

SANTA MONICA PUBLIC LIBRARY BOARD



Minutes of the REGULAR Meeting of September 4, 2014 To Be Approved

- Call to Order** A REGULAR meeting of the Library Board was called to order by Chair, Kathie Sheldon, at 7:04 p.m., Thursday, September 4, 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:** Claudia Fishler, Assistant City Librarian; Rachel Foyt, Administrative Analyst
- 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 August 7, 2014. The motion was approved by the following vote:
- AYES: Boardmember Ken Breisch, Boardmember Gene Oppenheim, Chairperson Kathie Sheldon and Boardmember Bryce Snell
- NOES: None
- ABSTAINING: None
- ABSENT: Vice Chair Ken Blackwell
- Santa Monica Public Library Staff's Participation In the ALS Ice Bucket Challenge** Santa Monica Public Library participated in the Amyotrophic Lateral Sclerosis (ALS) ice bucket challenge. Library staff extended the challenge to other City of Santa Monica departments and other libraries throughout the country. Donations were made to variety of charities. Staff showed a video of Library staff's participation in the challenge.
- 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 Bookstore committee is considering raising the price of the hardback and trade paperback books from \$1.00 to \$2.00.
- At the Friends' Board meeting Kent Lewis, Bookstore Co-Chair, reported that in the nine year period the Bookstore has been in operation it has raised over \$700,000.

The Friends received a \$5,374.05 penalty from the Internal Revenue Service for non-filing of the 2010 tax forms. Friends' President, Edward Edwards, wrote a letter appealing the penalty.

**Results of the 2014
Santa Monica
Public Library
Customer Survey**

Claudia Fishler, Assistant City Librarian, reported on the results of the 2014 Santa Monica Public Library Customer Survey. The survey shows that patrons are pleased with what they are getting from the Library.

The Board requested for the October Board agenda a follow up and comparison of the of the results of the 2014 Santa Monica Public Library Customer Survey to the results of the 2013 Santa Monica Public Library Customer Survey.

**Discussion of the
Santa Monica
History Museum
2013/2014 Annual
Report**

The Board reviewed the Santa Monica History Museum 2013/2014 Annual Report. Ms. Fishler reported on the letter sent by the Library Director to the Santa Monica History Museum requesting additional information not contained in the annual report.

Additional information requested for:

- Proof of membership in American Alliance of Museums or comparable museum organization
- Results of Museum Assessment Program (MAP) process undertaken in FY 2012-13
- Total number of hours open during July 2013-June 2014
- Percentage of the digital image collection available from online digital archive
- Major goals and objectives for 2014 – 15
- What were goals and objectives for 2013 -14? Were they achieved?
- Budget for 2013 -14 including breakdown of sources of income
- Explanation for \$22,000 in miscellaneous expenses
- Chart of Visitors by hour.
- Details of outreach efforts and advertising for 2013-14
- Museum plans to increase visitor attendance in 2014-15?
- Museum plans to increase volunteer assistance?
- Current Certificate of Property Insurance
- Liquor Liability on Property Insurance or an endorsement covering 2 events per year
- Certificate of Worker's Compensation and Employer's Liability Insurance
- Waiver of Subrogation for Worker's Compensation Insurance granted to City of Santa Monica
- Certificate of Liability Insurance expires on 9/15/14. New certificate must be delivered to City of Santa Monica within 30 days of expiration.

**The Smartest Card,
Get it! Use it! Santa
Monica Public
Library Card
Campaign**

Ms. Fishler reported that 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 a library card application insert in *Seascope*. During the month of September, first-time library card applicants will be entered into a drawing for an iPad Mini.

**Santa Monica
Public Library
2013/14 Year-End
Wrap Up
Infographic**

A 2013/14 annual wrap up infographic was created to highlight Library achievements and showcase photos of programs and activities that took place throughout the year.

**Update on Santa
Monica's 1890s
Shotgun House
Located on Second
Street Across From
the Ocean Park
Branch Library**

Ms. Fishler reported that Library staff met with several Santa Monica Conservancy boardmembers regarding security and cooperation with the Library. The Conservancy expects the shotgun house to open to the public in three months.

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

No report.

Secretary's Report

The Youth Summer Reading signups were 4,800 up 20% over last year. Adult sign ups were steady. The Teen Reading Club exceeded 1000 signups.

**Update on Library
Services and
Programs**

Library staff is working on submitting the Pico Library project to the architectural issue of *Library Journal*.

August is the first month the Library has offered the service *hoopla*. The total number of items checked out via *hoopla* was 1,646. *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.

**Update on Library
Staffing**

The position for the vacant Library Systems Analyst is being rewritten and the title is changing from Library Systems Analyst to Systems Engineer.

Terrie Dorio who is the Montana Ave. Branch Manager is retiring in October.

**Update on Library
Facilities and
Equipment**

The palm trees at the Main Library were trimmed. The Main Library parking garage was power washed. The sewer line at the Pico Branch Library is going to be relined to avoid future sewage problems. There was a hit and run on the stairwell at the Montana Ave. Branch.

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

The Fairview and Montana Branches are almost ready to begin lending the AWE tablets. Upon loan patrons will sign a waiver assuming responsibility for the tablets if they are stolen, damaged or not returned. The tablet checks out for half an hour at a time with one renewal possible and the overdue fine is \$1.00

per each 10 minutes.

Update on Library Security and Safety

In August there were four Library card suspensions and six stay away orders.

Library staff received defensive tactics training that built on the active shooter training Robert Almada, Emergency Services Manager did in 2013.

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; response from the Santa Monica Historical Museum; and the Citywide Reads book selection .

Adjournment

Chair Kathie Sheldon adjourned the meeting at 8:43 p.m.

Attest:

Approved:

Claudia Fishler
Assistant City Librarian

Kathie Sheldon
Library Board Chair

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.