

SANTA MONICA PUBLIC LIBRARY BOARD



Minutes of the REGULAR Meeting of October 3, 2013 To Be Approved

- Call to Order** A REGULAR meeting of the Library Board was called to order by Chairperson Ken Blackwell, at 7:00p.m. Thursday, October 3, 2013 at the Main Library, Administrative Conference Room, 601 Santa Monica Blvd., Santa Monica.
- Roll Call**
- PRESENT:** Chairperson Ken Blackwell, Boardmember Ken Breisch, Boardmember Gene Oppenheim, Vice Chair Kathie Sheldon and Boardmember Bryce Snell
- ABSENT:** None
- ALSO PRESENT:** Roger Kelly, Youth Services Coordinator; Diane Bednarski, Principal Librarian for Information Management; Wright Rix, Acting City Librarian; and Rachel Foyt, Administrative Analyst
- Public Input** The Board reviewed an email communication from Caitlin Prennace regarding the \$25 non-resident Library card fee. The Board reviewed the draft response from staff and made suggestions to the letter. Wright Rix, Acting City Librarian will respond to Ms. Prennace's email.
- 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 September 5, 2013. The motion was approved by the following vote:
- AYES: Chairperson Ken Blackwell, Boardmember Ken Breisch, Boardmember Gene Oppenheim, Vice Chair Kathie Sheldon and Boardmember Bryce Snell
- NOES: None
- ABSENT: None
- Report from the Friends of the Library, a Library Support Group** Rachel Foyt, Administrative Analyst, reported on the activities of the Friends of the Library. The next Friends of the Library Board meeting will be on October 14. The Friends 501c.3 status remains unresolved.
- Report from staff on the Summer Reading Program** Roger Kelly, Youth Services Coordinator, reported on *Dig Into Reading* the 2013 Summer Reading Program for Kids and Teens.
- This summer, the summer reading program for babies through teenagers saw an increase of 20%, with over 4,000 children and teens participating. Children and teens read over 1.9 MILLION minutes. Compared to 10 summers ago Youth Services staff has seen an almost triple amount of participation in the summer reading program.

The Friends of the Santa Monica Public Library sponsored the printed materials, programs and prizes for the 10-week program, which is designed to help children and teens increase literacy skills during the summer months.

The library offered 320 story times and reading-related programs during summer reading (32 programs per week), and saw 14,707 in attendance. Kids and teens also wrote 570 book reviews as a result of the program, which were posted for other students to read.

This summer's reading program included the "Baby & Me" club, which engages parents and their babies by providing them with a free board book, as well as printed materials to help babies get a head start on literacy.

Teen participation reached milestones as well. For the first time, over 800 teens participated which was a 30% increase over last summer's participation. Teens wrote 221 book reviews. Those who completed the program, by reading 30 hours or more, attended an end-of-the-summer pizza party to celebrate their achievement. Other teen programs included a Teen Writers' Day with local award-winning authors.

In addition, 260 free hardcover copies of John Green's *The Fault in Our Stars*, the SAMOHI summer reading book selection, were given out to SAMOHI students who signed up for the summer reading program. This book giveaway was sponsored by the Santa Monica Kiwanis Club.

According to the American Library Association, numerous studies show that summer reading programs help ensure that children retain reading and learning skills over the summer. Studies have also shown that reading for pleasure is the best incentive to encourage lifelong learning.

Mr. Kelly reported that staff has already started discussing themes and planning for the 2014 Summer Reading Program.

Update on the Pico Branch Library

Wright Rix, Acting City Librarian, reported on the construction progress at the Pico Branch Library while the Board reviewed photographs of the construction.

- More ductwork is being installed in the Library
- Drywalling is continuing
- Mudding and taping is happening in the Annex
- The ceiling in the kitchenette in the Annex is being hung
- The lath for plastering has been applied to the Annex's west wall
- The plywood is on the walls in the IT and electrical room so the rooms can begin to accept equipment
- Doors are being delivered late this week and soon the buildings will be lockable
- The 14' hole for the cistern has been dug and the cistern is in place
- Scaffolding is being erected for the ceiling installation in the rest of the Annex and the Library
- Construction is now officially 58% complete

Mr. Rix reported that staff continues to work on the ordering for the opening day collection at the Pico Branch Library. Staff is working with three Library vendors; Baker and Taylor for the non-print collection, Brodart for the print collection and Midwest for the audiobooks.

