

SANTA MONICA PUBLIC LIBRARY BOARD



Minutes of the REGULAR Meeting of November 1, 2012 To Be Approved

- Call to Order** A REGULAR meeting of the Library Board was called to order by Chairperson Ken Blackwell, at 7:04 p.m., Thursday, November 1, 2012 at the Main Library, Administrative Conference Room, 601 Santa Monica Blvd., Santa Monica.
- Roll Call**
- PRESENT:** Chairperson Ken Blackwell,
Boardmember Gene Oppenheim and
Vice Chair Kathie Sheldon
- ABSENT:** Boardmember Ken Breisch and
Boardmember Dan Stern
- ALSO PRESENT:** Shana Johnson, Librarian II, Youth
Services; Greg Mullen, City Librarian;
Rachel Foyt, Administrative Analyst
- Public Input** No report.
- Approval of the Library Board Minutes** Motion by Boardmember Gene Oppenheim seconded by Vice Chair Kathie Sheldon, to approve the minutes of the Library Board meeting of October 4, 2012. The motion was approved by the following vote:
- AYES: Chair Ken Blackwell, Boardmember Gene Oppenheim, and Vice Chair Kathie Sheldon
- NOES: None
- ABSENT: Boardmember Ken Breisch and Boardmember Dan Stern
- Eureka! Presentation** Shana Johnson, Librarian II, Youth Services, gave a report on her Eureka! Project. Ms. Johnson explained that the Eureka! Institute is a leadership institute that offers professional development for librarians. Each year 32 librarians are invited to participate in a week long seminar that trains librarians to be visionaries and leaders in the field. Shana Johnson and Erica Cuyugan, Young Adult Librarian, were both selected from Santa Monica Public Library to attend the Eureka! Institute.
- One of the requirements of the institute was to come up with a yearlong project to outreach to the community, work with a community partner and

write a grant. On October 15, Ms. Johnson presented her project to Library Directors from all over the State of California.

Ms. Johnson's project is titled *Leveling the Playing Field, Library Outreach to Santa Monica's Homeless Youth*.

According to the City of Santa Monica 2011 homeless count there are 740 homeless individuals living in the City, 101 of the total are families with children under the age of 18.

Research shows that homelessness can be detrimental to academic success with students testing below basic proficiency and reading levels. Academic achievement is also diminished with less than one in four homeless students graduating from high school.

The primary goal of the project was for Santa Monica Public Library to take a more active approach by bringing literacy and access to educational resources out to the housing shelters. Ms. Johnson partnered with Upward Bound House whose mission is to eliminate homelessness among families with children.

The project had several components including bringing literacy based stories and craft programs to the children to get them excited about reading. The children also signed up for library cards and received training on the various online homework help resources offered through the library. Ms. Johnson used the grant funds to update the reading collection so the books appeal to a variety of ages and purchase educational toys and materials that encourage early literacy.

For the first time Santa Monica Public Library's Summer Reading program was brought to Upward Bound House.

The Library staff plan to sustain the relationship with Upward Bound House through visits, Summer Reading programming and maintaining the reading collection.

**Report from the
Friends of the
Library, a Library
Support Group**

Greg Mullen, City Librarian, reported on the Friends of the Library Board meeting held on Tuesday, October 9. The Friends' nonprofit status is pending review by the IRS.

The Friends' Volunteer Appreciation Brunch was held on October 21 at the Main Library. Jack Nordhouse was given the Volunteer of the Year award for his leadership of the Fairview Branch weekly current events program. Entertainment was presented by the Santa Monica Youth Orchestra.

**Report on Friday
Service at the
Branch Libraries**

The Friends have a newly designed website.

The Friends Board voted to update the signatories on their bank accounts and to decline an offer of endowment from the Indira Hale Tucker estate.

The Friends of the Library Board completed a review of their bylaws.

Beginning April 13, 2012, the three neighborhood branch libraries opened to the public on Fridays from noon to 5:30 p.m. This represented a 12% increase in public service hours system-wide.

The goals of branch Friday hours were:

- To provide greater access to free materials, computers, programs and public space within convenient walking and biking distance in Santa Monica's neighborhoods.
- To better synchronize the branches with Main Library days of service.
- To provide library staff with opportunities for cross training and to enrich their customer service experiences by Main Library staff working at branches and vice-versa.
- To expand service with minimal budget impact.
- To better coordinate service at the Pico Branch Library with Virginia Avenue Park hours when the branch opens in late 2013.

During the first six months of branch service on Fridays, most of the above goals have been met. The 2012 Customer Service Survey recorded a dozen positive comments about branch hours on Friday; and branch staffs have stated that walk-in patrons express their pleasure with expanded branch service. Branch librarians have used Fridays as an opportunity to offer more class visits and programs to bring users in and to better serve the community.

**Introduction to the
Youth Wellbeing
Report Card**

Mr. Mullen reported on the Youth Wellbeing Report Card that was developed by the Cradle to Career (C2C) Initiative and coordinated by the Community and Cultural Services Department.

The Youth Wellbeing Report Card was initiated by a community white paper on the topic of youth violence. Community and Cultural Services brought together frontline people and the coordinators and directors of services to youth in the City. The report addresses needs of youth ages 0 - 24.

The report card groups statistics into four domains of wellbeing:

- Physical health and Development
- Learning and School Achievement

- Social Skills and Confidence
- Emotional Maturity & Mental Health

The indicators and statistics from various sources provide a statistical snapshot.

Library staff participated in the development of the report card and continues to work with the Youth Resource Team to align citywide efforts in support of youth.

Nationwide Current Library Trends - Review of Library Journal Articles

The Board discussed several library articles related to local library service.

Secretary's Report

Mr. Mullen reported on changes to the Circulation limits. The CD loan period has been reduced from 28 to 14 days and DVDs may now be renewed.

Update on Library Services and Programs

The launch of the telephone notification system has been delayed due to technical problems.

The Library Staff In-service Day was held on October 8.

Update on Library Staffing

Mr. Mullen gave an update on Library staffing.

Diane Bednarski was reinstated on October 25 as Principal Librarian for Information Management.

Denise Nunez was hired as the new Librarian I in Public Services. She will start on November 12.

Update on Library Facilities and Equipment

Pico Branch Library construction has not started but the grading work is completed. The following work is being done on the Thelma Terry center:

- Gas line relocated
- Sewer and data lines will be moved
- South overhang will be removed
- Interior work completed

The new parking rates have been implemented and the Main Library parking garage is filling up frequently. Parking staff is planning to re-sign part of level PI to allow for staff parking.

Update on Library Security and Safety

An individual was arrested at Ocean Park Branch for viewing child pornography, convicted and sentenced to four years in jail.

911 service from Library phones was interrupted for several days. The issue has been resolved.

Library Statistics

Staff distributed the September 2012 Library statistics. Board discussion followed.

What Are You Reading?

The Boardmembers discussed what books they are reading.

Agenda Building

The Library Board asked that the following items be included in the next Library Board agenda: a report on the Library budget and the impact of the election results on the Library.

Adjournment

Chair Ken Blackwell adjourned the meeting at 8:17 p.m.

Attest:

Approved:



Greg Mullen
City Librarian

Ken Blackwell
Library Board Chair