

# CITY OF NEWPORT BEACH

## Board of Library Trustees Meeting Minutes April 7, 2014 – 5:00 p.m.

The agenda for the Regular Meeting was posted on Wednesday, March 26, 2014, at 4:50 p.m. on the City Hall Electronic Bulletin Board located in the entrance of the City Council Chambers at 100 Civic Center Drive; at 3:00 p.m. on the City's website, and at 2:30 p.m. in the Meeting Agenda Binder located in the entrance of the City Council Chambers at 100 Civic Center Drive.

### **CONVENED AT 5:00 p.m.**

1) **CALL MEETING TO ORDER** – Vice -Chair Jerry A. King called the meeting to order.

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

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

Staff Present: Library Director Tim Hetherton, Support Services Coordinator Melissa Kelly, Youth Services and Branch Coordinator Debbie Walker, Adult Services Coordinator Natalie Basmacyan, Librarian Mona Kobersy, Administrative Assistant Elaine McMillion, Marketing Specialist Katherine Mielke, and Library Assistant Susan Groux

### 3) **PUBLIC COMMENTS**

Mr. Mosher reserved the right to comment on agenda items B.4 and B.5, after they have been presented, as there were no written reports included in the meeting packet prior to the meeting.

4) **APPROVAL OF MINUTES** – March 3, 2014 Meeting Minutes

Page 3, Item 3, Paragraph 2, sentence 7:  
*Change employee's to employees.*

Page 3, Item C1, last sentence:  
*Change Brach to Branch.*

Page 4, Item 4, beginning of the first sentence to read as:  
*Trustee Prichard reported that the DSLS lecture attendance has been good, and that the DSLS committee members attended their retreat at the end of December where they .....*

Page 4, Item 4, second to last sentence:  
*Change streamline to streamlined.*

**Motion** made by Trustee Palk and seconded by Trustee Grant and carried (3-0-0-2) to approve the minutes of Monday, March 3, 2014 as amended.

AYES: King, Palk, Grant  
NOES: None  
ABSTENTIONS: None  
ABSENT: Johnson-Tucker, Prichard

## 5) CURRENT BUSINESS

### A. **CONSENT CALENDAR**

1. **Customer Comments** – *Monthly review of evaluations of library services through suggestions and requests received from customers.*
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.*
4. **Board of Library Trustees Monitoring List** – *List of agenda items and dates for monthly review of projects by the Board of Library Trustees.*

**Motion** made by Trustee Grant and seconded by Trustee Palk and carried (3-0-0-2) to approve the Consent Calendar Items as presented.

AYES: King, Palk, Grant  
NOES: None  
ABSTENTIONS: None  
ABSENT: Johnson-Tucker, Prichard

### B. **ITEMS FOR REVIEW AND POSSIBLE ACTION**

#### 1. **Marketing Report**

Marketing Specialist Katherine Mielke distributed the printed Library Marketing Update 2013-2014. She gave an overview on what marketing goals were accomplished over the past year. Marketing objectives and goals for 2014-2015 listed on the handout were also reviewed and discussed. The Library brochure will be revised in the upcoming months. Floor plans for each branch location are also being prepared. A seventy inch rectangular digital sign is being installed on the second floor near the self-check-out machine, and a smaller sign will be installed on the main floor to help highlight Library programs and services. Increased press coverage, ads on the Library website, collaboration with Visit Newport Beach, Chamber of Commerce, Foundation, and City Arts Commission, community outreach, school visits, the use of surveys and after event comment cards were also discussed. Katherine reviewed the various areas of the Library website that are being utilized in the marketing of Library services and additional ways to increase coverage through public media.

#### 2. **Young Adult Advisory Committee Report**

Librarian Mona Kobersy introduced herself. In November 2013 she was asked to lead the Young Adult Advisory Council (YAAC) beginning in January 2014. YAAC began in 1994 to help staff improve the ways the Library serves young people, and help teens to become participating partners in the Library's goal of providing quality, young-adult resources. This group meets once per month except in April, July and August. Many great programming ideas, providing input for grants, and volunteering at children's programs, have come from the members in this group. To be a YAAC member, one has to be in the seventh to twelve grades and reside in Newport Beach. She began leading YAAC by conducting a survey asking council members what they liked and least liked in this program. Through the survey results Mona was able to directly address concerns and to keep doing what was working. She began taking meeting minutes for reference and also to keep all participants informed. She reviewed upcoming children's events that this group will be assisting staff with. To promote attendance she implemented an attendance raffle. At every meeting she reiterates to the council members the importance of this group with the Library, Board and community. There are currently seventeen members who meet in the

Central Library conference room, and are from various local schools. A suggestion was made to have the group participate with The Film Festival in volunteering their time or participating in an event such as young adult films, and possibly have the Chamber sponsor refreshments for a special event such as this. It was also suggested to have them attend a Board of Library Trustees meeting and give a presentation on their activities to the Board.

