A Regular Meeting of the Board of Library Commissioners convened at 11:04 a.m. on the above-written date, held at the Central Library, 630 West 5th Street, Los Angeles, CA 90071, and via teleconference from the Westchester-Loyola Village Branch Library, 7114 W. Manchester Avenue, Los Angeles, CA 90045.

1. **ROLL CALL**

   **Present:**
   - President: Bích Ngọc Cao
   - Commissioner: Mai Lassiter
   - Commissioner: Josefa Salinas (via teleconference)

   **Absent:**
   - Vice-President: Kathryn Eidmann
   - Commissioner: Dale Franzen

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

2. **APPROVAL OF MINUTES: Regular Meeting – January 24, 2019:** CONTINUED

   Commissioner Lassiter was absent on January 24, therefore, only two members present were eligible to vote on this item.

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

4. **CITY LIBRARIAN’S COMMENTS AND ANNOUNCEMENTS**

   City Librarian John F. Szabo reporting the following:

   **African-American History Month**

   The Library, in addition to offering well over 100 programs celebrating African-American History Month, including films, exhibits, and other activities, staff also represented the Library at three City Hall events. On February 5th, Mr. Szabo was joined by Directors Kren Malone and Chad Helton and Public Relations Specialist Brenda Breaux for the opening of an exhibit in the City Hall Bridge Gallery celebrating Black Cinema, honoring African-American Pioneers from the 1970’s film and television. Mr. Szabo said each year, the Library does research and provides some funding for that exhibit.
**African-American History Month (Cont.)**

On February 6th, Principal Librarian Jené Brown, Engagement and Outreach, represented the Library at the official launch of African-American Heritage Month with the Mayor and City Council.

On February 12th, Council Member Marqueece Harris-Dawson hosted a reception at City Hall to recognize all city staff who attended Historically Black Colleges and Universities. Kren Malone, Director of Central Library Services is a proud graduate of Clark Atlanta University. Mr. Szabo thanked all the staff who participated in these activities.

Mr. Szabo also reported that the Sunland-Tujunga Branch Library was packed last weekend when it hosted Tuskegee Airmen Lt. Col. Robert Friend Jr., who will be turning 100 years old later this year. The Library also has an online exhibit with images from the Rolland Curtis Collection.

**The Read, Baby, Read Program,** which was launched over a year ago, has been an enormous success with 2,882 baby kits distributed since its inception. Last month, the Pacoima Branch Library had a program in collaboration with the Baby Box Company where they distributed free baby boxes along with Read, Baby, Read kits to library patrons. Mr. Szabo said this program is an excellent way to promote early literacy skills and the importance of reading to babies.

**The City is revamping its Sustainability Plan City-wide.** The Library’s Sustainability Officer is Assistant Business Manager Eloisa Sarao, who does a wonderful job on reporting and overseeing all of the initiatives on sustainability. The Library’s current initiatives will likely be part of the city-wide plan, including urban gardens, drought-resistant landscaping, smart faucets, EV charging stations, serving as a cooling centers during the summer, and circulating kilowatt energy meters. The Library has achieved a 29% reduction in water use since 2013; thus, meeting the Mayor’s goal ahead of schedule. Two Metro Bike Share stations at Central Library are in the top third of the most used stations among the 62 stations in Downtown Los Angeles.

**DTLA Mini Maker Faire** at the Central Library was an enormous success, with over 100 exhibitors and over 8,000 attendees. A video created by Social Media Librarian Keith Kessler documenting the event was named one of the top twenty best Maker Faire videos of 2018, which is a worldwide competition that included maker faire videos from Paris, Moscow, Rio, Berlin, and Seoul. Mr. Szabo said he was delighted that the video received an award and congratulated Keith Kessler for capturing that day visually.

5. **CITY LIBRARIAN’S REPORTS:**

   **Consent Items**

   City Librarian John F. Szabo reviewed the items in the Consent Calendar and recommended its approval.
The Motion to adopt the Consent Calendar was moved by Commissioner Salinas, seconded by Commissioner Lassiter, and approved by the following votes: 3 Ayes (Cao, Lassiter and Salinas). Absent: (2) Eidmann, Franzen.

A. **Approved Acceptance of Gift**

**LIBRARY RESOLUTION NO. 2019-7 (C-5)**

RESOLVED, That a gift of $1,000 received from Carolyn Misumi in memory of her father, Saburo Misumi, for donation to the Benjamin Franklin Branch Library be accepted and deposited in Trust Fund 831, Account 340; and

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

B. **Approved acceptance of CLLS Grant for the Adult Literacy Program for FY 2018-19**

**LIBRARY RESOLUTION NO. 2019-8 (C-6)**

WHEREAS, On January 10, 2019, the California State Library announced that the Los Angeles Public Library Adult Literacy Services (CLLS) Program's final payment of the total grant allocation for Fiscal Year 2018/19 is $149,752 with an additional amount of $80,000 designated for family literacy; and

WHEREAS, The Los Angeles Public Library and the Library Foundation of Los Angeles provide matching funds to become eligible for the grant; and

WHEREAS, The funds must be accepted by the Board of Library Commissioners to activate this award:

RESOLVED, That the Board of Library Commissioners accepts the California Library Literacy Services (CLLS) grant of $149,752 for the Los Angeles Public Library's Adult Literacy Services and additional amount of $80,000 designated for family literacy services for Fiscal Year 2018/19; and

FURTHER RESOLVED, That the funds be deposited in Trust Fund 419, Account No. 345.
C. Approved acceptance of IMLS Propagating Promising Practices Grant for the Adult Literacy Program

LIBRARY RESOLUTION NO. 2019-9 (C-7)

