



**MINUTES
LIBRARY BOARD OF
TRUSTEES MEETING**

**Rose Garden/Gazebo Room
111 West Mariposa Avenue
El Segundo, CA 90245
Tuesday, November 13, 2018**

A. CALL TO ORDER

Board President Sara Whelan called the meeting to order at 7 p.m.

B. ROLL CALL

Board Members Present:

Carol Ericson, David Jonta, Janice Merva, Kristie Sherrill and Sara Whelan

City Staff:

Melissa McCollum, Library Director

Jessie LeMay, Executive Assistant

Other:

Joanne Gen, El Segundo School District Librarian

C. PRESENTATIONS — None

D. PUBLIC COMMUNICATIONS — None

E. APPROVAL OF MINUTES

1. Approval of the minutes of the Library Board Meeting of September 11, 2018:
MOTIONED by David Jonta and SECONDED by Kristie Sherrill to approve the minutes.
MOTION CARRIED 5-0.

F. SPECIAL ORDERS OF BUSINESS — None

G. NEW BUSINESS

1. Book to Action Mural Proposal

Melissa introduced special guest Kristen Dorsey, an El Segundo resident and jewelry artist, who recently curated the *Matriarchs* exhibit at the El Segundo Museum of Art (ESMoA). Kristen is a member of the City's Arts and Culture Advisory Committee as well. Melissa presented background about *Book to Action* programs, including a description of the collaborative community service component. She informed the Board that Kristen would present a proposal for development of a *Book to Action* community mural in El Segundo.

Melissa participated in the *Book to Action* program for the last three years when she was at the Manhattan Beach Library and Manhattan Beach Library partnered with other libraries including those at Hermosa Beach, Torrance, Redondo Beach, and Avalon. *Book to Action*

programs have been sponsored at libraries throughout California by the California Center for the Book and California State Library, Melissa said. She announced that the book selected by the El Segundo Public Library for 2019 is "There There" by Tommy Orange, a Native American author who lives in Oakland, California. In addition to encouraging community members to read and discuss the book as part of the library's *Book to Action* program in May 2019, Melissa and {pages}: bookstore in Manhattan Beach are collaborating in an attempt to bring the author to the South Bay as part of his upcoming paperback tour.

Kristen presented a video about Diné (Navajo) and Xicana muralist/artist Nanibah Chacon. The idea for El Segundo would be a collaborative piece involving the artist working with teen and adult community members who would help paint the mural.

Board members, Melissa, and Kristen discussed the many aspects of the proposed project, including a possible theme or design, location, budget, funding source, schedule and timeline.

The idea is to place the mural on the front exterior wall of the library and thus make the entrance on Mariposa Avenue more vibrant, colorful, thought-provoking, and welcoming as one enters the building. Kristen said she likes the diamond and brick element on the top of the wall and suggested that perhaps the artist could "pull in" the element into her design. She said that the budget is flexible and the artist charges per square foot. Therefore, the budget depends on the size and square footage desired for the mural. Kristen distributed a copy of an estimated budget totaling \$12,608.

Melissa asked for the Board's ideas, concerns, and other feedback. The Board members were enthusiastic about the idea and the proposed location of the mural. Melissa said that the project would be "intergenerational." At least one interactive community workshop with local high school students and adults working together will be held, she said.

Melissa asked Joanne if she would be interested in helping and working with the library to get the students' participation. Joanne confirmed that she is interested and suggested that the art teacher may encourage her students to participate. Carol inquired whether the artist has already agreed to the project. Kristen confirmed that the artist is available to start in May. She also added that the workshop will fit into a week's schedule. Melissa stated that a planning session with the artist, along with Kristen, local artist Mercedes Dorame, and community members would occur first. Kristen said the artist will hold a workshop for volunteers who will paint large sections of the mural, and then the artist will go in and finish the details.

Melissa said that to fund the mural project, the possibility of fundraising should be discussed since the *Book to Action* grant does not cover mural creation. Sara's idea was to first ask the Friends of the Library first for financial assistance. If additional funds are needed, a second plan is to "crowdsource", launch a GoFundMe initiative and come up with other fundraising ideas. Janice's idea was to approach Sausal Restaurant and ask if they want to get involved by sponsoring a fundraising night. Sara asked how artists have been paid for their murals before. Kristen said that for museums the artists are usually paid by grants. Carol suggested Chevron and local businesses for financial support. Kristen said she can explore local options but Chevron may not be one of them. Another possibility, Janice said, is to approach local realtors. Melissa said she thinks it's a good idea since Bill Ruane has sponsored other murals in town and was supportive of other art work in the past. Kristen and Melissa talked about thanking and acknowledging sponsors in a public ceremony instead of a simple acknowledgement, such as putting a logo on the artwork. Kristie

commented that GoFundMe may not be a good idea because they deduct a certain amount and suggested VenMo as a possibility. Sara is optimistic that by combining community donations, Friends of the Library support, and other fundraising options the Board will reach their goal to pay for the mural.