### **3. Public Library Association Convention 2014**

Youth Services and Branch Coordinator Debbie Walker gave a review of the Public Library Association (PLA) conference she attended in March, which was held in Indianapolis. The PLA conference is held every two years and focuses specifically on the issues and concerns of Public Libraries. These conferences provide an opportunity for attendees to meet with other library professionals and vendors, and glean new, innovative ideas from attending workshops that cover topics such as community outreach, library renovation, new technologies just to name a few. In addition to the workshops, there were lectures given by top name authors and scholars. These conferences are very valuable for staff development and training. Live Webcam sessions were made available for Library staff members who were unable to physically attend this conference.

### **4. NBPL Friends of the Library Wish List for Fiscal Year 2014/2015**

Library Services Director Tim Hetherington presented the annual wish list to ask the Friends of the Library for a total of \$205,000. The wish list serves as a supplement to the funding we receive from the city through the general fund. This year the emphasis was on collection materials, and programs. He presented the list and explained the requests for each category in detail. The audiovisual materials for adults and children and for adult new print releases will help provide high-demand, fiction and nonfiction titles for all locations, materials to assist with school curriculums, and more copies of popular titles to help reduce the hold queues. The programs this funding helps provide is the Summer Reading Program, story times, National Library Week, Corona del Mar Holiday Walk, Family Concerts, Sunday Musicales, Imagination Celebration, Young Adult Programming, and First Grade Class visits. Funding asked for would also help provide support and resources for the Literacy Program. Once this list is approved by the Board of Library Trustees it will be presented to the Friends of the Library at their next board meeting for approval. These events help to put the Library in the five-star rating category. Trustee Grant asked if the City Arts Commission events could be factored in with the Library's events since they are part of Library Services. Staff explained that there is a budget for the Library and a budget for the City Arts and that these would have to be factored in prior to the wish lists being presented.

### **5. NBPL Foundation Wish List for Fiscal Year 2014/2015**

Library Services Director Tim Hetherington presented the annual wish list to ask the Newport Beach Public Library Foundation (NBPLF) for a total of \$211,500. Tim reported that the majority of this wish list to be presented to the Foundation is for more technical items. Some of the items requested included annual platform fees for OverDrive and Axis 360 and sufficient content quantities to meet the demand for eBook services. The Zinio digital platform for more than 4,500 magazine titles, iPads, accessories and charging station for use in the Mariners Children's area and a TV and cart for story times were requested. Funds were also requested for the Making Memories for Children series, Literacy Programming, and Service Corps of Retired Executives (SCORE) workshops. Furniture and new shelving for the CD, DVD, and audio book collections, for a Central Library Popular Library area space assessment and remodel, furnishings for Corona del Mar and Balboa branch libraries, and a digital signage package for the branches and children's services were some other items presented. A request for the funds to purchase an ST ViewScan System to replace the microfilm reader currently in use at the Central Library was on this list. Trustee Grant asked when the Bunnies & Books for Kids Festival program would be presented and staff noted that this NBPLF sponsored event will be held on Saturday, May 3, 2014 from 10:00am – 1:00pm at the Central Library. The total request from the NBPLF is \$211,500. Vice-Chair King noted that he directed a potential donor to the Foundation who may be contributing more funding for the Library to go toward the Literacy program.

Vice-Chair opened for public comments.

Jim Mosher commented on the \$16,000 request for the ST ViewScan II Digital Microform system and asked for clarification on whether or not the Library is planning on keeping the microfilm and microfiche reader and if staff will be digitizing the collection. Tim noted that staff may choose to digitize; however, the Library is not planning on getting rid of the microfilm and microfiche reader. Regarding the \$9,000 for the iPad package for Children at Mariners, Mr. Mosher suggested that some thought be put toward funding for adult iPads to be offered at other branch locations. Mr. Mosher noted that it appeared as if the funds for the Pitch an Idea program had not been used and asked if the leftover funds would be put into the General Fund. Tim stated that staff will be presenting their ideas for this program to the Friends of the Library Board April 8, and to the NBPL Foundation on April 14. Melissa Kelly noted that any of the remaining funds from the Friends of the Library, the NBPL Foundation, or from grants do not go into the General Fund, as they are gift funds.

