City Librarian John F. Szabo reported the following:

Mayor’s State of the City Address:

On April 16, the Mayor delivered the State of the City Address, during which he mentioned the Los Angeles Public Library numerous times; reflecting how Library services address some of the biggest issues facing our city. The Mayor also spoke about his experiences visiting the Sherman Oaks Branch Library as a child.

Mayor Garcetti’s Records Podcast at the Library:

The Mayor came to the Library yesterday to be interviewed by actress Sonya Walger in the Rare Books Room for the podcast BOOKish. He was interviewed about the five most formative books in his life that have most shaped who he is. Staff from Rare Books took the opportunity of his visit to show him a few items from Special Collections, such as the oldest
book in the collection, a 13th Century manuscript; a poem in Langston Hughes’ own handwriting; copies of the Liberator Newspaper started in 1989 by Jefferson Edmonds, who was a former slave from Mississippi that moved to LA. The Library is digitizing this newspaper collection. The Mayor also saw the Decree that was signed in Mexico City that established Los Angeles as a city in the Mexican State of Alta California. Mr. Szabo said it was wonderful to have a conversation with the Mayor about these materials.

In response to a request from Commissioner Franzen, Mr. Szabo said the Mayor talked about three books in the Podcast interview, all of them were available in the Library’s collection. He will notify them when the Podcast is up online.

_L.A. Times Festival of Books_

The Library continued its tradition of having a presence at the _L.A. Times_’ Festival of Books that was held last weekend. The festival attracts more than 100,000 visitors each year. This year, the LAPL booth had 2,152 visitors and staff issued 426 library cards. Mr. Szabo said it is important for the Library to be at this festival because it is a wonderful opportunity to issue library cards and promote all the great services the Library offers.

_El Día de los Niños/El Día de los Libros_

The Día de los Niños/Día de los Libros celebrates diversity in children’s literature and the importance of literacy for children from all backgrounds and it is celebrated the entire month of April. LAPL staff does a great job with the special story times, crafts, and other programs. Such as Aztec Stories with musician Michael Geraldo at the West Valley Branch on April 19 that attracted more than 50 attendees.

_Fiscal Year 2018/2019 Budget Update:_

Mr. Szabo reported that the Mayor’s Budget for Fiscal Year 2018-19 was released last week and all of the Library’s priorities and budget packages were included; however, an adjustment was made in which some funds were removed from related costs to fund other priorities. He said he expressed his concerns with the adjustment in a letter to the Budget and Finance Committee, since the Library may need for those funds. A copy of the letter will be sent to the Board. Next week is the Library’s hearing with the Budget and Finance Committee. The City Council will consider the budget in May, then it would go to the Mayor for signing; lastly, the budget will be brought back to the Board in June for adoption and it will go into effect July 1.

_CITY LIBRARIAN’S REPORTS:_

City Librarian John F. Szabo reviewed the Consent Calendar and recommended that it be approved.
It was MOVED by Commissioner Salinas, seconded by Commissioner Franzen and unanimously carried that the following resolutions be adopted:

**Approved Acceptance of Gifts**

**LIBRARY RESOLUTION NO. 2018-20 (C-13)**

RESOLVED, that a gift of $1,000 from the Friends of the Platt Library for the “Hot Off The Press” Bestseller Program at the Platt 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 the Platt Library expressing the grateful appreciation of the Board of Library Commissioners and staff for the generous gift.

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**Approved Transfer of Funds from The Library Foundation of Los Angeles**

**LIBRARY RESOLUTION NO. 2018-21 (C-14)**

RESOLVED, That the Board of Library Commissioners approve the transfer of $6,500 from the Library Foundation of Los Angeles (LFLA) to the Library Department for Fiscal Year 2017-18, to be deposited as follows:

- $3,500 to be deposited into Trust Fund 831, Account No. 337, from the Righteous Persons Foundation Fund to maintain and develop the Judaism Collection of the Social Science/ Philosophy/Religion Department of the Central Library.

- $3,000 to be deposited into Trust Fund 831, Account No. 336 from the Muriel Pollia Foundation Fund to maintain and develop the Asian Religion and Philosophy Collection of the Central Library.

FURTHER RESOLVED, That these funds be used in accordance with the guidelines specified by the Righteous Persons and the Muriel Pollia Foundations.

**Approved Reprogramming of Impact Mitigation Fees received from Casden Sepulveda Project to be used for the West Los Angeles Regional Branch Library**

Commissioner Salinas asked whether the funds would all be expended only on facility improvements and outside furniture or would they also be used for books, technology, and programming as originally approved.
Mr. Szabo replied that staff wants to expand the use of these mitigations fees to include facility improvements, furniture, and landscaping at the West Los Angeles Regional Branch Library, in addition to the original purposes approved when the fees were accepted last year.

Commissioner Salinas asked if landscaping and outside furniture didn’t fall in any of budget categories.

