

CITY OF NEWPORT BEACH

Board of Library Trustees MINUTES Regular Meeting August 5, 2013 – 5:00 p.m.

The agenda for this Board of Library Trustees meeting was posted on Wednesday, July 31, 2013 at 12:01 p.m. on the City Hall electronic bulletin board located at the entrance of the Council Chambers vestibule at 100 Civic Center Drive, Newport Beach, CA 92660.

CONVENED AT 5:02 p.m.

1) **CALL MEETING TO ORDER** – Chair Johnson-Tucker called the meeting to order.

2) **ROLL CALL** – Roll call by Administrative Assistant Elaine McMillion

Trustees Present: Jill Johnson-Tucker, Chair
Jerry King, Vice-Chair
Eleanor Palk, Secretary
Robyn Grant
John Prichard

Staff Present: Cynthia Cowell, Library Services Director
Tim Hetherton, Library Services Manager
Melissa Kelly, Support Services Coordinator
Debbie Walker, Youth and Branch Services Coordinator
Natalie Basmacyan, Adult Services Coordinator
Andrea Jason, Corona del Mar and Balboa Branch Librarian
Heather Hart, Mariners Branch Librarian
Allen Kesinger, Librarian
Rebecca Lightfoot, Librarian
Elaine McMillion, Administrative Assistant

NBPL Foundation Present: Tracy Keys, NPBL Foundation Executive Director
Margi Murray, NBPL Foundation Board Member

Public Present: Jim Mosher, Resident

3) PUBLIC COMMENTS ON AGENDA ITEMS

Prior to this meeting Jim Mosher emailed six pages of type-written remarks on six agenda items and commented on the following agenda items: Item 5.A.3. Expenditure Status Report. Mr. Mosher requested that this item be pulled for discussion; Item 5.A.4. Board of Library Trustees Monitoring List; Item 5.B.1. Review of Fiscal Year 2013/2014 Board of Library Trustees Meetings; and Item 5.B.2. Check Approval. He noted that it is difficult to comment on the reports listed on the agenda before hearing discussion on the items. He stated that the City Council and other Boards and Commissions allow comments on each agenda item. He suggested the Board of Library Trustees do the same.

Chair Johnson-Tucker thanked him for his comments which had been distributed to all Board of Library Trustees prior to this meeting. Board members also received paper copies at this meeting. Chair Johnson-Tucker stated that she has spoken with the City Attorney regarding the Board of Library Trustees meeting agenda format and has been informed that the format being used is appropriate; however, she will speak with him again.

Library Services Director Cowell noted that the comments received from Mr. Mosher on the circulation of iPads and laptops is correct, and these policies will be reviewed so they are in agreement with each other.

4) **APPROVAL OF MINUTES**

It was moved, seconded and passed (Trustee Grant/Trustee Prichard) to approve the minutes from the Monday, July 8, 2013 Board of Library Trustees Special Meeting. Motion carried by all Trustees present.

5) **CURRENT BUSINESS**

A. **CONSENT CALENDAR**

1. **Customer Comments** – *Monthly review of evaluations of library services through suggestions and requests received from customers.*

Support Services Coordinator Melissa Kelly reported that the Central Library air conditioning testing is nearing completion. Director Cowell noted that due to an increase in square footage it is more of a challenge to balance the system, and considering this, it is going well.

At this time Director Cowell also commented on the December and January holiday schedule as listed on the meeting schedule hand out. If there is a closure other than as listed during the December – January holiday it most likely will occur after City Council makes a formal announcement at a future City Council Meeting. Until it is formally announced by City Council it will remain as presented at this meeting.

2. **Library Activities** – *Monthly update of library events, services and statistics.*
3. **Expenditure Status Report** – *Monthly expenditure status of the Library's operating expenses; services, salaries and benefits by department.*

Mr. Mosher commented that the Expenditure Status Report as presented in the Board packet does not seem to include all expenditures for the month, and he is unsure of which Library divisions are included. He also commented on the most recent \$255,000 donation from the Friends of the Library and how it would be listed in this report.

