

SANTA MONICA PUBLIC LIBRARY BOARD

Minutes of the REGULAR Meeting of December 2, 2004 To Be Approved

A REGULAR meeting of the Library Board was called to order by Vice Chairperson, Edward Edwards, at 7:00 p.m., Thursday, December 2, 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, Assistant City Librarian; Migell Acosta, Principal Librarian for Information Services; Rachel Foyt, Administrative Analyst; Jon Arenberg, Chair Friends of the Library

No report.

Communications from the Public

Boardmember Oppenheim made a motion to approve the minutes of the Library Board meeting of November 3, 2004. Boardmember Field seconded the motion. The minutes were approved in a unanimous voice vote.

Approval of the Library Board Minutes

The Friends of the Library will be changing their fiscal year to sync up to the City's fiscal year, which is from July to June.

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

The Friends are developing the plan for their bookstore and backroom sorting area in the new Main Library. The Friends organization is concentrating on recruiting volunteers for activities related to the move in to the new Main Library and docent programs.

The Friends held an appreciation breakfast for staff. A catered breakfast from Casablanca restaurant was served and a drawing was held for gift certificates to various local businesses. In the afternoon Jamba Juice was delivered to all staff who was working. Mr. Arenberg reported he received numerous thank you e-mails from staff.

Mr. Arenberg invited the Library Board to attend the Friends annual breakfast meeting on December 6 at Back on Broadway at 8:30 am.

Migell Acosta, Principal Librarian for Information Management, gave the Board a demonstration of the Library's new homepage. The new website debuted on December 1. The site is a three column design. The main column contains Library news items, navigation is on the left hand side and

Demonstration of the Library's New Webpage

the physical library is on the right hand side– hours, policies, get involved.

Some features of the new home page include:

- each branch has their own webpage
- users can search the library catalog directly from the top page
- All About Books which emphasizes books and includes staff picks, book discussion groups and Citywide Reads
- Web Resources contains highly screened and selected annotated websites by reference staff
- Instant Access allows users to sign up for a restricted library card to access the Library's on-line databases

Board discussion followed.

Mr. Mullen reported on the Aetnastak shelving from Yamada for the new Main Library. A color coded plan that shows the different types of shelving was distributed. There are three types of end panels; a maple laminate, an OPAC station attached to the end panel and a slatwall end panel display. Mr. Mullen explained that the gussets, the bracing for the shelving, will be mounted through the raised floor and into the subfloor.

**Report on the New
Main Library
Construction Project**

A new sample reader table is being tested at the Temporary Main Library. The project team is positive about the table. There are questions regarding the way power and data are accessed at the table. The project team would like the power and data to be accessed through the leg. The table manufacturer is looking into the possibility.

Mr. Mullen reported that as part of the commissioning process the City has hired a consultant to evaluate whether the correct equipment and systems have been installed in the new building and that the equipment and systems are installed and functioning properly.

The precast concrete panel installation will be completed this week. Almost all the windows have been installed.

Vice Chair Edwards brought to the Board's attention the lack of parking at the Fairview Branch Library. The greatest need for parking is between 3pm and 6pm when children need to pick up Library materials after school. Vice Chair Edwards has had conversations with a member of the Sunset Park Neighborhood Association and would like to put forward a proposal to change the parking regulations around the Fairview Branch Library. The proposal would state that the east side of 21st Street and the west side of 22nd Street during certain hours would become one hour parking.

**Discussion of Parking
at the Fairview Branch
Library**

Mr. Mullen reported that there are two options for changing the parking regulations - petitions from the residents who live on the street for different

regulations or a formal request from the neighborhood group.

Board discussion followed. The Board decided to wait to hear what the Sunset Park Neighborhood Association suggests. Mr. Mullen suggested that someone from the City's Transportation Management speak to the Board regarding parking regulations and changing parking regulations.

Vice Chair Edwards reported that he spoke to the Marketing Director for the Oklahoma City Library regarding their grand opening celebration. At the grand opening books were passed from person to person the three blocks from the old building to the new Library building. Over 5000 people participated. Boardmember Edwards will investigate this potential event for the Santa Monica Public Library grand opening.

Nationwide Current Library Trends - Review of Library Journal Articles

Library staff is experimenting with a new section of shelving for the new books. Based on the past two years of user surveys 65% of users come to the Library to browse. The new arrangement will support that activity.

Secretary's Report

Display Shelving for New Books at the Temporary Library

A draft of the Library's posting policy was distributed. The policy allows posting of information on programs and events sponsored or co-sponsored by local, state, or federal government agencies or by city grantee organizations. Free newspapers provided by local publishers are also accepted. The City Attorney's Office is reviewing the policy.

Policy for Posting & Give-Aways

The Board reviewed the City ordinance number 2146 on Library meeting room use. Also distributed was a draft of the meeting room application. The City is currently conducting a fee study that may impact the cost of the meeting room rental. Boardmember Oppenheim suggested that the Library web address be added to the meeting room application.

City Ordinance

Library staff is investigating hiring a marketing and public relations consultant. This consultant would help staff plan and organize the grand opening and develop a marketing plan for the Library. Staff is developing a request for proposal.

Marketing Plans

The Library plans to experiment with a self check out station at the Temporary Main Library. The first step is to convert from the current security system to the RFID tag system. Temporary staff will be hired to perform the work.

The Friends have decided not to move forward with their large fundraising campaign. However, there are some foundations and organizations that were identified during the marketing study that the Friends are interested in following up on for donations or grants.

Friends of the Library Fundraising

Khaled Hosseini the author of *The Kite Runner*, the book chosen for the Citywide Reads program will speak at a program in May.

Let's Talk About It is a new series that will explore Jewish literature and culture through scholar-led discussions of contemporary and classic books

on the theme of Fathers and Daughters in a Changing World. The first discussion is on January 26 at 7pm at the Montana Ave. Branch. Additional discussions are every two weeks on Wednesday evenings at 7pm.

The Library Board asked that the following items be included in next Library Board agenda: report on the winter programs.

Agenda Building

Vice Chair Edwards moved to adjourn the meeting. Boardmember Stern seconded the motion. The motion was approved in a unanimous voice vote. The meeting was adjourned at 8:35pm.

Adjournment

Attest:

Approved:

Greg Mullen

Kenneth Breisch

Assistant City Librarian

Library Board Chair