

SANTA MONICA PUBLIC LIBRARY BOARD

Minutes of the REGULAR Meeting of November 4, 2004 To Be Approved

A REGULAR meeting of the Library Board was called to order by Chairperson, Kenneth Breisch, at 7:00 p.m., Thursday, November 4, 2004 at the Montana Ave. Branch Library, 1704 Montana Ave., Santa Monica.

Call to Order

PRESENT: Chairperson Breisch, Vice Chair Edwards, Boardmember Field, Boardmember Oppenheim and Boardmember Stern

Roll Call

ALSO PRESENT: Greg Mullen, Acting City Librarian; Susan Annett, Principal Librarian for Public Services; Rachel Foyt, Administrative Analyst; Jon Arenberg, Chair Friends of the Library

No report.

Communications from the Public

Boardmember Oppenheim pointed out a correction to the September 2, 2004 minutes. The correction should read *Boardmember Oppenheim suggested that a program be done for the grand opening to highlight the new libraries that have opened in the country*, not only in the state. Boardmember Oppenheim made a motion to approve the minutes of the Library Board meeting of September 2 as corrected. Boardmember Field seconded the motion. The minutes were approved in a unanimous voice vote.

Approval of the Library Board Minutes

Greg Mullen, Acting City Librarian, reported on the activities of the Friends of the Library. The Friends of the Library raised over \$50,000 for the Fairview Branch Library through the sale of brick pavers. A reception for the Fairview Branch donors is scheduled for Saturday, November 6 at 2:30pm. Attendees will enjoy light refreshments and admire the pavers.

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

In September the Friends of the Library held a meet and greet at Angel's Attic for members who are interested in becoming active volunteers. Approximately 30 people showed interest.

Mr. Mullen reported that the proposal from the fundraising consultants, the McElwee and Erickson Groups, proposes that the

Friends of the Library move forward with a \$5 million campaign. A number of questions relating to the cost of the campaign, definition of the campaign, clear identifiable needs of the campaign were raised at the October Friends Board meeting. The Friends fundraising subcommittee recommends not moving forward with the campaign. They will make their recommendation to the Friends Board at the November Board meeting.

Jon Arenberg, Chair of the Friends of the Library, reported that the Friends focus would shift to long-term fundraising with an emphasis on planned giving and fundraising for specific projects for the Library. The Friends will also focus on organizing the bookstore in the new Main Library and recruiting volunteers for activities related to the move into the new building.

Susan Annett, Principal Librarian for Public Services, gave a report on Citywide Reads. The selection for 2005 is *The Kite Runner* by Khaled Hosseini. Citywide Reads 2005 will launch April 9, during National Library week and run through May 7. Ms. Annett is working with the publisher to get Khaled Hosseini to speak at a Citywide Reads program.

**Citywide Reads -
Report**

Staff have begun gearing up for the grand opening of the new Main Library. Public Services staff created a best practices, ideas and advice list based on conversations with other libraries which recently held grand openings. Ms. Annett reported that staff held a brainstorming meeting to discuss the timeline, events, committees, publicity and budget. The grand opening will launch in early January 2006 and activities/events will last for a month. Vice Chair Edwards expressed interest in participating in planning the grand opening.

**New Main Library
Grand Opening**

Ms. Annett gave the Board a report on the updated library card application. The update to the Library card application began with a complaint from a patron who did not want to give her mother's maiden name on the application. Staff began to investigate other libraries practices and chose to update our library card application. Staff wanted to simplify the application process and tie the application in with Quick Access, another program the Library is launching. Quick Access will allow patrons to receive a temporary identification to access the on-line databases. If patrons are Santa Monica residents they will receive a packet of information in the mail that includes a library card.

**Library Card
Application**

Board discussion followed. The Board requested a letter be sent to Ms. Ilse Rosenstein regarding the update to the Library card application.

Mr. Mullen reported that the pre-cast concrete panels are being hung on the building frame. Due to the set up of a large crane used to hang the panels portions of 6th and 7th Streets were closed. A new mock up of the exterior walls and garden walls have been put up at the construction site. The roof deck has been completed, interior framing is going up and windows are being installed.

**New Main Library
Building - Update**

A tour of the site will be held November 11 at 3:30.

The Board discussed letters written to local newspapers alleging that the Library project is over budget or that the Library building is more expensive than other Libraries.

Mr. Mullen explained that the library building project is on schedule and on budget. The budget for the project was established before the City entered into a contract with Morley, the construction contractor.

Mr. Mullen further explained that there are no hidden costs in the reported project budget. In other projects often the reported numbers are only the construction costs. The \$73.9 million overall project cost for Library improvements includes costs for consultants, furniture, fixtures, equipment, the branch library improvements, the lease for and retrofit of the Temporary Main Library and the underground parking garage that will benefit not only the new Main Library but the surrounding downtown area. Also included is \$1.3 million for the Santa Monica Historical Society Museum.

Board discussion followed.

Boardmembers Edwards and Oppenheim brought new journal articles to the Board for discussion.

**Nationwide Current
Library Trends -
Review of Library
Journal Articles**

A new handout encouraging patrons to care for library materials began in response to a patron's complaint about the condition of library materials.

Secretary's Report

**Caring for Library
Materials – New
Brochure**

Library staff is discussing changing the uniforms the Library Inspectors wear. A polo type shirt with khakis instead of a uniform is being considered. This type of dress would be less formal, less intimidating and more customer service oriented.

**Library Inspector
Uniforms**

A bay near the checkout desk has been emptied by shifting the collection back from the 900s. This area will be used to highlight new materials and experiment with a new type of display shelving. The shelving has been delivered and is being assembled.

**Temporary Main
Library Popular
Materials Area**

Wireless internet access is now available at the Main Library and the Branch Libraries. Staff is receiving positive feedback and a number of people are using the service.

**Wireless Access at
the Branch Library**

The Library received a new server for the Library automation system. The new server should speed up access to the Library catalog.

New Library Server

The Library Board had no items to include in next Library Board agenda.

Agenda Building

Chair Breisch moved to adjourn the meeting. The meeting was adjourned at 8:45pm.

Adjournment

Attest:

Approved:

Greg Mullen

Kenneth Breisch

Acting City Librarian

Library Board Chair