Melissa Kelly explained that this report is the closeout for the Fiscal Year 2012/2013. All Library divisions are accounted for in this report. The City financial reports look at the Library Department's budget as one budget for all divisions of the Library. This report does not show the donation accounts. The donated funds are broken down and appropriated to the designated accounts in the wish lists provided and approved by the Board of Library Trustees and the donor organization's board. If gift money is not spent by the end of the year then it is carried over to the next year. An example was given using an appropriated expenditure in the purchase of collection materials. Throughout the year, donation monies are given and the funds are spent. These donations cannot be anticipated and are not recorded as revenue projections in the annual budget process. Thus, they are not shown on any budget form until they are actually received. The Expenditure Status Report starts with a set budget at the beginning of the fiscal year. As funds are used throughout the year it shows the percentages used in each area of the overall budget. The Board thanked staff for their explanation.

4. **Board of Library Trustees Monitoring List** – *List of agenda items and dates for monthly review of projects by the Board of Library Trustees.*

The Board asked that this item be added as an agenda item at the September meeting.

It was moved, seconded and passed (Trustee Grant /Trustee Prichard) to approve the consent calendar as presented. Motion carried by all Board of Library Trustees present.

B. ITEMS FOR REVIEW AND POSSIBLE ACTION

1. **Review of Fiscal Year 2013/2014 Board of Library Trustees Meetings** – The Board of Library Trustees reviewed the distributed meeting calendar for Fiscal Year 2013/2014 covering the Board of Library Trustee meeting dates from September 2013 through July 2014. Staff noted that the Monday, September 2, 2013 Board meeting will be cancelled due to the holiday and a Special Meeting will be held in its place. No motion required.
2. **Check Approval** – Staff requested approval by the Board of Library Trustees of a \$35,000 donation from Newport/Mesa ProLiteracy for the Library Literacy Program. Melissa Kelly explained that the ProLiteracy Board raises funds for the Literacy program. Of the total Literacy budget, one third of the money comes from the City and from California State Library grants; the remainder comes through donations. This year, the Newport/Mesa ProLiteracy Board decided that in order for the program to get more publicity, they would like to present this donation at a City Council Meeting scheduled prior to the International Literacy Day in September. The funds will be used for programming and two part-time Literacy employee's salaries. Some will help with advertising and the payment of professional dues. The International Literacy Day Luncheon is scheduled on Thursday, September 12, 2013 at 10:00 a.m. and will be held in the Friends of the Library Meeting Room. This is their largest event of the year.

It was moved, seconded and passed (Trustee Grant /Trustee Palk) to approve the \$35,000 donation check from Newport/Mesa ProLiteracy to the literacy program as presented. Motion approved by all Trustees present.

3. **Newport Beach Public Library Website & Social Networking Update** – Reference Librarian Rebecca Lightfoot gave an overview of the Library's social media sites. Staff is working to make improvements to the Library's Facebook account to make it more interactive so that customers may view the wonderful resources the Library offers. Interactive photos have been added highlighting the Library expansion. The Library also has a Twitter account which is used to help promote various Library events. Currently there are 332 followers on Twitter. Yelp is a social networking review site and the Library has received 74 five-star reviews and has received a logo from Yelp showing this special designation. Customers use Yelp as way to get to the Library's website and link into maps and to contact Library staff directly. The Library's newest social media site is Pinterest which currently has 28 followers and was used to promote the Summer Reading Program. Staff has also added a new film board that spotlights many great films. User statistics from each site may be viewed through the Library's website. The Board thanked Rebecca for her update.

Allen Kesinger gave an update of the Library Website by highlighting Gale Resources which offers a suite of databases through the Library's website. Visual enhancements have been made to help customers navigate through the databases that are available 24/7. The website also currently highlights a new service launched today, the circulation of iPads and Nooks. He gave an overview of the two-week check out process and how to access titles available on Nooks. Currently there are eleven titles that are available on the Nook, and in time many more will be added. The presentation included help sheets available on the Library's website regarding the downloadable library available through Axis 360, OverDrive and Zinio for Windows, Macs and Nooks. Best Sellers, Title page, and Book Club in-a-Bag promotional sites have been created. OverDrive check-out details were discussed. New databases have been added and include Business Plans Handbook and National Geographic which includes an entire full color collection from 1985 and on. Customer emails received through the Contact Us link are reviewed and answered by the Library technical support

staff, and when necessary, updates are made. The City Information Technology staff monitors cyber security making the Library website safe for customers while also securing the databases. The Board thanked Allen for his update.

4. **Branch Librarian Updates** – Mariners Branch Librarian Heather Hart and Corona del Mar and Balboa Branch Librarian Andrea Jason were introduced and gave individual reviews on activities at the branches that they supervise.