Melissa said she will talk to Eva of ESMoA about the possibility of getting all the fundraising and financial contributions filtered through their foundation since they are a non-profit, if the Friends of the Library decide not to play that role. Also, she mentioned that Eva is an Arts and Culture Advisory Committee member and is already familiar with the proposal.

David asked about the surface condition of the wall where the mural will be painted. Kristin assured him that if there are uneven surfaces, the artist will fix them.

Melissa mentioned that murals do not last forever — even with maintenance — and said that the City will reserve the right to make additional changes to the exterior when the time comes.

The Board and Melissa observed that the cement benches outside the library are not in good condition. If it is financially feasible it would be a good idea to replace them at the same time the project is undertaken and have the benches designed to fit in the mural theme and landscaping, Melissa said.

Melissa mentioned that there might be a possibility to work with the City's Recreation and Parks Department to incorporate a new landscaping project that ties in with the mural, especially with the artist's focus on indigenous plants.

Janice suggested requesting that the *El Segundo Scene* and *El Segundo TV* document the mural project from inception to finish and said that a time lapse would be great. Everyone agreed.

Sara asked Melissa if she will draft a fundraising letter on her behalf (to be signed by Sara). Melissa said she would but would like to wait until after the Friends meeting to make sure they're onboard with becoming an official partner.

Melissa went over the workshop timeline per Janice's inquiry. She said that the plan is to have the artist come and do the mural prep, conduct the mural painting workshop midweek, and host a community celebration at the end of the week. She said that prior to the workshop there will be an introductory session involving students and others via Skype to begin planning the mural. Everyone was informed that the Hometown Fair is scheduled in May; the workshop will have to be scheduled at another time to avoid the potential conflict. Melissa commented that discussions will continue once the Friends' decision is made and the Board is confident that we are able to fund the project.

MOTIONED by Sara Whelan that the Library Board of Trustees support and fundraise for artist Nanibah Chacon to come and paint the mural and SECONDED by Kristie Sherrill.
MOTION CARRIED 5-0.

2. Procedures for Naming of Library Interior Spaces

Melissa reported that she received two requests in the past month to honor people by naming rooms within the library after them. At this meeting she said she would like to discuss how to handle and evaluate requests and what procedures should be in place. In addition, she said she would also like to revisit the current names of the conference rooms and study rooms as they are confusing for customers, and staff members would like to simplify the names.

Sara introduced the name of Sue Carter who has been a constant contributor to many events in the library and suggested that it's time to recognize her for her many contributions. She referred to information shared with her by Melissa (as an example) about the Madison (Wisconsin) Public Library's policy of naming of library buildings, guidelines, and criteria. The information states that in their case it is the Board's discretion to choose which person to honor based on their contributions. Sara and Melissa recommended that the Board use similar criteria based on a person's contribution of time and/or financial support for the library.

The second part of Melissa's recommendation to the Board is to approve renaming the Rose Garden/Gazebo Conference Room. Although this room may be used as two separate rooms via a partition, it hasn't been used by customers or staff for this purpose, she said. Melissa asked if the Board supports the idea of renaming the room to the Rose Garden Conference Room and dropping the Gazebo Room name.

The third part of her recommendation was to rename the Technology Room, Skype Room, Sand Dune Room, and Blue Butterfly Room. Melissa explained that the names for Technology and Skype rooms are not relevant because they are not used as such and it would be easier and simpler to designate the four rooms as A, B, C and D. No name change to the Literacy room was proposed because it's handled differently in terms of reservations since the priority is for adult literacy use, Melissa said. She requested the Board members' opinions and feedback as library users and users of the rooms.

The Board discussed the recommendations presented to them. Melissa clarified that she doesn't anticipate requests for the study rooms to be named after a person in the future unless there's an extraordinary circumstance. The Board agreed with Melissa's recommendations. Melissa asked the Board for a motion.

MOTIONED by Kristie to accept the three recommendations and seconded by Janice.
MOTION CARRIED 5-0.

