



# CITY OF SANTA MONICA LIBRARY BOARD

## Minutes of the SPECIAL Meeting of September 8, 2018 To Be Approved

<b>Call to Order</b>	Chair, Marc Morgenstern, called a SPECIAL meeting of the Santa Monica Library Board to order at 9:04 a.m., Saturday, September 8, 2018 in the Multipurpose Room, Main Library, 601 Santa Monica Blvd., Santa Monica.
<b>Roll Call</b>	<p><b>PRESENT:</b> Chair Marc Morgenstern, Vice Chair Lucien Plauzoles, Boardmember Arlene Hopkins, Boardmember Naomi Seligman, and Boardmember Kathleen Sheldon</p> <p><b>ABSENT:</b> None</p> <p><b>ALSO PRESENT:</b> Patty Wong, Director of Library Services; Rachel Foyt, Senior Administrative Analyst; Susan Lamb, Principal Librarian for Reference Services; Greco Venegas, Principal Librarian for Information Management; Rachel Ginnerty, President Friends of the Santa Monica Public Library; Carter Rubin, Library Foundation of Santa Monica</p>
<b>Public Input</b>	None
<b>Oath or Affirmation and Swearing in of Reappointed Library Boardmember Arlene Hopkins</b>	Arlene Hopkins took the Oath or Affirmation of Allegiance for Public Officers and was sworn in as Boardmember to the Library Board.
<b>Oath or Affirmation and Swearing in of Reappointed Library Boardmember Marc Morgenstern</b>	Marc Morgenstern took the Oath or Affirmation of Allegiance for Public Officers and was sworn in as Boardmember to the Library Board.
<b>Report on Santa Monica Public Library Electronic Collections</b>	<p>Susan Lamb, Principal Librarian for Reference Services reported on the Library's electronic collections. In response to the amount of interest in streaming video, e-books and e-audio books the Library offers the streaming services of Overdrive and Hoopla.</p> <p>Imagine Santa Monica is the digital local history collection which includes photos, ephemera, and City of Santa Monica (City) history. This year the collection will be moving into the cloud to allow for growth.</p>

Other popular digital collections are:

- Biblioboard - digital books, images, videos and more from libraries, artists, authors and others from your community and around the world
- DRAM - streaming service for new, creative, and unusual music. Soundwaves New Music Series at Santa Monica Public Library was formed with funding from the Friends of the Library to promote DRAM
- Hoopla – streaming music, audio books, ebooks, comics, movies and television
- OverDrive - ebooks and audio books
- RBDigital Magazines - full color, interactive digital magazines
- Sesame Street eBooks – books based on Sesame Street's early childhood curriculum
- Tumblebooks – animated, talking picture books

Ms. Lamb reported on the most used databases:

- Brainfuse HelpNow online tutoring
- MasterFILE Complete
- RefenceUSA
- Value Line
- Morningstar Investment Research Center
- Mango languages

**Review and Discussion of City Framework and Library Strategic Plan. Introduction to Performance Based Budgeting**

Patty Wong, Director of Library Services reported on the performance-based budgeting that the City is instituting. The framework organizes and streamlines department work which, is organized around seven outcome areas; community, economic opportunity, governance, health, learning, place and planet and safety. The framework outcomes, sub-outcomes, and outcome metrics inform the process. SaMoStat is the process through which the data is collected and measured on the seven outcomes.

**Report on Volunteerism at the Library – Attracting volunteers, promotion and engagement, opportunities available, and participation**

Ms. Wong reported that there are 32 teens and 89 adults volunteering at the Library in the capacity of:

- Adult Literacy Volunteers
- Homework Help Volunteers
- Santa Monica Reads Book Discussion Group Leaders
- Shut-In Service Volunteers
- Teen Volunteers – Teen Council
- Friends of the Library Bookstore Volunteers

Current needs for volunteers: bilingual Spanish/English volunteers for Santa Monica Public Library Homework Help at the Pico Branch, volunteers for the Shut-In Services program, and Friends of the Library Bookstore volunteers.

**Discussion of the Importance of Cybersecurity – Compliance with trainings and direction from City of Santa Monica Information Systems Division**

Staff distributed a brochure from the Information Systems Department on cybersecurity. Ms. Wong reminded the Boardmembers to take the online cybersecurity class and when discussing Board or City business to communicate through smgov.net email.

**Information for Library Board on Meeting Library**

The Board requested clarification from staff on the Brown Act regarding conversations around conceptual ideas that are not on the agenda or for action.

The Board discussed opportunities to engage with Library staff. Ideas for engagement presented were coffee or cookies with the Board, meeting with the Masters in Library

**Staff**

and Information Systems student group, the process around ordering and processing Library material, invitations to the monthly staff meeting, and involving the Board in Library programs and events.

**Review of Board Role 101: Advisory vs. Administrative – Board roles and responsibilities; Administrative Instruction on Elections; review and discussion of Board working groups**

Ms. Wong explained the differences between an advisory and an administrative Board.

*Advisory*

- Individuals from a wide range of interests with unique knowledge and skills
- Provide advice, guidance, and recommendations
- Represent resident perspective and bring together resident views that might not be heard
- The board may review and evaluate specific programs to advise and support the organization
- The board may serve as advocate for the organization to the community it serves, gather input and provide feedback from the community, provide technical expertise, assist staff in determining important activities
- Independent and unbiased
- No formal authority to govern the organization

*Administrative*

- Boards with administrative functions have managerial, supervisory, or investigative powers
- Have actual or *de facto* decision-making role

Examples of Library Board driven accomplishments:

- Fine Free for youth
- Update to City Charter to change the eligibility requirement for service on the Library Board, Personnel Board, and Airport Commission from qualified elector of the City to resident of the City
- Increased services to homeless
- Changes and updates to the Rules of Conduct
- Increased staffing and deployment; Library Services Officers and Social Worker
- Technology plan
- Staff development
- Partnerships; Neighborhood Organizations, Santa Monica History Museum, Library Foundation of Santa Monica, Friends of the Santa Monica Library
- Organizational Effectiveness; onboarding process, agenda building and stronger reporting

**Board Discussion: 2018 – 2021 Forecasting**

**Timeline**

**Budget projections and impacts**

**Current and future plans**

Chair Marc Morgenstern began the goal setting discussion by asked the Library Boardmembers why they joined the Library Board.