The Mariners Branch Library has been very busy partly due to an increase in activity from the recent temporary closure of the Orange County Costa Mesa Branch Library. The Mariners staff has started tagging the collection with radio frequency identification (RFID) markers. Part-time Library Assistant Christine Chapel has been recruited to full-time Librarian. The Summer Reading Program (SRP) was a success, partially due to the great teen volunteers. Heather gave an overview of how the joint venture with the Mariners Elementary School functions in regard to the Children's collection and school/library staff relations. The Recreation Department still manages the after school program that is held in the Jorgensen Room.

The Corona del Mar Branch held its 50th anniversary four years ago in 2009. On Tuesday, Wednesday and Friday the story times are well attended. These days are also referred to as stroller time due to the large number of strollers parked in front of the library during the story hour. Customers often refer to this branch as the "Cheers" library because of its neighborhood feel.

The Balboa Branch, known as the Library at the Beach, was built in 1929 and is the oldest building in the City. Summer months are busy with many out of town visitors using WiFi, faxing services, and requesting guest passes. Some summer visitors have visited for years while on their vacation. This location houses the Nautical Collection.

5. **Laptop and iPad Circulation Policy Update** – Library Services Manager Tim Hetherington brought an iPad for attendees to view at this meeting. Use of the new iPads began today. The video and camera options have been disabled on the iPads. The Board thanked the Foundation for its generosity in funding the purchase of thirty iPads. Staff will report on how the policy is working at the September Board meeting.
6. **Media Center Policy and Use Agreement Update** – Tim reported that the Media Center is finally ready for use with five Macs and ten PCs. The Board was invited to schedule one-on-one appointments with staff to review the services available. An eBlast will go out for a soft opening with limited hours to start. Staff will report on how the Media Center policy is working at the September Board meeting.

C. MONTHLY REPORTS

Civic Center Update – The 24 Carrots Bistro on the second floor should be in operation within two to three more weeks. The Library meeting rooms have had increased scheduling since the opening of the Civic Center. The Board asked resident Jim Mosher to speak on the City Hall bike racks. The concerts in the park that were held on the Civic Green have been successful and very well attended. The third concert is scheduled on Sunday, August 11 and there is discussion on the possibility of holding a fourth concert.

Library Services Director Report – Cynthia spoke on her retirement which is scheduled for Friday, October 4 and the process through which she was interviewed and hired. Chair Johnson-Tucker reported that she spoke with City Manager Dave Kiff on the possibility of holding a Special Meeting sometime prior to the September Board meeting to explain the recruitment and hiring process for Cynthia's replacement. A Memorandum of Understanding dated November 2002, relating to the shared governance of the Newport Beach Library and a copy of Section 708 of the City Charter referencing the

Board of Library Trustees' Powers and Duties were distributed. This subject was not an agenda item at this meeting and so could not be discussed further. Once a date for a Special Meeting to discuss this item is confirmed, Chair Johnson-Tucker will inform the Board and the meeting will be posted.

The glass plaque with names of the past and present Board of Library Trustees will be reinstalled at Central Library soon. Location is yet to be determined.

Friends of the Library Liaison Report – Nothing new to report at this time. The next meeting is scheduled on Tuesday, August 13.

Library Foundation Liaison Report – The Library's wish list was presented and discussed at the July 8 Foundation Board meeting.

DSLIS Liaison Report – Trustee John Prichard reported that three of the four 2014 DSLIS speakers have been slated. A blue-sky concept, number of speakers and speaker fees, ticket prices, and seating were also discussed.

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

- Discussion of Art in Public Areas during the Library Services Director's report
- Board of Library Trustees Monitoring List Review
- iPad and Media Center Policies and Usage Update
- Recap of the Summer Reading Program
- Donor Wall Update by the Foundation
- Review of Circulation Policy

7) PUBLIC COMMENTS ON NON-AGENDA ITEMS

Mr. Mosher would like to see a more proactive Library Board that acts as a conduit for public input and tells the staff what the public wants rather than staff sensing it on their own and then telling the Board what the public wants. He gave examples which included the past eLibrary proposal by staff which did not go over well with the public, weeding at the Balboa and Corona del Mar branches, and the use of desktops versus laptops. He noted the short time frame for the Library Service Director recruitment. He reviewed the Board's role and duties under the City Charter and under the Brown Act. He suggested the recruitment of the Director position be held publically and not behind closed doors.

8) ADJOURNMENT – 6:53 p.m.

Submitted by: Jill Johnson-Tucker
Chair Approval of Minutes