

CITY OF NEWPORT BEACH

Board of Library Trustees Minutes Regular Meeting

April 1, 2013 – 5:00 p.m.

The agenda for this Board of Library Trustees Meeting was posted on Thursday, March 28, 2013 at 5:25 p.m. on the City Hall Bulletin Board located in the City Council Chambers vestibule at 100 Civic Center Drive, Newport Beach, CA 92660.

CONVENED AT 5:00 p.m.

CALL MEETING TO ORDER

Chair Johnson-Tucker called the meeting to order.

ROLL CALL

Roll call by Administrative Assistant Elaine McMillion.

Trustees Present: Jill Johnson-Tucker, chairing the meeting
Jerry King
Stephanie Murguia
Eleanor Palk
Robyn Grant

Staff Present: Cynthia Cowell, Library Services Director
Melissa Kelly, Support Services Coordinator
Elaine McMillion, Administrative Assistant

NBPL Foundation Present: Margi Murray, NBPL Foundation Board Member

Public Present: Jim Mosher, Resident

PUBLIC COMMENTS ON AGENDA ITEMS

Prior to this meeting Jim Mosher emailed five pages of type-written remarks on six agenda items and commented on the following three agenda items; Item 5. A.1. Customer Comments, Item 5.A.4. Board of Library Trustees Monitoring List, and Item 5, B.2. Study Room Policy.

Chair Johnson-Tucker thanked him for his comments which had been distributed by email to all Board of Library Trustees prior to this meeting. Board members also received paper copies at this meeting.

APPROVAL OF MINUTES

It was moved, seconded and passed (Trustee Grant/Trustee Palk) to approve the meeting minutes from the Board of Library Trustees Meeting of March 4, 2013 as amended. Motion carried.

Page 4 - Remove the first "On Monday," from the first paragraph sentence, sixth sentence:

On Monday, City Hall staff will move into the new location on Monday, April 8, and on Monday, April 15 will be open for business.

Page 1 - Modify the final paragraph to read:

He suggested that the Trustees use Google to help in material selection, and to review the collection policies other libraries have. The current Library Circulation Policy is not on the Library website or on the City website, and is lacking in content, as it does not give guidance to the staff on what

customers would like in the library. He named a public library in another state (Racine Public Library) that had a very definitive collection policy that the Board may wish to view.

Page 5 - Modify the next to the last sentence under Public Comments to read:

He suggested that Library staff look into services for the disabled, particularly the blind and reading impaired, as there is currently nothing on the Library's website in this area.

CURRENT BUSINESS

Consent Calendar

It was moved, seconded and passed (Trustee King/Trustee Palk) to approve the consent calendar as presented, and add "Review Public Give-Away Shelf Policy" as an agenda item to the Board of Library Trustees Monitoring List. This agenda item will be reviewed at the May 6, 2013 Board of Library Trustees meeting. Motion carried.

Items for Review and Possible Action

Marketing Update – Library Marketing Specialist Katherine Mielke gave a marketing update which included a summary of some of the 2012 – 2013 marketing projects as shown below:

Library Events

- National Library Week
- Peter Walker Lecture
- Peter Bohlin Lecture
- Searching for Democracy
- Summer Reading Program
- Sunday Musicales (6)
- Family Concerts (4)
- What's Cooking at the Library (6)
- Children's Programs (40+)
- eTraining Classes

Foundation Events

- Making Memories for Children
- Library Live
- Distinguished Speakers
- Book Discussion Group

Literacy Events

- International Literacy Day
- Gift of Literacy Fundraising Luncheon

Cultural Arts Events

- Newport Beach Art Exhibition & Sale
- Concerts in the Park
- Shakespeare by the Sea
- Museum Tours
- Art Exhibits at Library and City Hall
- Imagination Celebration

The Library successfully partnered on new programming which included Searching for Democracy with Cal Humanities/CA Reads, Civic Center Architect Peter Bohlin and Landscape Architect Peter Walker with the City, and Making Memories for Children with the NBPL Foundation. Two special events featuring Dr. Richard Beeman and Freedom Writer's Erin Gruwell received press coverage through podcasts and NBTv.

There has been an increase in electronic media usage which has helped to promote Library events and services through the use of web ads on the Library website, City Navigator publication, and monthly eNews which has had an increase of over 14,000 sign-ups. A new look in printed Library materials using standard colors, size and format has helped to reduce the cost of printing services.

