

# CITY OF SANTA MONICA LIBRARY BOARD



## Minutes of the SPECIAL Meeting of April 14, 2016 To Be Approved

<b>Call to Order</b>	A SPECIAL meeting of the Santa Monica Library Board was called to order by Chair, Kathie Sheldon, at 7:02 p.m., Thursday, April 14, 2016 at the Main Library, Administrative Conference Room, 601 Santa Monica Blvd., Santa Monica.	
<b>Roll Call</b>	<b>PRESENT:</b>	Boardmember Victor Davich, Boardmember Marc Morgenstern, Chairperson Kathie Sheldon, and Boardmember Bryce Snell
	<b>ABSENT:</b>	Vice Chair Ken Blackwell
	<b>ALSO PRESENT:</b>	Rosa Monroy, OPCC Outreach Specialist; Courtney Reed, OPCC; Cecelia Tovar, Principal Librarian for Public and Branch Services; Greco Venegas, Principal Librarian for Information Management Division; Lucien Plauzoles, member of the public; Erica Cuyugan, Assistant City Librarian; Maria Carpenter, Library Director; Rachel Foyt, Administrative Analyst
<b>Public Input</b>	None.	
<b>Approval of the Library Board Minutes</b>	Motion by Boardmember Marc Morgenstern, seconded by Boardmember Bryce Snell to approve the minutes of the Library Board meeting of March 10, 2016. 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	

**Library Board  
Elections**

The Library Board held elections for Chair and Vice Chair.

Motion by Chair Kathie Sheldon, seconded by Boardmember Bryce Snell nominating Boardmember Marc Morgenstern for Library Board Chair. 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

At 7:04 p.m. Chair Marc Morgenstern began chairing the meeting.

Motion by Boardmember Kathie Sheldon, seconded by Boardmember Victor Davich nominating Boardmember Bryce Snell for Library Board Vice Chair. 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

**Ocean Park  
Community Center  
Outreach Specialist  
Rosa Monroy**

Rosa Monroy, Ocean Park Community Center (OPCC) Outreach Specialist spoke to the Board about her outreach duties and responsibilities partnering with the Library. Ms. Monroy gave an overview of the OPCC Access Center located at 503 Olympic Blvd., Santa Monica.

The Access Center is the main entry point for individuals to receive services through OPCC and is home to the agency's street outreach teams that engage homeless individuals on the streets, in parks and public spaces. The Access Center provides a full range of services including; meals, clothing, mail and phone service, case management, mental health counseling, benefits assistance, and medical care.

Ms. Monroy provides outreach at the Main Library, Ocean Park and Pico Library Branches. She shared her outreach statistics and spoke in a broad way about her experiences with clients.

Ms. Monroy's role as an outreach worker includes:

- Outreach to homeless individuals who are not aware of services provided in the City and by OPCC
- Distribute informational brochures
- Provide referrals to homeless patrons based on their needs
- Engage and build rapport
- Bring meals and snacks to individuals
- Provide internet tokens to individuals looking up information and services
- Communicate with Library Services Officers and Library Staff regarding outreach request for a specific individual

Ms. Monroy has been working with Karen Reitz, Ocean Park Branch Manager on an adult literacy pilot program. She is conducting surveys on the literacy needs among individuals experiencing homelessness in Santa Monica.

Board questions and discussion followed.

The Board would like to receive follow up on key outreach and case management statistics, signage to designate the outreach coordinator and the adult literacy survey results.

**Strategic Plan  
Update**

Maria Carpenter reminded the Board that City Council approved the Library Strategic Plan in December 2015. Library staff presented an update on the progress of the Strategic Plan implementation to the Board.

The four focus areas of the Library Strategic Plan are:

- Vibrant Learning Center
- Wellbeing Cultivator
- Dynamic Third Place
- Community and Cultural Connector

Erica Cuyugan, Assistant City Librarian explained the Library reorganization. In order to bring the organization in alignment with the four focus areas of the strategic plan a reorganization of the Library is needed.

Administration and Facilities will still include the Administration Team. In addition to Administration and Facilities three of the Branch Libraries – Fairview, Montana and Ocean Park will be moving under Administration and Facilities.

Access Services formerly Reference Services will now include the Library Services Officers, the Reference Team and Cardholder Services

(Circulation).

Innovative Technology Services formerly Information Management will expand to include Collaborative Services, Support Services and the Information Systems Division Team.

Learning Experiences formerly Public and Branch Services will include the Youth Services Team, the Learning Experiences Team (Adult Programming) and the Pico Branch.

Cecilia Tovar, Principal Librarian for Public and Branch Services spoke to the Board about the direction of Learning Experiences.

