CITY OF SANTA MONICA
LIBRARY BOARD

City of
Santa Monica®

Minutes of the SPECIAL Meeting of July 16, 2015
To Be Approved

Call to Order

A SPECIAL meeting of the Santa Monica Library Board was called to order by Chairperson, Kathie Sheldon, at 7:02 p.m., Thursday, July 16, 2015 at the Main Library, Administrative Conference Room, 601 Santa Monica Blvd., Santa Monica.

Roll Call

PRESENT:	Boardmember Marc Morgenstern, Chairperson Kathie Sheldon and Boardmember Bryce Snell
ABSENT:	Vice Chair Ken Blackwell and Boardmember Victor Davich
ALSO PRESENT:	Maria Carpenter, Director of Library Services; Rachel Foyt, Administrative Analyst; Wright Rix, Principal Librarian for Reference Services; Cecilia Tovar, Principal Librarian for Public and Branch Services; Maureen Sullivan, Organization Development Consultant; Antonio Spears, community member; Magalis Martinez, Designer of Experiential Learning and Applied Creativity; Sarah Henry, UX Strategist; Brent Cohen, Asia Media Services

Public Input

Member of the public, Felix Sahig, asked about Santa Monica Public Library's efforts to filter adult content. Chair Kathie Sheldon asked staff to agendize a Library Board discussion of providing public access to the Internet for the next Library Board meeting.

Another patron spoke about his desire for the non-resident fee to be rescinded. He also stated that he would like the Friends Bookstore to hold the books he has purchased.

Approval of the Library Board Minutes

Motion by Boardmember Marc Morgenstern, seconded by Boardmember Bryce Snell to approve the minutes of the Library Board meetings of May 7, 2015. The motion was approved by the following vote:

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

NOES: None

ABSTAINING: None

ABSENT: Vice Chair Ken Blackwell and Boardmember Victor Davich

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Motion by Boardmember Bryce Snell, seconded by Boardmember Marc Morgenstern to approve the minutes of the Library Board meetings of June 4, 2015. The motion was approved by the following vote:

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

NOES: None

ABSTAINING: None

ABSENT: Vice Chair Ken Blackwell and Boardmember Victor Davich

Update on the Strategic Planning Process

Library staff presented an update on the Library's strategic planning process. Maria Carpenter, Library Director explained that strategic planning began in October 2014 with the formation of two staff committees, the Resources and Communications Committee and the Strategic Planning Steering Committee.

Margaret Sullivan, Organization Development Consultant spoke to the Board about the Aspen Report *Rising to the Challenge Re-Envisioning Public Libraries.* The Aspen Institute based in Washington D.C. received a grant from the Bill and Melinda Gates Foundation to identify a strong viable future for libraries. The Aspen Institute convened a working group of 30 people most who were from outside public libraries in August 2013 to look at the future of public libraries in the United States.

The report was launched in 2014 and has helped to inform the steering committee and shape the work the Santa Monica Public Library staff is doing on the strategic plan.

Wright Rix, Principal Librarian for Reference Services explained that the Resources and Communications Committee's role was to compile research and information that would be of use to the process. The committee also publicized the community forums and the community survey.

The Strategic Planning Steering Committee met to process the data compiled by the Resources and Communications Committee, the information from the community forums and survey and to interact with experts.

The Strategic Planning Steering Committee worked with the following guides and consultants: Maureen Sullivan, Organization Development Consultant, Maureen Sullivan Associates; Margaret Sullivan Principal, Margaret Sullivan Studio and Miguel Figueroa Director, Center for the Future of Libraries.

In addition to the two staff committees an Innovation Technology Task Force comprised of community members was formed.

Magalis Martinez, Designer of Experiential Learning & Applied Creativity and Sarah Henry, UX Strategist invited the public to participate in Learn Do Share at the Santa Monica Public Library-Pico Branch. Learn Do Share is a participatory design process that will convene library staff, stakeholders and members of the community in a collaborative effort to co-design and prototype the Pico Branch Family Space.

Wright Rix reported that a series of eleven community forums, held at each neighborhood library and other locations, drew a total of 201 people who provided

feedback.