- Civic engagement
- Love of libraries
- The Library as a local system of community acculturation
- The Library as a place where community is embedded – the “new commons”
- The Library as a natural partner to many institutions: schools, parks, museums, nonprofits
- Transformational in a grassroots way
- Social impact
- Equal Access
- Lifelong learning
- Support of Library staff
- Important role – part of the City/city structure
- Intellectual fire power of the Library Board members

- The Library as a unique institution – poised and leveraged – a vessel for civic engagement
- The Library Board as stewards of a trusted institution

Ms. Wong discussed some of the factors that will be affecting the City in the next 3-5 years; new performance-based budgeting, new leadership, economy redesign (Promenade 3.0), decrease in funding, unfunded liabilities, poor pension performance, resident expectations and City/Library reputation, community engagement, and public/private partnership.

**Board Discussion and Setting 2018-19 Library Board Goals**

As part of Board brainstorming for the 2018-2019 goals Boardmembers discussed the potential decrease in City revenue over the next two years and the possible financial impact on the Library.

**Library patron experience**

Boardmember Naomi Seligman suggested that the Board look at data gathering, evaluation and measurement including; data sharing, cross department engagement, reflective review, and what the data means for prioritization of services.

**Library Board communications and neighborhood engagement**

Boardmember Kathleen Sheldon reminded the Board that they are committed to no Library closures on Fridays.

**Partnership development and liaison roles. Adopt a Branch**

Chair Marc Morgenstern talked about diversification of funding and finding additional resources through grants, the Friends of the Library, and the Library Foundation; better recruitment and the need for more volunteers; developing partnerships with business leadership, public/private partnership and the Chamber of Commerce.

Chair Morgenstern discussed the importance of Board advocacy and outreach, and engaging the community, elected officials, neighborhood groups, and businesses to raise awareness of the Library.

Boardmember Seligman talked about strategizing the engagement of the community around the Library. She suggested an ad campaign: Why the Library matters? What's at risk? What wouldn't be here if the Library didn't receive funding?

Boardmember Arlene Hopkins talked about ways of engaging the business community to create campaigns that can donate funds into the Library Foundation.

The Board discussed broadening Library Board ambassadors to engage with the school board, neighborhood groups, and other organizations. Chair Morgenstern suggested that each Boardmember adopt a Branch Library to engage with staff and the community.

**Board Goals for 2018-2019**

**Advocacy**

- Elected Officials
- Neighborhoods
- Financial diversity (diversification of funds and support beyond the general fund)

**Outreach**

- Adopt a Branch
- Community Engagement

**Promotion/Communication**

- Coverage of staff leadership and engagement at local, regional and national levels
- Grants and Awards

**Library Patron Experience**

- Periodic review throughout 2018/19

- Homeless liaison – analysis
- Weingart Foundation – potential to support additional Library Services Officers funding needs

Partnership

- Friends
- Foundation
- Public/Private Partnership

Rachel Ginnerty, President, Friends of the Santa Monica Public Library and Carter Rubin, Library Foundation of Santa Monica arrived at noon.

Ms. Wong reported the Library 2017/18 annual statistics to the Board. She reviewed circulation, number of borrowers, visitors, online statistics, Branch statistics, programs, and volunteers.

Ms. Lamb shared the results of the 2017/18 customer survey with the Board. Visit [smpf.org/2017-18CustomerSurvey](http://smpf.org/2017-18CustomerSurvey) for the full survey results.

**Discussion of Partnership, Shared Goals, and Collaboration with Rachel Ginnerty, President of the Friends of the Santa Monica Library and Carter Rubin, representative of the Library Foundation of Santa Monica**

Rachel Ginnerty President of the Friends of the Santa Monica Public Library spoke to the Board. The Friends committed \$105,000 in funding to the Library for fiscal year 2018/19. She identified the Friends’ strengths as the Bookstore and the volunteers who operate the Bookstore. The Friends plan to expand the revenue streams of memberships and donations. One challenge to the aspirations of the Friends is the small size of the current board. The Friends’ Board hired a consultant to begin a strategic planning process to allow the Friends to revisit their mission and vision and begin to address the needs of more volunteers, boardmembers, memberships and donations.

Carter Rubin of the Library Foundation of Santa Monica reported to the Board on the activities of the Foundation. The Foundation is in a startup mode and sees an opportunity and additional capacity for connection with the Library financially and programmatically. The Foundation wants to connect with the community and uplift the Library as an essential space with access for all. The Foundation is in the process of building its Board and to articulate its strategic vision in alignment of the mission/vision of the Library Board and the Friends of the Library.

The Friends of the Library are interested in a having stronger relationship with the Library Board and the Library Foundation and developing a reciprocal relationship among the three.

Chair Marc Morgenstern and Boardmember Kathleen Sheldon are available for the October 4, 2018 Library Board Meeting.

**Adjournment**

Meeting adjourned at 1:05pm.

Attest:

Approved:

Patricia Wong  
Library Director

Marc Morgenstern  
Library Board Chair

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