

## LOS ANGELES COUNTY LIBRARY COMMISSION MEETING

**DATE:** Wednesday, July 20, 2016

**TIME:** 10:00 a.m. – 12:00 p.m.

**PLACE:** Culver City Julian Dixon Library  
4975 Overland Ave.  
Culver City, CA. 90230

### AGENDA

Welcome, Pledge of Allegiance and Roll Call

1. Approval of Minutes of meeting
  - April 20, 2016
  - May 18, 2016
  - June 15, 2016
2. Announcements from Chair
3. Announcements from County Library Director
  - Read Down the Fines Program (Debbie Anderson)
  - Quarterly Budget Report (Ting Fanti)
4. Commissioner Items/Comments
  - Election of Officers for 2016-17
  - Ad Hoc Committee Updates
5. Public Comments (limited to 3 minutes per speaker)
6. Adjourn

**NOTE:** *The August Meeting is Dark.*

**September:** *LHQ (Vy Nguyen)*

**October:** *Huntington Park (Jim Allen)*

**November:** *La Crescenta (Laura Rosenthal)*

**December:** *Dark*



## **Library Commission July 20, 2016 Meeting Minutes**

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

The meeting was called to order at 10:08am. Chairman Corey led all attendees in the Pledge of Allegiance.

### **Roll Call**

Quorum was not met.

Commissioners in attendance – (9) Chairman Corey Calaycay, Lisa Cleri Reale, David Lesser, Laura Zahn Rosenthal, Herb Hatanaka, Robert Gonzales, Joy Williams, Sonny Santa Ines, Martha Arevalo, and Commissioner Vy Nguyen.

Commissioners absent – (9) Bob Archuleta, Rich Colbary, Reve Gipson, Sonny Santa Ines, Waymon Roy, David Spence, Cynthia Sternquist, Jim Allen, and Commissioner Jose Luis Solache.

Library staff in attendance – 10: Skye Patrick (via Skype), Yolanda De Ramus, Deborah Anderson, Barbara Custen, Ting Fanti, Patricia Rivera, Erika Bonilla, Sydneka Moore, Karol Sarkisyan, Geraldine Lin

### **Approval of Minutes of meeting**

Skipped for lack of quorum.

### **Announcements from Chair**

Chairman Corey Calaycay asked Culver City Julian Dixon Library Manager Laura Frakes about the history of the library. The library was established in 1915 and in 1974 meditation garden was created. In 2001 building was renamed in honor of Congressman Julian Dixon. In 2015 the library was closed for renovation. Commissioner Rosenthal thanked the Friends of the Library for their contribution.

Chairman Corey Calaycay asked the Friends' representatives to speak and introduce themselves. Nancy is thrilled with the renovation and excited about what has transpired. She wanted to give a special thanks to Barbara Custen and inform everyone that the community is excited about the renovation. Barbara Custen added that the Friends'

started the renovation with their generosity and Supervisor of the Second District Mark Ridley-Thomas also provided funds to move the renovation forward.

No quorum to approve minutes.

Commissioner Sternquist is ill. Commissioner Rene Gipson lost her husband recently. Commissioner Sonny Santa Ines underwent heart bypass surgery and is not able to attend.

### **Announcements from County Librarian**

Skye Patrick asked Erika Bonilla, new Administrative Deputy, to introduce herself.

Erika has worked in County government for 20 years. Most recently at CEO working with the budget unit and has worked with multiple stakeholder groups. She is very excited to be at the library. She realizes the mission of the library and welcomes the commissions to contact her with any questions they may have. Commissioner Laura Rosenthal asked what her role was. Erika clarified that she handles the administrative responsibilities including fiscal, budgeting, contracting and human resources. She works closely with the library staff that handle programs to make sure she is aware of the timeline of the projects to ensure everything moves forward.

Skye Patrick asked Geraldine Lin, new marketing manager to introduce herself.

Geraldine was born and raised in Taiwan. She lived in Europe for four years before coming to the United States. She attended UCSD and worked for San Diego County briefly but decided to switch careers and received an MBA in Marketing from USC. She started her career in the beverage industry and worked for The Coffee Bean and Tea Leaf in the field of digital marketing. After that she joined AT&T Interactive in marketing promotion but then got moved to the brand management team and brand governance. She was the “brand police”. This is her first job with LA County and she is excited about the opportunity.

Skye Patrick mentioned the Bebe Campbell View Park Library event as our first “pop up” event. This was an opportunity for the community to say goodbye to the Library before it was closed for renovation. About 300 people attended. Several artists created murals inside the library and one room was designated as space for children to do their own murals. Several community members inquired about keeping the art that was created. Two out of the five murals will be kept intact for the renovation of the library. The plan is to repeat this event in other communities.

Also, Skye Patrick mentioned the Library at Los Padrinos Probation Camp is due to open in August 2016. This is the second Probation Library but it’s unique because it is built from scratch with a new collection and designed with bright colors and welcoming atmosphere. The goal is to get the students to learn to love the library and utilize it. We will have unique programming.

Commissioner Rosenthal had a question about another probation camp –Camp Gonzalez opening in Spring in the Santa Monica Mountains. Yolanda De Ramus

mentioned that during their meeting with Probation that there is a desire to expand and improve the libraries at the Probation camps. Barbara Custen stated that the funding for the Los Padrinos Library came through an Education grant. Skye Patrick reiterated that the funding is coming from Probation.

