

# SANTA MONICA PUBLIC LIBRARY BOARD



## Minutes of the SPECIAL Meeting of March 7, 2015 To Be Approved

<b>Call to Order</b>	A SPECIAL meeting of the Library Board was called to order by Chairperson, Kathie Sheldon, at 8:05 a.m., Saturday, March 7, 2015 at the Virginia Ave. Park Campus, The Annex Conference Room, 2201 Pico Blvd., Santa Monica.
<b>Roll Call</b>	<p><b>PRESENT:</b> Boardmember Victor Davich, Boardmember Marc Morgenstern, Chairperson Kathie Sheldon and Boardmember Bryce Snell</p> <p><b>ABSENT:</b> Vice Chair Ken Blackwell</p> <p><b>ALSO PRESENT:</b> Maria Carpenter, Director of Library Services; Edward Edwards, President Friends of the Santa Monica Public Library; Rachel Foyt, Administrative Analyst; Margaret Sullivan, Architect and Principal, Margaret Sullivan Studio; Maureen Sullivan, Organization Development Consultant</p>
<b>Library Board Retreat</b>	Maria Carpenter, Director of Library Services introduced Maureen Sullivan, Organization Development Consultant and Margaret Sullivan, Architect and Principal Margaret Sullivan Studio.
<b>Margaret Sullivan, Architect and Principal Margaret Sullivan Studio</b>	<p>Margaret Sullivan spoke to the Library Board about innovations and trends in public library space planning and design. Ms. Sullivan posed the question, "How can the public library serve the community to maintain democracy and democratic freedom?" The Boardmembers shared what they are passionate about with regard to their service to the public library.</p> <p>Across the nation libraries are transforming from static places into active places. Libraries are rebalancing and considering the materials and resources necessary to serve the needs of their communities in the most effective way. How does the library serve the customer's needs most effectively with limited resources and limited space?</p> <p>Margaret Sullivan showed the Board slides that represent the possibilities of what the library of the future will look like. The Board saw examples of libraries as community centers; new models of service; business incubators; and homework help centers for teens and tweens like the Brooklyn Superhero Supply Store in Brooklyn.</p> <p>Ms. Sullivan reported that architects are trying to better understand the needs of the community when designing a library. Architects are asking community members about community needs and their personnel aspirations and how the Library can serve those personal aspirations. In order to more effectively engage the community architects are hosting more interactive community forums in a format like World Café.</p>

Ms. Sullivan discussed human centered design and the seven styles of learning. She explained that the cycle of learning can be synthesized into three elements of learning – consuming the information, creating/activating the information and sharing the information with others. This sequence supports a 21<sup>st</sup> Century literacy skillset. Librarians and architects need to look at the opportunities for those three programmatic elements to be encouraged and promoted in libraries.

Ms. Sullivan presented a case study of the Richland County Library system in Columbia, South Carolina where the idea of library as studio was developed. The Richland County library leadership thought about how to create environments where risk taking can happen; ideas are explored; problems are solved and passions are uncovered.

Richland worked with Adaptive Path from San Francisco on how to create a human centered experience. They identified patterns in the human condition to create new places and experiences in the public library. Four domains were created: arts and literature (books, browsing, music, dance); career advancement (help customers with resume writing and career change); education and growth (youth services and teen engagement); enablers (tools - people, partnerships, resources, spaces, materials, services, technology) principles (brand promises).

What came out of the study were components that are metaphors for the spaces that can be created in the library to promote 21<sup>st</sup> Century literacy. These metaphors are: Library as vibrant café; Library as art gallery; Library as pop up; Library as performance space; Library as social club; Library as makerspace; Library as art studio; Library as co-working center; Library as classroom; Library as hang-out; Library as garden; Library as business center; Library as break room; Library alone together; Library as library.

Board questions and discussion followed.

**Maureen Sullivan,  
Organization  
Development  
Consultant**

Maureen Sullivan, Organization Development Consultant introduced strategic planning to the Library Board and led board members in their role of the strategic planning and visioning process.

In order to gain community feedback community forums are planned at each of the library branches, with the technology group, the Teen Advisory Council and the middle school students.

Ms. Sullivan reported that work on strategic planning is happening in three phases. The first phase is gathering information to inform the Steering Committee and prepare them to write the recommendations.

The Library Board's role in the strategic planning effort is the mission, vision and strategic directions. The Board will ensure that the mission is an accurate reflection of the Library in the community and the community aspirations. The strategic direction is the areas in which the Library is going to make the commitment to focus attention and resources in order to improve its role and contribution in the community. Ms. Sullivan reminded the Board that it is important to listen to the community and the needs of the community.

The second phase is that the Steering Committee writes the recommendations which will become the goals of the plan. The third phase is creating the actual strategic planning document.

The Board reviewed the Library's mission statement: *To provide resources, services and a place to encourage the community to Read, Connect, Relax and Learn.* The comments from the Board were to add 'and invite' after encourage; add 'revive/recharge' instead of relax; place is defined as a physical and virtual place; use 'environment' rather than the word place as environment encompasses both a physical and virtual place.

Part of the Library Board's role is to represent the community. The Board discussed what they saw as the aspirations of Santa Monicans.

- Lifelong learning
- Well being
- Work in the arts and creative fields
- Ability to adjust to urban growth and maintain a small town feel
- Expo line
- For and against expansion and development
- Holistic approach to living
- Walkable City
- Top notch, quality public school system
- What role do our libraries play for non-residents?
- Sustainable community
- Active and involved community
- Neighborhood associations
- Cultural center
- Partnerships with educational institutions towards lifelong learning or young people

The Board discussed what they want to see in the Library in five years.