Learning Experiences includes the teams of Youth Services, Adult Services and the Pico Branch. It offers the services of wellbeing and lifelong learning, early childhood literacy, youth development, adult literacy, civic engagement, hands on educational programming and cultural and literary programming.

Greco Venegas, Principal Librarian for Information Management spoke to the Board about Innovative Technology Services.

Innovative Technology Services includes the teams of collaborative services, support services and Information Systems Division. It offers the services of acquisitions, cataloging, processing and serials; emerging technology; collaboration space management; digital literacy and A/V technology support.

Ms. Cuyugan explained that the Library has submitted an application for Capital Improvements for technology upgrades in the auditorium and meeting rooms; the creation of collaborative, content creation and digital spaces and upgrades to the teen space.

Ms. Carpenter gave a tour of the strategic planning microsite [www.santamonicapubliclibrary.org](http://www.santamonicapubliclibrary.org) to the Board.

**Update of the  
Fairview Branch  
Renovation Project**

Erica Cuyugan, Assistant City Librarian, reported to the Board on the ongoing renovations at the Fairview Branch Library. The Branch is scheduled to open on Wednesday, June 1, 2016.

**Library Board  
Attendance at the  
Board and  
Commission Video  
Presentation to  
City Council at the  
May 24th Council  
Meeting**

The Boards and Commission video report will be presented at the Annual Boards and Commission dinner and at the May 24 Council meeting in order to include the public in these presentations. Because this is the first time the video and written reports will be presented at a Council meeting, the City Clerk's Office asks that the Library Board Chair or at least 1 Boardmember attend the meeting in case the Council or public

has questions. The item will be listed as a 2-Item (Special Agenda Item), and members should strive be in the City Hall Council Chambers by 6:30 PM.

Chair Marc Morgenstern and Vice Chair Bryce Snell will attend the May 24 City Council meeting on behalf of the Library Board.

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

Boardmember Victor Davich reported on an article he found where students were allowed to pay their Library fines with canned goods. He also reported on an article he read on genealogy databases and research.

Chair Marc Morgenstern asked that staff report back on the amount of fines that young people have accrued.

**Secretary's Report**

Ms. Cuyugan reported that there is a 24% decrease in the computer usage fees. The amount of Library card signups have continued to grow.

**Update on Library  
Services and  
Programs**

Ms. Cuyugan reported on programs held at the Main and Branch libraries.

The Friends of the Santa Monica Public Library have agreed to provide funding for the Pop-Up Beach Library and the How-To Festival.

At the April 12, 2016 City Council meeting Roger Kelly, Youth Services Coordinator and Cecilia Tovar, Principal Librarian for Public and Branch Services reported to Council on the Reading To Go Program. At the same meeting Council adopted a resolution to authorize the Library Director to request affiliation with and waiver from deadlines of the Southern California Library Cooperative in order to be re-instated as a full member of said cooperative.

YALLWEST Fierce Friday is on Friday, April 29 from 6:00 - 8:00pm. The Arts and Literacy Festival is on Saturday, April 30 at the Pico Branch.

**Update on Library  
Staffing**

Ms. Cuyugan reported that Vanessa Alvarado accepted the Youth Services bilingual, Librarian I position at the Pico Branch. Ms. Alvarado was a former Library Assistant II.

Recruitments are ongoing for the Youth Services Librarian I Permanent Part Time; and Librarian III, Branch Services for Montana and Fairview Branches; and Public Services, Librarian I.

**Update on Library  
Facilities and  
Equipment**

Ms. Cuyugan reported that the two jump start projects being funded by the City are progressing. The broadband improvements, installation of networking switches and more wireless access points to improve the

wireless connectivity and the quality of the internet service are in progress.

**Update on Library Security and Safety**

There was one library suspension. The Santa Monica Police Department Neighborhood Resource Officer gave a safety awareness training. In addition to that training Risk Management held training on the emergency action plan. The training covered location of the exits and what do you do in an emergency.

Staff distributed the quarterly homeless count taken in the Library.

**What Are You Reading?**

The Boardmembers discussed the books they are reading.

**Agenda Building**

The Board would like to include in the next agenda a report on Santa Monica READS, fines for young people, report from the Foundation, and a report on Summer Reading 2016.

Motion by Chair Marc Morgenstern, seconded by Boardmember Victor Davich to thank Boardmember Kathie Sheldon for all the great work she did as Chair. Approved by acclimation.

**Adjournment**

On the order of the Chair, Marc Morgenstern, the meeting was adjourned at 8:49 p.m.

Attest:

Approved:



Maria Carpenter  
Library Director

Marc Morgenstern  
Library Board Chair

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