SANTA MONICA PUBLIC LIBRARY BOARD

Minutes of the REGULAR Meeting of August 7, 2014
To Be Approved

Call to Order

A REGULAR meeting of the Library Board was called to order by Vice Chair, Ken Blackwell, at 7:01 p.m., Thursday, August 7, 2014 at the Main Library, Administration Conference Room, 601 Santa Monica Blvd., Santa Monica.

Roll Call

PRESENT:	Vice Chair Ken Blackwell, Boardmember Ken Breisch and Boardmember Gene Oppenheim
ABSENT:	Chairperson Kathie Sheldon and Boardmember Bryce Snell
ALSO PRESENT:	Maria Carpenter, Director of Library Services; Rachel Foyt, Administrative Analyst; Wright Rix, Principal Librarian for Reference Services

Public Input

None

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 July 10, 2014. The motion was approved by the following vote:

AYES: Vice Chair Ken Blackwell, Boardmember Ken Breisch and Boardmember Gene Oppenheim

NOES: None

ABSTAINING: None

ABSENT: Chairperson Kathie Sheldon and Boardmember Bryce Snell

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 elected a new Treasurer, Rachel Ginnerty, at their July 14 Board meeting. The next Friends book sale of better books will be held in February. The Friends of the Library Board will meet on August 11.

Demonstration of the New Santa Monica Public Library Service hoopla

Wright Rix, Principal Librarian for Reference Services, demonstrated the new Santa Monica Public Library digital streaming service, *hoopla*. *hoopla* is a digital media platform that gives Santa Monica Public Library card holders 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.

hoopla expands Santa Monica Public Library content by offering 135,508 music albums, over 8,000 videos and close to 12,000 audiobooks. The content is always available with no holds. Patrons can checkout up to ten items per month. The Library does not pay a subscription service fee to *hoopla* instead a fee is charged per item checked out.

The circulation period is 3 days for videos, 7 days for music albums and 21 days for audiobooks. *hoopla* files may not be kept or transferred to another device or program.

hoopla supported devices and browsers include: Apple iOS 6.0 and above; major web browsers; Android 4.0 and above; and Windows and Mac computers.

Mr. Rix led a demo of the hoopladigital.com website and answered questions from the Board.

Review of the Santa Monica Public Library Workplan for Fiscal Year 2014-15

Maria Carpenter, Director of Libraries, reviewed the Library's operating plan of goals, objectives and benchmarks for fiscal year 2014 – 15.

The first goal of the workplan is to provide knowledgeable staff and relevant materials that meet the community's need for information, education and recreation.

Library objectives under this goal include:

- Launch a strategic planning effort to meet key community needs; team building; review mission and vision statements; review the values of the organization; involve key stakeholders; hold focus groups
- Redesign Library website to enhance compatibility with mobile and tablet devices
- Add one or more new formats to the Library's online and mobile-friendly collections to enable people to get value from their use of technology
- Outreach to diverse populations in Santa Monica by creating programs and partnerships

Library benchmarks for this goal include:

- Maintain 94% user satisfaction
- Retain in-person annual visitor count at 1,265,000
- Maintain ranking of high importance in bi-annual resident survey for providing public library services
- Track the number of users who utilize the Library website and their mobile devices to access content.

The second goal in the workplan is to manage and maintain facilities, systems and equipment that allow users to access, use and share ideas.

Objectives under the second goal include:

- Renovate Fairview Branch Library by July 2015
- Assess use of space at the Main Library as linked to strategic planning
- Deploy interactive early literacy software tablets
- Adopt software and a reader that will give staff ability to perform outreach, registration and roving services
- Assess adding cash payment and multilingual capabilities at self-checkout stations

The third goal of the workplan is to inspire and enhance lives with outstanding services and programs.

Objectives under this goal include:

- Review library program objectives and add new strategic partnerships that address the community's priorities
- Needs assessment in relation to strategic plan
- Review branch services as part of strategic plan including focus groups at each branch
- Launch library card campaign with goal of 30% increase in new registrations

The fourth goal of the workplan is to develop revenue sources.

Objectives under the fourth goal include:

- Replace current technology to enable printing from any device, advance computer registrations, and pay-for-scanning capabilities
- Explore other revenue-generating sources

The fifth and final goal of the workplan is to engage in development of the Local Wellbeing Index and strategies for use. The Library will continue its engagement and partnership with Community and Cultural Services on the Wellbeing Index.

Demonstration of the AWE Tablet Slated to be Offered at the Montana Avenue and Fairview Branch Libraries

Ms. Carpenter demonstrated the AWE early literacy tablet and software. Each Library branch will have AWE stations or tablets. AWE software is a digital learning solution for young learners pre-kindergarten to age 8 immersing them in an environment where the content is engaging and personalized.

Report on Monthly Santa Monica Daily Press Column

The Library has been invited to write a monthly column for the *Santa Monica Daily Press*. The purpose of the column is to give greater context to why the Library does what it does. Staff distributed a list of suggested column topics for the Board to review.

The Board suggested including the following column topics:

- Upcoming programs

- "Ask a Librarian" - a question and answer column
- Election resources that are available at the Library
- Holiday resources that are available at the Library
- The Library's relationship with the public schools
- History of the Library for the 125th Library Anniversary
- Explanation of unknown resources such as, Homework Help

The Board reviewed the column titles generated by staff. The Board's recommendations were; *The Library Lowdown*, *The Library Log* and *The Library Blog.*

Santa Monica Public Library Card Promotion Campaign

In order to promote library card registrations for Library Card Sign Up Month in September Santa Monica Public Library is launching a library card promotion campaign. There will be publicity and an insert in *Seascape*. During the month of September, first-time library card applicants will be entered into a drawing for an iPad Mini.

Nationwide Current Library Trends - Review of Library Journal Articles

No report.

Secretary's Report

Update on Library Services and Programs

The *Value Line Investment Survey*, a licensed database, is now available through the Library's website. *Value Line* provides weekly up-to-date investment information and comprehensive reference for investors.

Ten to fifteen teen volunteers per month donated 591 hours during fiscal year 2013/14.

This summer's coordinated teen program Scribble Bots was presented at each Library Branch by instructors from *The Exploratory Maker Space* in Culver City. Approximately 70 youth and parents attended the program system wide. Attendees learned how an electrical circuit works and how to make a simple robot.

The 2014 Summer Reading Program had a 7-week total of 4553 sign-ups, which is an increase of 683 over the same time period last year.

Circulation is now accepting Matricula Consular Cards as a form of photo identification to obtain and renew Library card accounts.

Update on Library Staffing

The Senior Administrative Analyst -Library Fiscal Services Coordinator re-class was approved at the July 31, 2014 Personnel Board meeting.

Update on Library Facilities and Equipment

No report.

Update on Library Security and Safety

No report.

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What are you reading?	The Boardmembers discussed what they are reading.
Agenda Building	The Library Board asked that the following items be included in the next Library Board agenda: wrap up reports on the 2014 Summer Reading programs.
Adjournment	Vice Chair Ken Blackwell adjourned the meeting at 8:40 p.m.

Attest: Approved:

Maria Carpenter   Ken Blackwell

Director of Library Services   Library Board Vice Chair

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