Maureen Sullivan reported on the themes heard at the community forums. The general themes included:

- Value the library as a center of the community and primary resource for information, materials, a place to read, work, attend programs, meet others, and engage in community activities
- The library is inclusive of all under a common theme of learning, growing and expanding
- The library is the "whole house," a safe place for anyone to grow, get support, and get whatever they need

Aspirational themes from the community forums:

- More involvement of community members in program planning and development; tap the expertise and talents of individuals in the community
- Continue building partnerships with the tech community, schools, and neighborhood organizations
- Improve the quality of basic services, such as public computers, assistance with job searching, the library website, and meeting spaces
- Support cultural arts and creative industry professionals
- Help "pivoters" – those who are experiencing a career or life change

Issues from the community forums:

- The need to serve and accommodate the homeless population and minimize the disruptions to others
- Evaluating the $25.00 non-resident fee
- The availability of space for community groups
- The desire to have "serenity" and manage noise from people engaging in conversation

Conversations with youth:

- Make it easier to check out books
- Provide courses on how to code, start a business, and money/finance
- Suggested programs: movie night, wood shop, SAT readiness, games, contests
- Host a career day featuring "cool people who have cool jobs"

Wright Rix reported on the community wide survey conducted by the Library in May 2015. Staff reached out directly to community members in public spaces throughout the city, sent email blasts to hundreds of library supporters and featured the online version of the survey on the Library's web page. 1,983 people responded to the community survey.

The key findings from the community survey included:
- Print materials remain the core of the Library's brand identity, with over 90% of those surveyed considering books to be "important" or "extremely important" to the Library
- 60% of those surveyed rated as "important" or "extremely important" the addition of "collaborative working spaces" at the public libraries

- Over half of those surveyed also favored the addition of "maker spaces" and "art exhibitions"

Brent Cohen from the Innovation Technology Task Force spoke about the key Innovation Technology Task Force recommendations.

- As part of its commitment to community wellbeing (Strategic Focus Area 1), Santa Monica Public Library is the hub of a socioeconomically and culturally connected community, bridging generations, addressing digital divides, and linking diverse languages of learning, from text to code
- Santa Monica Public Library's physical and virtual technological infrastructure (Strategic Focus Area 2) meets Santa Monicans where they are, helps them achieve their goals, and shows them new possibilities they hadn't yet imagined
- Santa Monica Public Library is a center for lifelong, experiential and technology-driven learning, helping all Santa Monicans to flourish, especially people who live, work, or study here (Strategic Focus Area 3)
- As an information and networking clearinghouse and gateway for Silicon Beach, Santa Monica Public Library has the infrastructure and capacity to create and sustain relationships (Strategic Focus Area 4) with external stakeholders interested in technology, connectivity, and bridging the digital divide.

The Innovation Technology Task Force presented the following policy recommendations:

- Seek additional capital funding to bring the Library up-to-date with technology equipment and practices, including digital audio/video display and broadcast/streaming capacity in the Auditorium, community and multipurpose rooms, and in coworking/maker/digital media spaces, and adequate fiber to support these purposes.
- Ensure equitable access to the Library and its facilities. Review fee structures and room rental policies to ensure they do not unduly inhibit or privilege access.
- To increase the appeal and competitiveness of Library facilities for community events and tech meetups, relax alcohol restrictions to enable beer and wine to be served under appropriate conditions.

Wright Rix, Rachel Foyt, Administrative Analyst, Cecilia Tovar, Principal Librarian for Public and Branch Services, and Maria Carpenter spoke about the strategic plan focus areas:

1. The Library supports community wellbeing
2. The Library space attracts users to experience the collections, services, programs, and amenities offered
3. The Library ensures vibrant, flexible, responsive, innovative and technically up-to-date services and programs to help all Santa Monicans flourish
4. The Library leverages community partnerships and alliances to elevate collective impact in the city of Santa Monica and build community assets

Cecilia Tovar presented the next steps in strategic planning:

- Participatory design prototyping at Pico Library and pop-up open design

labs will take place in the community July-Aug
- Strategic Plan will be submitted to the Library Board for final approval in late-August or early-September
- Plan will be disseminated to City Council and made available to the public through the libraries and the library website
- Implementation team will be formed, organizational development work to align services to strategic focus areas will take place and phase one of implementation will begin

Agenda Building   The Library Board had no items for inclusion in the next Library Board agenda.

Adjournment   On the order of the Chair, Kathie Sheldon, the meeting was adjourned at 7:55 p.m.

Attest: Approved:

Maria Carpenter

Maria Carpenter   Kathleen Sheldon

Director of Library Services   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.