Mr. Szabo stated that there are funds designated for facility improvements in the budget, but right now there is need for improvements at the WLA Regional Branch and that would be a good use of these mitigation funds.

LIBRARY RESOLUTION NO. 2018-22 (C-15)

WHEREAS, on March 9, 2017, the Board approved the acceptance of mitigation fees in the amount of $312,970 (Resolution No. 2017-10 [C-10]) to be used to acquire books, technology and library materials and to pay for library programs at the West Los Angeles Regional Branch Library; and

WHEREAS, staff requested the re-programming of the mitigation fees to add facility improvements, furniture, and landscaping at the West Los Angeles Regional Branch Library:

THEREFORE, RESOLVED, that the Board of Library Commissioners hereby approves the reprogramming of mitigation fees in the amount of $312,970, available in Library Trust Fund 831, Account 335, to acquire books, technology and library materials and add facility improvements, furniture, and landscaping at the West Los Angeles Regional Branch Library.

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Approved Agreement with Golin Harris Communications, Inc. for Marketing and Public Relations Services for the Library

Vice President Eidmann asked if Golin Harris had a track record in serving the Latino Community and doing outreach to Spanish speakers.

Peter Persic, Director, Public Relations and Marketing, stated that Golin Harris responded with a robust plan and he was extremely impressed with not only their proposal for the strategy but also for their qualifications. They have over 60 years of experience providing multicultural campaigns for many of the world’s leading companies, government and nonprofits.

Board members inquired about the key items Golin Harris would be working on under this contract.
Mr. Persic replied that they will be working on the Latino Outreach Campaign establishing readiness activities, collateral grassroots media, influencer partnerships and earned media. He said the Library has already established a team of Pan-Latino Librarians who have multicultural competencies in a variety of areas to begin with the readiness portion of the campaign.

Commissioner Salinas asked if there was an effort to look at Latino owned PR companies.

Mr. Persic responded that a Request For Qualifications (RFQ) had been issued soliciting firms that could provide a variety of specialized PR services to the Library and eight (8) firms responded specifically to the Latino Outreach Campaign. Staff sent the Scope of Work to those eight firms, but only Golin Harris responded. He decided to move ahead with them because he was very impressed with the response received from them.

Commissioners Franzen and Salinas inquired as to the reasons why the other firms had not responded for this agreement and whether it would be worth reviewing the process and find out how to simplify it so there is more competition.

Mr. Persic replied that staff had been very conscious of the process of the RFQ, so when they issue a Scope of Work, they make it as simple as possible to respond to and encourage dialogue during the process. Mr. Szabo added that staff does a great job in pointing out sections that are usually overlooked because it is in the best interest of the Library to get as many responses as possible.

Commissioner Salinas suggested that moving forward, the Library could offer workshops on the RFQ process that might help small businesses so they geared up for when an RFQ comes out; and Vice President Eidmann said that the conversation could continue on how to make the process better and more accessible in the future.

**LIBRARY RESOLUTION NO. 2018-23 (C-16)**

WHEREAS, on January 12, 2017, the Board of Library Commissioners approved the issuance of a Marketing and Public Relations Consultant Request For Qualifications (RFQ) to establish a pre-qualified list of on-call marketing and public relations consultants; and

WHEREAS, on June 8, 2017, the Board of Library Commissioners approved the pre-qualified list of sixteen (16) consultants, including Golin Harris Communications, Inc., to provide as-needed and as-requested marketing and public relations services to the Los Angeles Public Library (“LAPL”); and
Library Resolution
2018-23 (C-16)

WHEREAS, on September 15, 2017, the Library Department issued Notice of Work Number 17-002 to provide a comprehensive targeted marketing campaign to reach Pan-Latino communities to increase awareness of library services and programs, increase use of libraries and online services, and increase the number of library cardholders; and

WHEREAS, on October 2, 2017 Library Department received a proposal from Golin Harris Communications, Inc., and reviewed and evaluated the response and recommends that the Board of Library Commissioners award a contract to Golin Harris Communications, Inc.; and

WHEREAS, on October 20, 2017 the Standard Provisions for City Contracts (Rev. 3/09), was revised and the Standard Provisions for City Contracts (Rev 10/17 [V2]) is applicable to this contract:

THEREFORE, RESOLVED, that the Board of Library Commissioners award a contract to Golin Harris Communications, Inc., to provide a comprehensive targeted marketing campaign to reach Pan-Latino communities as fully described in the Notice of Work; and

FURTHER RESOLVED, that the City Librarian and City Attorney be authorized to make technical changes if needed to the contract; and

FURTHER RESOLVED, that the City Librarian is authorized to execute the contract.