- Touchpad for City/Library services - similar to the one in the innovations presentation
- Public Wi-Fi system expansion
- Connections with Silicon Beach
- Be a leader and laboratory for using the new technology
- Train the next generation of coders
- Studio space or laboratory space
- Financial literacy and skills training

The Board discussed what they thought the community wants to see in the Library in five years.

- How to create change
- Story and storytelling techniques
- The Library as a place for personal stories and stories of all kinds

The Board discussed issues that affect Library usage.

- The homeless population
- Non-resident fee
- Hours
- Is the Santa Monica History Museum the best use of space?
- Condition of the collection
- Quality of life

The Board directed staff to invite Human Services, the Homeless Liaison Team and the City Attorney to the next Library Board meeting to learn more about City services for homeless individuals.

The Board discussed their expectations for the strategic plan: needs to be actionable; innovative; fundable; where are the gaps in resource allocation; how do we fill the gaps; a realistic plan that is realistically rolled out; buy in from the community; and ongoing communication with the community.

The Board is invited to attend the community forums. The community forum dates are as follow:

Wednesday, April 8  
6:00-7:30 pm at Ocean Park Library, 2601 Main St.

Thursday, April 9  
10:30 am-12 noon at Main Library, 601 Santa Monica Blvd.  
7:00-8:30pm at Montana Library, 1704 Montana Ave.

Wednesday, April 22  
6:30-8:00 pm at Fairview Library, 2101 Ocean Park Blvd.

Thursday, April 23  
5:30-7:00 pm at Pico Library, 2201 Pico Blvd.

The Board discussed their role in the strategic planning process and how the Board can support the strategic planning process. An important role for the Board is advocacy and attending the community forums to listen to the community. Ultimately the Library Board will authorize the final strategic planning document produced by staff.

Following the completion of the community forums the Board plans to meet with Maureen Sullivan to look at what was learned from the community and what that suggests about the Board's role.

Other capacities for the Library Board to support the stewardship of the Library:

- Participation in establishing a foundation
- Participation in establishing a seed library
- Participation in the 125<sup>th</sup> anniversary planning committee
- Participation in a Library card awareness campaign
- Participation in upcoming Library events such as Santa Monica Reads, YALLWEST and the How-To Festival

**Public Input**

No report.

**Approval of the Library Board Minutes**

Motion by Boardmember Bryce Snell, seconded by Boardmember Marc Morgenstern to approve the minutes of the Library Board meeting of February 5, 2015. The motion was approved by the following vote:

AYES: Boardmember Victor Davich, Boardmember Marc Morgenstern, Chairperson Kathie Sheldon and Boardmember Bryce Snell

NOES: None

ABSTAINING: None

ABSENT: Vice Chair Ken Blackwell

11:25 a.m. Edward Edwards, President of the Friends of the Santa Monica Public Library arrives.

**Joint Discussion  
With the Library  
Board and Edward  
Edwards, President  
of the Friends of  
Santa Monica  
Public Library**

Based on February's Library Board conversation with Antonio Spears about establishing a Santa Monica Public Library Foundation the Board asked Edward Edwards, President of the Friends of the Santa Monica Public Library to speak to the Board.

Staff distributed information on library foundations in California, the levels of memberships, types of donations accepted and the foundations' annual revenue. Staff also distributed the Friends of the Santa Monica Public Library financials for fiscal year 2013/14 which show the level of income from memberships and the Friends' Bookstore, expenses and budgeted expenses.

Mr. Edwards explained that the Friends' goal is to help the library. He expressed concern that a library foundation would duplicate the fundraising efforts of the Friends of the Library. Although, a library foundation may be able to attract larger gifts and donations than the ones received by the Friends of the Library. Mr. Edwards also expressed concern that the foundation not take over on-going technology expenses and computer replacements that the City already funds. Mr. Edwards stated that it was important that the City funding for the Library remain strong and not expect that the foundation would take over funding.

The Friends accept memberships, donations and bequests. They can also accept planned estate gifts. Mr. Edwards would like to see if a foundation could partner with the Friends of the Library to strengthen the Friends Board. The foundation could use the Friends of the Library 501 c.3 instead of starting an entirely new organization. Alternately, the Friends of the Library could continue to run the Bookstore and the foundation could handle the memberships, donations and bequests.

Board questions and discussion followed. The Board had questions and expressed concerns about the costs of starting and running a foundation.

Ms. Carpenter encouraged the Library Board to make recommendations about a direction and to explore the concept of a foundation. Antonio Spears is meeting with the Friends of the Library Board on March 9. Ms. Carpenter will investigate the park foundation in Santa Monica.

**Discussion of the  
Library Board  
Video Report for  
the Annual Boards  
and Commissions  
Diner on Monday,  
May 4, 2015**

The Library Board discussed the Library Board video report for the Annual Boards and Commissions diner. The video will be filmed at the Ocean Park Branch on Monday, March 23. The focus of the video will be the 125<sup>th</sup> Anniversary Celebration, upcoming Library Programs such as, Santa Monica Reads, YALLWEST and the How-To Festival, and national awards received. The Board would like to also mention the new digital subscriptions of hoopla and Zinio that launched recently. The 60 second script is due to the City Clerk's Office on Monday, March 9.

**Agenda Building**

The Library Board asked that the following items be included in the next Library Board agenda: a discussion with the Homeless Liaison Team and City Attorney's Office regarding homeless in the Library, report on Santa Monica READS and a report on the

foundation discussion from the Friends' Board meeting.

**Adjournment**

Chair Kathie Sheldon adjourned the meeting at 12:45 p.m.

Attest:

Approved:



Maria Carpenter

Kathie Sheldon

Director of Library Services

Library Board Chair

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