To date approximately 53% of the funds for the opening day collection have been expensed. This expenditure has been for a core collection for the Branch. Ordering for the collection is being done in two stages the core collection and the current/popular items focusing on the latest editions. In December supplemental orders will be placed for materials being published in January and February. The opening collection will continue to be replenished even after opening day.

The materials collection for the Pico Branch breaks down to 19,000 print and 5,000 non-print items.

Report on how Library staff are preparing for questions on the Affordable Care Act

The article *Libraries Stress Neutrality As They Prep for Queries on Health Care Law* from the September/October 2013 edition of American Libraries raised issues about how libraries nationwide are educating themselves about the next implementation phase of the Affordable Care Act (ACA).

Boardmember Gene Oppenheim asked for a report on how Santa Monica Public Librarians are preparing for questions from patrons on the ACA.

Mr. Rix reported that over the past few months' library staff members himself included have participated in meetings and educational events about the ACA. In August, Mr. Rix participated in a town hall meeting for community leaders and social service agencies given by Covered California.

Staff will be able to assist the public with access to California's insurance website marketplace called Covered California and provide the tools for people to make an informed decision about their insurance choices. Staff cannot advise patrons about what level of insurance to purchase. The Library is hosting a town hall meeting and several informational programs about the ACA.

Santa Monica Public Library has offered to partner with Covered California to provide public access to the website marketplace.

Discussion of the Library Board's June 6, 2013 recommendation regarding exclusions of the non-resident library card fee

The Board requested staff send a letter to City Council advising them of the Library Board's June 6, 2013 vote approving the Library Fines and Fees, which included the \$25 non-resident Library card fee, and carried the recommendation that students enrolled in public/private/parochial Santa Monica schools or Santa Monica College be excluded from the non-resident Library card fee.

Update on the Santa Monica History Museum

At the August 1 Library Board meeting the Board raised questions regarding the Santa Monica History Museum's 2012/13 annual report and requested that Library staff follow up with the museum. The Library Board discussed the response from Louise Gabriel, President/CEO of the Santa Monica History Museum.

A motion was made and withdrawn by Boardmember Gene Oppenheim to send a letter to the City Manager regarding the museum's minimum service standards and programming goals.

The Board will review a copy of the Santa Monica History Museum lease agreement with the City for discussion at the November Board meeting.

Nationwide Current Library Trends - Review of Library Journal Articles

Vice Chair Kathie Sheldon shared an article about the Seattle Public Library Books on Bikes program. Books on Bikes is a pilot program that uses pedal power and a customized trailer to bring Library services to popular community events around Seattle.

Also discussed were an article on bed bugs from Library Journal and an article in the NY Times calling for more branch libraries in New York.

Secretary's Report

Mr. Rix reported on the Green Prize for Sustainable Literature and the related programs and events.

Update on Library Services and Programs

Update on Library Staffing

Current library vacancies include a: Library Assistant II; Building Systems Technician; and Branch Manager. Interviews will be taking place for the Librarian III-Branch Services to fill the vacant Fairview Branch Manager and Pico Branch Manager positions. The nationwide recruitment process for Santa Monica City Librarian is ongoing. Recruitment for Librarian I will be beginning.

Roger Kelly has been named to the Caldecott Medal Committee.

Update on Library Facilities and Equipment

The replacement of the media wall in the lobby is underway. Repairs to the motors in the shades covering the window wall in the Reading Room are scheduled to begin.

Update on Library Security and Safety

Mr. Rix shared the homeless counts for the Main Library.

Library Statistics

Staff distributed the Library statistics and discussed new Library card sign ups.

What Are You Reading?

The Boardmembers discussed the books they are reading.

Agenda Building

The Library Board asked that the following items be included in the next Library Board agenda: report on the California Library Association Annual Conference and discussion of the Santa Monica History Museum lease.

Adjournment

Chairperson Ken Blackwell adjourned the meeting at 8:36 p.m.

Attest:

Approved:

Wright Rix
Acting City Librarian

Ken Blackwell
Library Board Chair