

SANTA MONICA PUBLIC LIBRARY BOARD



Minutes of the REGULAR Meeting of June 5, 2014 To Be Approved

Call to Order	A REGULAR meeting of the Library Board was called to order by Chairperson, Kathie Sheldon, at 7:00 p.m., Thursday, June 5, 2014 at the Main Library, Administration Conference Room, 601 Santa Monica Blvd., Santa Monica.	
Roll Call	PRESENT:	Boardmember Ken Breisch, Boardmember Gene Oppenheim, Chairperson Kathie Sheldon, and Boardmember Bryce Snell
	ABSENT:	Vice Chair Ken Blackwell
	ALSO PRESENT:	Member of the Community, Lu Plauzoles; Maria Carpenter, Director of Library Services; Claudia Fishler, Assistant City Librarian; Rachel Foyt, Administrative Analyst; Robert Graves, Librarian I, Public Services; Denise Nunez, Librarian I, Public Services; and Shana Sojoyner, Librarian II, Youth Services
Public Input	The Board discussed an email communication from Mark Panitz a member of the community. Mr. Panitz requested that teachers be exempted from paying the \$25.00 non-resident fee. Public Services staff responded to Mr. Panitz about his complaint.	
Introduction of Maria Carpenter	Maria Carpenter the new Director of Library Services introduced herself and spoke about her philosophy of Library service for Santa Monica residents.	
Wrap Up Report on The Big Read Community Reading Program	<p>Denise Nunez, Librarian I in Public Services gave a wrap up report on The Big Read and the 12th year of community reading in Santa Monica. Santa Monica Public Library received a \$15,000 grant from the National Endowment for the Arts in partnership with Arts Midwest to offer the community reading program.</p> <p>The five-week Big Read program featured 11 book discussions, 5 film screenings, 2 workshops and 9 special events all focused on the themes in the book <i>Into the Beautiful North</i> by Luis Alberto Urrea. The programs offered from March 29 through May 4, 2014 attracted over 900 attendees.</p> <p>New this year was a kick-off event and the opportunity to explore the book's themes in artistic workshops offered in partnership with the Santa Monica Museum of Art.</p> <p>Robert Graves, Librarian I in Public Services reported that Library staff and the Santa Monica Reads committee are currently reading five novels one of which will be selected as the citywide reading title for 2015.</p>	

**Report on
Children's and
Teens Summer
Reading Clubs**

Shana Sojoyner, Librarian II, Youth Services reported on the Santa Monica Public Library Summer Reading Program. Summer Reading begins Saturday, June 7 at all library sites for babies through teens and runs to August 16. The program encourages children and teens to read over the summer thus keeping up their reading skills. The 2014 children's theme is *Fizz, Boom, Read* and the teen theme is *Spark a Reaction*.

Summer reading lasts for 10 weeks and during that time there will be over 300 programs held system-wide for kids and teens. For kids, there will be science themed programs, magic shows, storytellers, music programs, animal shows, movies, Legos, craft programs, and gaming. For teens, there is the annual Teen Writer's Workshop, a make a robot workshop, young adult author events, crafts and the very popular Teen Summer Party. The Teen Summer Party, by invitation only to teen readers who complete the program by reading 30 hours, has food, games, challenges and raffle prizes.

Youth Services Librarians have been heavily promoting Summer Reading in the community, at schools and at Upward Bound House.

Ms. Sojoyner shared with the Board the reading logs, prizes and bags given out during summer reading.

Robert Graves reported that this is the second year of the Adult Summer Reading program. The program also runs from June 7 to August 16. This year's theme is *Literary Elements* and programs focus on the building blocks of literature including; author talks, movie screenings, book discussions, plays by the Santa Monica Repertory Theatre, a panel of mystery writers and more.

Patrons are encouraged to pick up a *Literary Elements* form at any Library location and return the completed form by August 16 to be eligible to win prizes for completing summer reading activities.

**Approval of the
Library Board
Minutes**

Motion by Boardmember Gene Oppenheim, seconded by Boardmember Bryce Snell to approve the minutes of the Library Board meeting of April 5, 2014. The motion was approved by the following vote:

AYES: Boardmember Gene Oppenheim, Chairperson Kathie Sheldon and Boardmember Bryce Snell

NOES: None

ABSTAINING: Boardmember Ken Breisch

ABSENT: Vice Chair Ken Blackwell

**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' Board meeting is June 9. The Friends will be discussing and approving their fiscal year 2014/15 budget. Several members of the Friends' Board of Directors have resigned: Jon Arenberg, Director; MaryAnn Bonino, Treasurer; and Liis Edwards, Recording Secretary.

The Internal Revenue Service (IRS) assessed a penalty on the Friends of \$8,375.55 for the non-filing of 2009 tax forms. The Friends' Board wrote a letter

appealing this penalty. The IRS is currently reviewing the Friends filing of tax forms for 2010.

The Friends sale of 700 better books earned \$3000.

Letter From the Santa Monica Democratic Club Requesting Second Floor Restroom Access Until 9:00 p.m.

Claudia Fishler, Assistant City Librarian responded to the letter from the Democratic Club requesting that the second floor restrooms at the Main Library be open until 9:00 p.m. The request to alter existing Library closing procedures and leave the second floor public restrooms open until closing time is not practical or cost-effective for the Library. The second floor restrooms cannot be closed off from the rest of the building therefore, the current practice of closing the second floor restrooms at 8:45 p.m. has served well as a method to move people downstairs and to maintain the security of the building

Suggested alternatives for the Santa Monica Democratic Club:

- Adjourn meetings at 8:30 p.m. allowing attendees time to visit the restroom.
- Adjourn at 8:45 p.m. and suggest attendees use the first floor public restrooms at the end of the meeting and meet their parties on the first floor.
- Schedule a break during the meeting during which attendees could use the restrooms.
- Rent the Martin Luther King, Jr. Auditorium instead of a second floor meeting room. The first floor restrooms are physically separate from the rest of the Library and are not closed until about 9:20 p.m.