Marketing goals for 2013 will be introduced to the community through the Central Library expansion, tours, and a new brochure with the Central Library floor plan showing a directory of services and collection locations. A mobile tour application will be implemented on the Library's website to guide users through the Central Library and Civic Center as well as through the *About* tab on the Library website. The newer areas of the Library will be shown by staff to attendees at the Saturday, May 4 opening day.

Another goal will be to take advantage of the Civic Center's location in order to broaden the base of library visitors to include City Hall visitors, City employees, tourists, school groups, community organizations, Chamber, Visitor's Bureau, local book stores, homeowners associations, and other local organizations. Digital signage and increased areas for displaying marketing materials will also help to promote Library events and services.

Technical training by staff on eReaders, eBooks and eMagazines has been successful. Training will be expanded to include use of the new media suite. Current marketing methods will also be expanded and include; bi-monthly calendar of events, rack cards, flyers, posters, NBTv Look at the Library television program, Twitter, Facebook, Yelp, YouTube, website ads, and press.

Study Room Policy – Library Services Director Cynthia Cowell presented staff's proposed revisions to the current Study Room Policy which was reviewed by the Board of Library Trustees.

It was moved, seconded and passed (Trustee Grant/Trustee King) to approve the Study Room Policy as amended below. Motion carried.

Add the following sentence to the end of the second paragraph: "Reservations for Study Rooms will be honored for 10 minutes past the requested time. Failure to arrive within 10 minutes of the requested time will result in a forfeiture of the reserved room."

In the second to last paragraph: Remove the capital "I" in the word "Items".

In the second to last sentence in the final paragraph: Remove the word "cannot" and replace with "may not".

This amended policy will go into effect immediately and will be posted on the Study Room doors for a week, and updated on the Library's website and Staff Wiki.

Monthly Reports

Civic Center Update – Library Services Director Cynthia Cowell gave an update on the Central Library closure from March 16 through March 31. Chair Johnson-Tucker was able to come to the Library during this time to see it all first-hand. Cynthia came in early on Monday, April 1, and was amazed at what had been done over the weekend by C. W. Driver. When the mall walls come down the Library will need to be closed to the public and staff. A date for this is yet to be determined. At 10:00 a.m. on Saturday, May 4, a ribbon cutting and presentation will be held on the City Hall plaza level. Staff invited the Board of Library Trustees to attend this event. The Library will open to the public at 10:30 a.m. that day. A City

Committee is planning the activities, and two-thousand people are expected to attend. People will be able to walk the public areas of City Hall and staff will be on hand to answer questions. Each of the Board of Library Trustees received a blue bookmark give-away that the Library will also disperse to public attending this event. The NBPL Foundation will be distributing give-away note-card sets to attendees. Staff will be available, wearing green "Ask Me" t-shirts, to answer questions attendees may have. The RFID system will be set up by the end of this week and should be up and running by April 15.

Library Services Director Report – The Making Memories program which was held on three consecutive Sundays in March was very successful. There is a waiting list for the next series planned in November. Children's author events are currently being planned and will be held in May and June. Possible future event ideas and potential partnerships were also discussed.

Friends of the Library Liaison Report – Trustee Eleanor Palk reported that the Friends of the Library are excited about the book sale that will be held on the same day as the grand opening on May 4.

Library Foundation Liaison Report – Trustee Jerry King reported that the Foundation has received dedicated funds. An unrestricted gift of \$100,000 has been given for a memorial naming, and an unexpected gift in the amount of \$320,000 was also noted.

DSLS Liaison Report – Chair Jill Johnson-Tucker reported that the DSLS lectures are popular and tickets are selling quickly.

BOARD OF LIBRARY TRUSTEES ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)

Trustee Jerry King reported that Mayor Curry was very pleased with the outcome of the Concordia event which was held in the Friends Meeting Room at the Central Library on Thursday, March 28, saying he was very pleased to be able to hold the event at the Library.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

Mr. Mosher suggested that the Library be a distribution point for give-away newspapers and magazines. He shared samples of some of these publications. Some business locations that used to display these racks are no longer available distribution points. The current Public Give Away Policy does not allow this kind of publication on the Library give-away shelves. He feels that the Library should not prohibit display of these types of materials and that the Board should consider reviewing this policy.

The Board asked the staff to bring this policy to the next meeting for review. Staff gave a background of the prior Board member's decisions in the current policy guidelines.

ADJOURNMENT – 6:20 p.m.

Submitted by:



Chair Signature for Approval of Minutes