**Motion** made by Trustee Palk and seconded by Trustee Grant and carried (3-0-0-2) to approve and accept the Friends of the Library and the NBPL Foundation wish lists as presented.

AYES: King, Palk, Grant  
NOES: None  
ABSTENTIONS: None  
ABSENT: Johnson-Tucker, Prichard

## **C. MONTHLY REPORTS**

### **1. Library Services Director Report**

Director Hetherington noted that a lot has been going on this past month. In February he delivered a presentation to City staff on the Library's priorities for 2014 with an emphasis on all of the things we have going on. The priority for 2014 is a focus on outreach to inform the public on what the Library has to offer. The digital display screen is being installed upstairs this week. Staff will be trained on entering content. The feature will eventually be installed at all of the branches. A special thank you goes out to Natalie Basmacıyan, a number of Library staff, and City IT staff for their efforts in the installation of the Sound Lab equipment and preparing written procedures for use of the equipment in this area. It is almost complete and ready to go live within the next week to ten days.

On February 11, a meeting was held at City Hall in which Tim, select City staff including City Manager Dave Kiff, Public Works Director Dan Webb, Fire Chief Scott Poster, and Chair Johnson-Tucker discussed the proposal for the replacement of the Corona del Mar Branch that was also discussed at the March 3, Board of Library Trustees meeting. The Corona del Mar Homeowners Association asked Tim to write a statement about the project in its early stages that they will publish in their newsletter, which will be sent to over 6,300 residents. On April 16 the Corona del Mar Homeowners will hold their annual meeting at The Sherman Gardens where City departments will provide tables of information for the public who attend, and will be an outreach opportunity for the Library. He spoke at The Chamber of Commerce's luncheon meeting last month informing them on business services provided by the Library.

Debbie Walker and Tim attended a leadership breakfast meeting last week hosted by Lynda.com where topics on leadership were discussed and allowed them an opportunity to discuss ways to include other staff to attend also. Trustee Grant asked about media lab classes cosponsored with the City Recreation Department. Tim gave an update on the classes that have been held, one well attended and the other cancelled due to low enrollment. It was noted that it may be beneficial to hold classes later in the day also, so those who are unable to attend earlier may attend the later held classes.

### **2. Friends of the Library Liaison Report**

Nothing reported as Trustee John Prichard was not in attendance at this meeting.

**3. Library Foundation Liaison Report**

Trustee Robyn Grant attended the last meeting in which the Friends Meeting Room chairs were discussed, and they have since arrived at the Library and are being used in the Friends Meeting Room. The DSLS Lecture Series book and ongoing business were discussed.

**4. DSLS Liaison Report**

Trustee Eleanor Palk reported on the April 3 meeting in which the DSLS committee discussed details of the past DSLS lectures, and what is and is not working well and ways in which the series may be improved. She noted that the new chairs in the Friends Meeting Room were used at the Frank Bruni lecture and positive comments were received. The final lecture will feature Anna Deavere Smith and is scheduled on Friday, April 24 and Saturday, April 25. The next DSLS committee meeting will be held on Thursday, April 10.

**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)**

Nothing noted.

**7) PUBLIC COMMENTS ON NON-AGENDA ITEMS**

Mr. Mosher noted that Tim Hetherington gave an excellent presentation on the Central Library expansion and what the Library does at the March 25 City Council Meeting.

He suggested that the Board attend the April 8, 2014 City Council Study Session at 4:00pm as capital improvement allocations are on the agenda and that funding for the Fire Department and the Corona del Mar branch library has been allocated.

Jim Mosher suggested that the library should give more attention to printed publications in the give-away areas of the Library. He showed samples and suggested the Board revisit the public giveaway policy.

Director Hetherington reminded and urged the Board to attend the April 8 City Council meeting as many Library related issues will be presented.

**8) ADJOURNMENT – 6:25 p.m.**

Submitted by: Jill Johnson-Tucker  
Chair Approval of Minutes