The discussed information will be relayed to the Democratic Club by Boardmember Oppenheim.

Library Board Review and Approval of the Revised Library Meeting Room Fees and the Fee for a High Resolution File on Disk from the Image Archives

The Library Board reviewed the proposed Library meeting room fees and the proposed fee for a high resolution file on disk from the Image Archives. The previous meeting room rate increase was in 2010 when the Library went to a flat fee for the meeting rooms. In order to help establish the new rates Library Administration conducted a market rate survey of meeting rooms in similar size surrounding libraries.

Proposed meeting room rental fees:

- Main Library – Martin Luther King Jr. Auditorium \$80 per hour (3 hours min.)
- Main Library – Multipurpose Room \$60 per hour (3 hours min.)
- Main Library – Community Meeting Room \$30 per hour (3 hours min.)
- Main Library – Miscellaneous Charges – Piano Rental \$100
- Fairview Branch Conference Room \$30 (3 hours min.)
- Montana Ave. Branch Conference Room \$30 (3 hours min.)
- Ocean Park Branch Conference Room \$30 (3 hours min.)
- Pico Branch Annex \$30 (3 hours min.)

The proposed fee for a high resolution file on disk from the Image Archives is \$20.

Motion by Boardmember Ken Breisch seconded by Boardmember Gene Oppenheim to approve the proposed increase in Library meeting room fees and the increase to the Image Archives fee.

AYES: Boardmember Ken Breisch, Boardmember Gene Oppenheim, Chairperson Kathie Sheldon and Boardmember Bryce Snell

NOES: None

ABSENT: Vice Chair Ken Blackwell

Report on the Pico Branch Library

Ms. Fishler reported on the new Pico Branch Library. The soft opening of the Pico Branch was on Thursday, April 24. The Branch has had 11,900 visitors since opening.

The Grand Opening of the Pico Branch Library will be held on Saturday, June 28, from 11 a.m. to 4 p.m. The theme of the day is Ready, Set, Read!

The celebration begins at 11 a.m. with a welcome by Mayor Pam O'Connor. Keynote speaker, Carol Muske-Dukes, former Poet Laureate of California, joins City officials, the new Director of Library Services, Board and Commission members, and Pico Neighborhood representatives in welcoming this new resource to the Virginia Avenue Park campus. Following the program is a processional walk to the entrance of the new branch for the ribbon-cutting ceremony at 11:30 a.m.

Afternoon entertainment performances feature: taiko drum artists, Japanese Festival Sounds; Baile Folklórico de Cabeza DeVaca Cultura; the Voice of ONE Gospel Singers; storyteller Michael D. McCarty; and a children's/family rock band, The Boo Hoo Crew.

New Santa Monica Public Library Service hoopla

Ms. Fishler reported on the new digital entertainment service hoopla. Hoopla is a digital media platform that gives access to digital entertainment content from either mobile devices such as smartphones and tablets and/or via any personal computer. Hoopla offers full length feature movies, episodic television programming, full musical albums and unabridged audiobooks.

The service is free to all library cardholders. Access is always instantaneous and there is never a possibility for late fees.

Key library staff has formed a rollout team and are working with hoopla staff. They plan to debut the service later in June.

Nationwide Current Library Trends - Review of Library Journal Articles

Chair Kathie Sheldon shared an article from *Slate* regarding the intellectual atmosphere of libraries. Boardmember Gene Oppenheim shared an article on net neutrality and a *New York Times* article about increasing broadband access to rural libraries.

**Secretary's Report
Update on Library Services and Programs**

The Library Board reviewed a draft of their letter to City Council recommending that students enrolled in public, private, or parochial Santa Monica schools or Santa Monica College be excluded from the non-resident Library card fee.

Board discussion followed. The Library Board will send the letter to Council.

Ms. Fishler reported to the Board on the number of non-resident Library cards and the number of internet sessions sold.

Update on Library Staffing

Ms. Fishler reported that candidates are being interviewed for the Computer Services Specialist position and that the Lead Library Systems Analyst position has been extended. Two as-needed Library Service Officers have been hired.

Update on Library Facilities and Equipment

Ms. Fishler showed photos of the new bike racks in front of the Ocean Park Branch Library.

The foundation for the Shotgun house has been laid.

The Fairview Branch closure has been delayed due to a problem with the contractors' bid process and the bid process has started over.

Update on Library Security and Safety

Currently there are four people who have had their Library privileges revoked and nine court ordered stay-aways have been served.

Library Statistics

Item tabled.

What are you reading?

Item tabled.

Agenda Building

The Library Board asked that the following items be included in the next Library Board agenda: a wrap up report on the Pico Branch grand opening. The next Library Board meeting is July 10.

Adjournment

Chair Kathie Sheldon adjourned the meeting at 8:54 p.m.

Attest:

Approved:

Claudia Fishler

Kathleen Sheldon

Assistant City Librarian

Library Board Chairperson

This document is available in alternate format upon request. The Santa Monica Public Library is wheelchair accessible. For special disability accommodations contact Library Administration at (310) 458-8606 at least 3 days prior to the scheduled meeting.