Debbie Anderson presented on the Read Down the Fines Program. The goal of the program is to provide an opportunity for students to relieve themselves of their fines by reading at the library. Some students stop using the library because of fines and their lack of funds to pay for these fines. This solution allows us to maintain accountability and maintain a pathway to forgiveness.

Debbie Anderson provided a handout for the program. She called a committee of librarians together that have experience working with children on the field. They identified the target age and found that it would be advantageous to extend the program beyond ages up to 18 up to age 21. Youth and young adults would approach any staff member and mention that they are interested in the “read down your fine” program. Registration allows them to fill out a simple form. They would be offered the opportunity to read in the library. For every 60 minutes of reading they would receive a credit of \$10. They could read up to a maximum of 3 hours at a time, for a maximum of \$30. They would receive a voucher and they can use that to pay off their fines at that time or they save it to use later. The Library will conduct outreach, promotion and social media around this program. Skye Patrick mentioned that the Public Library receives \$1.8 million in fines and fees but collect \$700K in fines and fees from juvenile material.

Chairman Calaycay likes the program and will advocate to the BOS as the Chair. He was concerned that library cards are being used fraudulently. Generally if that happens, the individual is not held responsible. He would like staff to be more vigilant about making sure that fraud is not happening, or have a co-signer as an adult so the adult is held responsible. Skye Patrick mentioned that it's often family members that are using the card. Chairman Calaycay asked if we have different library cards – similar to driver license. Is there a way to issue specific library cards to have different designs for children and adult library cards? Skye Patrick implemented a program at her last system where they allowed children to create their own library cards. Chairman Calaycay thinks it's a good idea to do our part and curb that fraudulent activity. Lisa thinks it's a great project but she foresees the BOS asking about how to replace the revenue. Chairman Calaycay had an idea – with license plates people can get personalized license plates with a fee. Skye mentioned that they did that in Florida, but it didn't work well.

Commissioner Lesser mentioned that we should look more closely at the details, including a review of debt collection and any loss of revenue.

Commissioner Nguyen thanked the staff for being thoughtful and responsive. She feels it is helpful as we go to the BOS with data analysis and how other jurisdictions handle such a program. She feels it's important to address the revenue gap. These are not revenues that the system should rely on with the mission encouraging library usage. Commissioner Lisa Cleri Reale said that Skye Patrick mentioned that other libraries did not get a full reduction in the revenue coming in from the fines.

Commissioner Lesser said this is goodwill and a part of what makes the library a welcoming organization that wants to bring in young readers.

Commissioner Hatanaka asked if we are targeting September because of school. Debbie stated that is the goal. Debbie stated that it coincides with the beginning of the school year and we want to get kids back in the library. He mentioned that September is budget time for the BOS and that would work to our benefit with this program proposal.

Commissioner Nguyen asked for adults – there is a trigger point that sends fines to collections – she wanted to get some more data about that. Our limit is \$50 for adults, and then they are sent to collection. Commissioner Nguyen wanted to know the comparison to other library systems. Skye Patrick mentioned that she has used a private company regarding fine issues and people tended to pay once it went to collection when the fee was as low as \$15-\$20.

Skye Patrick asked Ting Fanti to make a budget update.

Ting Fanti stated the Department has a positive fund balance as a result of the great leadership from our executive staff. The main funding is from property tax and the department receives approximately \$68M annually, which usually grows by an average of about 5%. This increase in property tax is partially offset by increases in various costs. Ms. Fanti provided details on the supplemental budget request which included a request for \$2M for Books and Materials; \$450K for security and \$300K for bookmobiles.

The Public Library also receives a fixed amount of funding via the Utility User Tax (UUT) which we started receiving in Fiscal Year 2005-06 (with no adjustment for no cost of living). We are asking the CEO for additional funding to cover increases since funding was allocated so we do not need to absorb with our operating dollars. We receive approximately \$12.5M in UUT revenue annually Countywide and the amount we receive is a fixed amount, so unless CEO approves new funding. The Assessor identified an approximate property tax growth of about 5.5% for the coming year, which is great, but Public Library will still have increased costs due to Cost of Living Adjustments (COLA) and the minimum wage increase. Public Library will need to remain strategic and cautious about spending Commissioner Hatanaka asked that we are showing a balance of \$4.9M in the budget. Does that mean in the budget for the following year we will lose that money? Ting clarified that the \$4.8M is the variance in the budget. That is not the fund balance. The fund balance is what we carry over, which is \$38M. That \$38M is already committed.

Commissioner Lesser asked when there is a surplus at the end of the fiscal year, what happens? Ting clarified the budget conservatively and do all we can to ensure that we are able to carry over any surplus into the next Fiscal year. Commissioner Lesser wanted to clarify with the difference with city and county funding. Yolanda De Ramus mentioned that in the past few years we have budgeted conservatively. In the 8-9 years there has not been a surplus where the funds revert back to the general fund. Before that, we did have a surplus. It was up to the County Librarian to discuss with the CEO to retain that money in the County Library as opposed to reverting back to the general fund.

Commissioner Hatanaka mentioned Supervisor Knabe is leaving office in November 2016. Knabe has a \$47M campaign in the library system. He would like to invite the supervisor to a commission meeting to acknowledge his support of the library. Chairman Calaycay would like to also invite Supervisor Antonovich. Both Supervisors can attend as departing Supervisors. Commissioner Lesser also asked to invite the Library Foundation members. Chairman Calaycay agreed.

Meeting adjourned at 11:15am.

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

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

\_\_\_\_\_  
Cynthia Sternquist, Secretary  
Commission