WHEREAS, In April 2019, the Institute of Museum and Library Services (IMLS) announced a three-year grant Propagating Promising Practices to partners Los Angeles Public Library, Providence Public Library, Chicago Public Library, and World Education, Inc. to test and disseminate innovative adult education and workforce development library practices. The project will build upon and expand programs and practices already in place at the three partner libraries (Learning Lounges, mobile learning, and Learning Circles); and

WHEREAS, The Los Angeles Public Library will receive $42,000 deposited quarterly over three years with quarterly payments of $3,750 in Fiscal Years 2018/19 and 2019/20 and quarterly payments of $3,000 in Fiscal Year 2020/21; and

WHEREAS, The funds must be accepted by the Board of Library Commissioners to activate this award:

RESOLVED, That the Board of Library Commissioners accepts the Institute of Museum and Library Services (IMLS) grant of $42,000 for the Los Angeles Public Library's Adult Literacy Services for Fiscal Years 2018/19 to 2020/21; and

FURTHER RESOLVED, That the funds be deposited in Trust Fund 419, Account No. 349.

D. Marketing Plan Updates

Peter Persic, Director of Public Relations and Marketing, provided an update on the progress made on the Marketing Plan and the three major campaigns they have been conducting over the past year. Among the accomplishments he highlighted was the creation and implementation of a branch marketing plan strategy, based on the general marketing plan and with input from the three (3) Public Relations Specialists working with the area managers and senior librarians.

Mr. Persic reported on the many programs, initiatives and events his office promoted; including, the launching of “Read, Baby, Read” Program; creating an awareness strategy for “Teens Leading Change”; launching “Read While You Wait,” a new literacy initiative started in a barbershop in South LA as a pilot program that will be expanded throughout the city; and creating branding and marketing for “Explore LA,” the new initiative that provides people with free or discounted passes to a variety of cultural institutions in LA. They also provided marketing and promotional materials for the Joint Conference of Librarians of Color recruitment event in September.
Mr. Persic reported that last month, his office worked very closely with the Mayor’s communication team on messaging strategy and media engagement related to the city’s and library’s response to the LAUSD teachers strike. Also, they have been engaged in several major events such as the Downtown LA Makers Faire; this event had participation rise from 1,800 people last year to more than 8,000 this year. They promoted the 25th Anniversary Celebration of the reopening of the renovated and expanded Central Library; and they prepared the branding and materials for the Library’s first staff development day, which brought all 1,100 employees of the Library together for a day of professional and personal enrichment.

Mr. Persic stated that success on a national level has included the Library’s support of Susan Orlean’s book, “The Library Book,” for which the Library hosted the book launch as part of the 25th Anniversary events. Recently, Reese Weatherspoon, who has nearly 1 million subscribers in her book club, selected The Library Book as book of the month for February.

Mr. Persic said his office has started the branding process for the new digital lab scheduled to open in the Central Library this summer and it has begun the marketing research phase for the Latino Outreach Campaign that will be launching this year as well. He concluded by stating that all of this work is in addition to the work they do to support the many exhibits and 20,000 plus programs offered at the Library. He introduced Carlos Sapene from Wicked Bionic, Inc., to provide the results of the campaigns.

Presentation

Carlos Sapene, Wicked Bionic, reported that each of the campaigns performed very well, each reaching over 1.3 million people within the city of LA through social media, radio, and print. He reviewed the results from each of the different methods used to reach people within the specified audiences. He said they approached each of the campaigns with different strategies: For the New Americans Campaign, they focused on foreign language high concentration areas. For E-media, they focused on millennials and Gen Z generations; and for the Career Online High School (COHS), they focused on areas that have low index of high school graduates.

Mr. Sapene concluded his presentation by stating that for year two, they will be focusing on implementing what they learned, reallocating resources and budget to what was more effective in year one, modifying and clarifying some of the wording used and optimizing key word lists that were most effective.

Discussion

Board President Cao asked Mr. Sapene what challenges had they encountered in reaching their audience.

Mr. Sapene replied that they had normal challenges, mainly with the credible and verifiable information when delivering advertising. He said they have implemented a double-verify that secures as much as possible that every impression they deliver is human
and viewable. Other outside challenges they had with the New Americans campaign was due to the heated political rhetoric. They tried to address that as much as possible by providing ways to engage with the library and by responding to questions.

Commissioner Salinas asked Mr. Sapenes if he had a list of the radio stations where the ads were placed and also the dates and times slots that were used.

Commissioner Lassiter asked if any results have been reported by the branches and how these campaigns effects are being measured.

Mr. Persic responded that they have seen an increase in participation and the value is that for the very first time the Library is able to directly communicate with targeted audiences. In the past, they used a very general approach in terms of awareness, but now they are able to micro target the message to the people who are most likely to act on that information.

Commissioner Lassiter asked about the overall goal of the marketing campaign. Mr. Persic replied that the number one goal is to increase awareness of the Library and increase participation. Mr. Sapenes added that the services that the Library is promoting are not normally associated with the Library. He said there is an awareness and brand association with the campaigns that is highly beneficial to the Library.

Board President Cao said that one of her goals was to figure out how to rebrand the Library so it doesn’t seem just as a place for books but a community center for everyone and a digital resource that is in their pocket.

Mr. Sapenes noted that they are coming up with a significant strategy that will help highlight exactly that for the Library.

6. **PRESENTATION**: None

7. **VARIOUS COMMUNICATIONS**: None.

8. **COMMISSIONERS’ COMMENTS & REVIEW OF MATTERS PENDING**: None

9. **ADJOURNMENT**

There being no further business, the meeting was adjourned at 11:44 a.m.

**ATTEST:**

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Approved: March 28, 2019