

## LOS ANGELES COUNTY LIBRARY COMMISSION MEETING

**DATE:** Wednesday, January 18, 2017

**TIME:** 10:00 a.m. – 12:00 p.m.

**PLACE:** Huntington Park Library  
6518 Miles Avenue  
Huntington Park, CA. 90255

### AGENDA

Welcome, Pledge of Allegiance and Roll Call

1. Approval of Minutes of meeting
2. Announcements from Chair
  - Discussion on frequency of meetings
  - City Selection Committee updates
3. Announcements from County Librarian
  - Statistical Report (Report Attached)
  - Financial Status Report (Report Attached)
  - Marketing & Communications Presentation (Geraldine Lin)
4. Commissioner Items/Comments
  - AdHoc Committee Updates
5. Public Comments (limited to 3 minutes per speaker)
6. Adjourn

***NOTE: The February Meeting will be held on Wednesday, February 15, 2017 at Library Headquarters.***

***March: La Crescenta***

***April: LHQ***

***May: La Mirada***

***June: LHQ***

***July: AC Bilbrew***

***August: Dark***

***September: South Whittier***

***October: LHQ***

***November: San Fernando***

***December: Dark***



**January 18, 2017  
Library Commission Meeting Minutes  
Huntington Park Library**

**Welcome, Pledge of Allegiance, and Roll Call**

The meeting was called to order at 10:05 a.m. Chair Corey Calaycay led all attendees in the Pledge of Allegiance.

**Roll Call**

Quorum was not met at the time of the start of the meeting. Quorum was then met after the meeting had started.

**Commissioners in Attendance** – (13) Chair Corey Calaycay, Jim Allen, Martha Arevalo, Reve Gipson, Herb Hatanaka, David Lesser, Vy Nguyen, Lisa Cleri Reale, Laura Zahn Rosenthal, Waymon Roy, David Spence, Cynthia Sternquist, and Joy Williams.

**Commissioners absent** – (4) Bob Archuleta, Rick Colbary, Robert Gonzales, and Sonny Santa Ines.

Nancy Anderson Kuechle's term starts March 1, 2017.

Jim B. Clarke and Robert Pullen-Miles terms start May 1, 2107.

**Library Staff in Attendance** – (9) Skye Patrick, Yolanda De Ramus, Barbara Custen, Erika Bonilla, Geraldine Lin, Jessie Towers, Karol Sarkisyan, Jose Parra, and Christopher Deherrera.

Approval of the minutes was delayed due to no quorum.

**Announcements from Chair**

Chair Corey Calaycay reported that he attended the City Selection meeting at which he was re-elected, as well as Commissioners Rosenthal and Sternquist.

Due to the fact that there was no quorum, Chair Corey Calaycay raised the issue of the frequency of the Commission meetings. A vibrant discussion ensued with several comments from Commissioners. There was debate about whether or not reducing the number of meetings will result in better attendance. There was concern about how best to help the Library staff that must attend and prepare for the meetings.

There was also discussion about the location of the meetings with some Commissioners concerned about the long commutes to some of the various locations. Utilizing a satellite location in San Fernando along with Skype did not work as well as hoped; although, Library staff assured the Commission that this issue is being corrected.

During the discussion at 10:35 a.m., a quorum was secured. In the end, there was consensus on the following items:

- The Commission will go dark in the month of February based on assurances by the Library Director that all pertinent Commission issues can easily be discussed in March.
- Visits to the different Libraries are still important to many Commissioners with every other meeting taking place at County headquarters in Downey.
- Audio Visual challenges at the satellite site should be improved to allow for some Commissioners and guests to participate via Skype. Other potential satellite sites are being investigated including Malibu and Lancaster.
- This will be a temporary pilot with the potential to develop a 6-meeting/year schedule with active committee work in between.
- The Commission schedule must be coordinated with the County's budget schedule.
- Prior to each meeting at a Library location, there should be significant outreach so that the public knows they can attend and participate. This can include:
  - Engaging local City Councils
  - Sending out press releases
  - Reference to meeting in local newsletters
  - e-blasts from County Supervisors and local legislators.
- This outreach can serve as an extension of the visioning sessions hosted by the Library.