MARKETING PLAN UPDATE

Peter Persic, Director, Public Relations and Marketing (PR&M), provided an update on the Marketing Plan major accomplishments; among them are the three new Regional PR Specialists serving as liaisons between the PR office and branch libraries. This level of community-based PR/Marketing is unprecedented and will dramatically increase the visibility of Library programs and services in communities, and create stronger connections with Council offices, local neighborhood councils, local bloggers, local media and local community groups. Mr. Persic thanked the Board for approving those positions on the budget.

Mr. Persic reported that his office is working with a vendor to launch web-based, branded templates for print and social media outreach materials that would make it easier for librarians to work with the PR staff to customize and promote their programs and services while ensuring consistent messaging and branding. They have also created a comprehensive brand inventory to assess all LAPL brands and refine brand guidelines to improve consistency across brands and enhance brand management of LAPL.
Mr. Persic also reported that the PR Office is continuing the rollout of the successful campaigns for the Career Online High School (COHS) and New Americans Initiative (NAI) with the assistance of the marketing firm Wicked Bionic. He said a strategy plan has been completed and a team for the Latino Outreach Campaign has been assembled and are now preparing to launch the E-media campaign. This very significant because it the first time in the Library’s modern history there is funding to do it.

Mr. Persic introduced representatives from Wicked Bionic, Dana Arnett, President and Chief Operating Officer; and Carlos Sapenes, CEO, Chief Strategy & Product Officer. They were in attendance to provide an overview of the media buying strategy applied to the New Americans campaign. Mr. Persic said this is the first campaign, and even though, it is only a month old, it is already providing a template for future campaigns.

Presentation

Carlos Sapenes, CEO & Chief Strategy & Product Officer at Wicked Bionic, stated that Wicked Bionic is a women-owned and Hispanic-owned small business as well as a member of the Latino Chamber of Commerce. He spoke about his background as specialist in multicultural marketing.

Mr. Sapenes stated that the New Americans Initiative (NAI) Campaign will reach and engage those city residents that would benefit from the program, noting that 1 in 5 people in the City of Los Angeles is not a Naturalized Citizen. He said marketing plan strategies are used to identify the specific audiences, where they are often in large numbers and in specific locations. Using a Power Point, he reviewed media placement strategy, which included out-of-home placements and in-home advertising, in-language placements targeting people based on language, interests and demographics as well as during specific events within a specific area, which he referred to as Geo-Fencing.

Mr. Sapenes stated that their digital strategy includes the use of traditional social media placements (Facebook, Instagram, YouTube, digital radio, display and search) and innovative media placements. He said ads had been on the homepages of publishers and networks, such as CNN. They are also reaching Latino audiences through Pulpo, focused on finding first, second and third generation Latinos. He stated that research shows that in the last 20 years there have been spikes in applications for citizenship during presidential campaigns and they are prepared to address that by reinforcing the positive messages of becoming a citizen.

Mr. Sapenes provided data on the initial results from first month of the campaign (March 20 – April 19, 2018): The mobile campaign Click Through Rate (CTR) is now 1.0%; the industry average is .3%. The Facebook/Instagram campaigns reached 154,000 people; 154 people shared the New Americans photo ad onto their own Facebook walls. He said statistically, the highest shared posts on Facebook are videos, not ads. Google delivered 1.4 million impressions across search and display, which generated over 4,200 clicks. Page views
of the New Americans section have grown on a daily basis by as much as 1,138%; visits to the New Americans section on the LAPL.org website have grown over 565% and return visitors over 115%, with average page views growing 270%. The (CTR) on English language search ads is 10%; industry average is 1.81%. The CTR for Spanish language search ads is 6% and .72% on display; industry average for display is .05%.

Mr. Sapenes stated that they are very happy with these results and look forward to rolling out the paid media campaigns for COHS and E-media in the coming months.

Discussion

Board President Cao asked if there was a hypothesis on why the Spanish language CTR is lower than the English one. Mr. Sapenes replied that the search word for the Library in the search app is pushing the ads to show not only for immigration, but also for keywords related to the Library.

Commissioner Salinas said that another reason why there is a higher CTR in English than Spanish is because there is new research out with data showing that there is a tremendous number of young Latinos who speak English and Spanish but they prefer to get their news and information in English.

Mr. Sapenes added that for the Asian segment, for example, the campaign ad in Korean is not performing, but the ad that is in English with a Korean family is performing really well in Korean sites, so it is a language preference.

The Board thanked Mr. Sapenes for the information provided.

VARIOUS COMMUNICATIONS: None.

COMMISSIONERS’ COMMENTS & REVIEW OF MATTERS PENDING:

Board President Cao announced the cancellation of the Regular Meeting of the Board scheduled for Thursday, May 10, 2018.

ADJOURNMENT:

There being no further business, the meeting was adjourned at 12:06 p.m.

ATTEST:

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  Bich Ngoc Cao                  Raquel M. Borden
  President                      Board Executive Assistant

Approved: July 12, 2018