

# SANTA MONICA PUBLIC LIBRARY BOARD



## Minutes of the REGULAR Meeting of August 1, 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, August 1, 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 and  
Vice Chair Kathie Sheldon
- ABSENT:** Boardmember Dan Stern
- ALSO PRESENT:** Jean Ann Holbrook, community member;  
Susan Annett, Acting City Librarian; and  
Rachel Foyt, Administrative Analyst
- Public Input** The Board reviewed an email communication from Mark Elliot, library user. Mr. Elliot commented on the \$25 library card fee for non-residents. The Board requested staff draft a response to Mr. Elliot.
- Approval of the Library Board Minutes** Motion by Boardmember Gene Oppenheim seconded by Boardmember Ken Breisch, to approve the minutes of the Library Board meeting of June 6, 2013. The motion was approved by the following vote:
- AYES: Chairperson Ken Blackwell, Boardmember Ken Breisch, Boardmember Gene Oppenheim and Vice Chair Kathie Sheldon
- NOES: None
- ABSENT: Boardmember Dan Stern
- 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 Friends organization has been assigned a staff member from the IRS to review their 501(c)(3) application and they have been granted the expedited designation for approval but the review could still take several months.
- The Friends Board plans to cancel their August and September Board meetings. The next Friends of the Library Board meeting will be on

October 14.

**Promotional Campaign for Library Card Signup Month**

Susan Annett, Acting City Librarian, reported on the Library's promotional campaign for National Library Card Signup Month in September. The Library planned the campaign to engage Santa Monica residents to register for Library cards. The publicity campaign will include banners, newspaper ads, bus signage, social media and staff at the Farmer's Markets to accept registration.

Boardmember Gene Oppenheim suggested creating a PSA to run on City TV in order to promote the Library card signup campaign.

**Santa Monica History Museum Annual Report for the Fiscal Period 2012-2013**

The Board reviewed the Santa Monica History Museum Annual Report for fiscal year 2012-2013 and found that it was lacking some information.

The Board requested that Library staff do a critical analysis of the Museum's report and follow up with the Museum operations manager to obtain information for the questions from the Board. The Board requested information on visitor attendance statistics, program attendance statistics, the number of images uploaded to the image archive, the number of research requests, and the variety and types of children's programs.

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

The Board discussed several library journal articles including one from the *New Yorker* on sales of the Barnes and Noble Nook eReader and another about a former Walmart store becoming a library.

**Secretary's Report**

**Update on Library Services and Programs**

Ms. Annett reported that Library staff began accepting the \$25 non-resident library card fee on July 1. New Library card registrations for the month of July were about half of what they were over the same period last year.

The children's and teen's Summer Reading program is at the end of its seventh week. The signup statistics show an increase over last year.

This year was the inaugural year of Groundbreaking Reads the Adult Summer Reading program.

As part of the Adult Summer Reading program staff are holding book discussions at Virginia Avenue Park. The book discussions are being held as a precursor to the opening of the Pico Branch Library.

The tutoring program at the Fairview Branch Library matches students in grades 1-5 needing help with math and reading skills development with a volunteer tutor. Ms. Annett reported that now a drop in tutoring component has been added on Thursday between 3-6pm.

Outbound telephony is scheduled to begin on August 13 and will allow users the option to be notified about holds via telephone. Mail holds notifications will only be sent to users who do not have a phone number listed. Since users will be getting holds notices in a timelier manor the hold period can be shortened from 10 to 7 days.

**Update on Library Staffing**

The nationwide recruitment process for Santa Monica City Librarian is expected to take 4 months. Acting City Librarian appointments have been announced; Susan Annett will serve as Acting City Librarian until September 21 at which time Wright Rix will serve as Acting City Librarian through November 30.

Staff recruitments for Pico Library are beginning at the end of August and will go through mid November.

**Update on Library Facilities and Equipment**

Ms. Annett reported that the balusters at the Ocean Park Branch were replaced and painted. The juniper shrubs at the Fairview Branch were replaced with miscanthus and as a result natural lighting has increased in the Children's area.

In mid-August the carpeting is scheduled for replacement in the Circulation Department at the Main Library. During this time a reorganization of the layout of the department will also take place.

The media wall at the Main Library is being replaced with a 90 inch LED TV.

Staff distributed photos of the construction site at the Pico Branch Library. This week the structural framing on the branch roof will be completed and that will mark the construction completion of the structure.

**Update on Library Security and Safety**

Staff is exploring holding active shooter training for Library staff and a walk through of the Library facilities with a security consultant is also being planned.

**Library Statistics**

Staff distributed the annual Library statistics. The report contained several data collection problems that will be corrected for future reports.

**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: an update on the Pico Branch Library; follow up on the Santa Monica History Museum annual report; report on Summer Reading; report on the implementation of the \$25 Library card fee; and a

report from the Friends of the Library.

**Adjournment**

Chairperson Ken Blackwell adjourned the meeting at 7:56 p.m.

Attest:

Approved:

Susan Annett  
Acting City Librarian

Ken Blackwell  
Library Board Chair