A formal motion was made by Commissioner David Lesser to pilot the following schedule on an interim basis: dark in February; March in La Crescenta; dark in April; May at Hall of Administration; dark in June; July TBD; dark in August; September TBD; dark in October; November TBD; and dark in December. Commissioner Lisa Cleri Reale seconded the motion. The motion was approved by all Commissioners present with the exception of Commissioner Waymon Roy, who voted no.

Chair Corey Calaycay returned to minutes from the October 10, 2016, and November 16, 2016, meetings. A motion was made by Commissioner David Spence to approve the minutes pending revisions. Commissioner Jim Allen seconded the motion. The motion was unanimously approved.

## **Report from the County Library Director**

County Library Director Skye Patrick announced that the AC Bilbrew Library Opening will be on Friday, February 24, 2017, at 3:00 p.m. She extended an invitation to the Commission to attend. The opening will be a “campus” opening with Community and Senior Services also participating. She also announced that the Library received an \$80,000 donation from Southern California Edison for STEM and STEAM programs such as the MakMo project and other library programs.

Patrick introduced Interim Community Library Manager Jose Parra, who provided a presentation about Huntington Park Library and its programs, especially the fact that the American Indian Research Center is housed there. He offered a tour after the meeting for those interested. Feedback to Parra’s report was very positive.

Patrick informed the Commission that the Public Library is working on a strategy to increase service hours in at least 20 locations. The plan includes an additional 15,000 hours each year, which she termed as “no small feat.” Patrick recognized Assistant Director Barbara Custen and the Public Services team, who figured out how to maximize the service and staffing model.

Patrick also announced a possible Library Measure in 2018, although there has been no polling done yet. A suggestion was made to meet with the City of LA Library Measure L Team since voters successfully approved that measure.

Patrick then introduced the new Marketing Director Geraldine Lin who shared a comprehensive PowerPoint presentation about the Library’s branding strategy. Lin introduced a new member of the marketing team, Jessie Towers from LA County Arts Commission. Lin cited some of the Library’s key goals:

- Identify brand strength and weakness
- Define brand architecture – best option is Branded House model
- Carve out a unique position – tricky to identify the target customer or those bringing in the most traffic
- Articulate the brand
- External launch

Response to the presentation was very positive and included several questions including:

- Who are the Library’s competitors?
- How does the Library define itself?
- Is it just a library or a community center?
- Has the Library figured out the measure of success?

Commissioners were very positive about the direction being taken and the fact that the brand is better articulated. Lin assured the Commission that there is more to come, including brand guidelines. Patrick announced that they are working on a commercial that will be shared at a future meeting.

Chief Deputy Yolanda de Ramus reviewed the Budget Status Report and announced that Administrative Director Erika Bonilla is available for specific questions. She suggested that Commissioners send in questions and the responses will be available at the next meeting. Some initial dialogue included the percentage variance and the

reserve. Bonilla explained that the Library has the authority to spend up to their full amount but doesn't spend it all and maintains a reserve. It was suggested that a footnote be placed at the bottom of the budget to explain this policy so that the public and key leaders do not think the Library has excess funds.

### **Commissioner Comments**

Commissioners raised several issues for future agendas including:

- A query about partnerships with the Library and the Human Relations Commission related to bullying, hate crimes, etc.
- Assessment and trends for statistics.

Commissioner Waymon Roy announced that he attended the Quartz Hill Grand Opening and that there was wonderful attendance and positive feedback.

There was a discussion about the Foundation Board and its potential. Members of the Ad Hoc Committee expressed concern that they never heard back from the Foundation Board members related to their suggestions to strengthen the Board and its funding. A suggestion was made to better align the Ad Hoc Committee and the Foundation Board.

Commissioners asked for an update on the By-Laws and Bonilla reported that the Council is drafting a revised ordinance and tentatively targeting the March 21, 2017, Board meeting for the ordinance to be adopted by the full Board.

Chair Calaycay mentioned that he brought the snacks to the meeting and he reminded the Commissioners that they should sign up to bring snacks for future meetings.

### **Public Comment**

There was no public comment.

The meeting was adjourned at 12:10 p.m.

Minutes Approved: \_\_\_\_\_ as submitted  
\_\_\_\_\_ as amended

Date: \_\_\_\_\_  
Date: \_\_\_\_\_

\_\_\_\_\_

Lisa Cleri Reale, Secretary

Library Commission