3. Friends of the Library Meeting Room Proposal

Melissa presented Sari Brann's idea to name one of the rooms in the Library for Sue Carter. She highlighted Sue's accomplishments during her many years as a volunteer both with the Friends of the Library and the History Committee. Sue was President of the Friends for 21 years and Chairperson of the History Committee for many years, Melissa said. She helped raise over \$700,000 for the elementary school libraries to build their book collections. Melissa and Sari discussed the naming prior to the Board Meeting and both agreed that the greatest honor for Sue would be to rename the Friends of the Library Meeting room after her because that's where she spent most of her time and it would be very meaningful to her.

Melissa asked the Board if they have any feedback. The Board agreed that they think it's a good idea.

David said he thinks it's a great idea to recognize Sue and wondered if the *El Segundo Herald* could write a story about her. Melissa said that there'll be an additional opportunity to recognize her as part of a library ceremony next year — possibly during National Library Week.

MOTIONED by Sara to approve the renaming of the Friends of the Library Meeting Room to the Sue Carter Friends of the Library Meeting Room and seconded by David. MOTION CARRIED 5-0.

H. UNFINISHED BUSINESS — NONE

I. REPORTS — LIBRARY DIRECTOR (No Board Action Required)

1. Discussion of Library Programs, Services, Budget, Material Collections, Facility Maintenance, Personnel Changes, and Other Items Related to the Administration of the El Segundo Public Library.

Melissa reported that the “Living Library” was a huge success. She shared the concept of the program, which is to sit down with a person (volunteers who have life stories to share), “a human book,” for a one-on-one conversation in order to have a better understanding of the life experiences of others. This event was held in partnership with ESMoA where the first event was held on Thursday, October 25, while the Library event was held on Saturday, October 27. ESMoA offered readers the opportunity to “check out” one of their eight “living books,” while the library featured nine “living books.” Melissa showed photos of these “human books” and described the personal background of each one. A total of 54 “conversations” were held during the event at the library. Another program might be held next year, and already a couple of people have expressed interest in volunteering as a “living book.”

The Author Fair held in October was successful. Julie Todd did an amazing job planning the activities of the day as did Katrena Woodson for the Youth Services Division.

Artist John Van Hamersveld, who has painted or created many well-known murals, was a recent guest as part of the library program. He discussed one of his newest art works, his DWP tank wrap mural on Grand Avenue. El Segundo TV taped this event as well as the Author Fair. Melissa will send the links to these events to the Board once they are available.

Melissa announced that the library will print a “special edition” series of library cards featuring artists’ artwork. The first in the series will be a detail of John’s tank mural. Melissa passed around a sample of the first library card design. She asked the Board for any ideas about artists who she can reach out to inquire if they would be interested in lending their art for a library card design.

Adriana Muro, Children’s library assistant, started a bilingual story time on October 25. Forty people attended and it was a huge hit. Right now it is a popup program offered periodically, but Adriana hopes to make it a regular program.

Melissa also reported that:

The community conversations are going well. These conversations are focused on teens and older adults to learn about their aspirations for El Segundo. Upcoming conversations will be held on November 29 from 2 to 3:30 p.m. at Park Vista Senior Complex and on December 14 from 10:30 a.m. to noon at the library. Melissa invited the Board to participate.

The City Council approved the elimination of the DVD rental fee. This new policy was implemented in mid-October. Melissa reported that staff noticed an uptick in checkouts almost immediately. Melissa thanked the Board for their support for the change.

A new change is happening in January. Melissa talked about offering adults the opportunity to give their children permission to check out DVDs. Under the current policy, children typically can't check out DVDs. She believes that the new policy will increase circulation since DVDs are now free to check out. Kristie's concern is to make sure that younger children will not be able to check out adult DVDs without parental permission. Melissa said library staff members will require written permission from parents or guardians prior to circulating DVDs to children. Melissa responded to Janice's question about checkout limits for DVDs. There is currently no limit to the number of DVDs a patron can check out.

Other updates:

- (1) Self-checkout — planned implementation in December. Slowdown was due to contract execution.
- (2) Remodel — due to a delay in the delivery of furniture, project kickoff is now planned for January 14 and completion is anticipated in February, or six weeks after the start of the project. Sara asked if the library will be closed during the remodel. Melissa informed the Board that because of construction noise and dust, services may be impacted and/or limited and the library may even close for two or three days. The library also plans to offer checkouts downstairs to minimize the impact to customers. The Friends of the Library Meeting Room may be needed for extra space for studying, so it will be available except during library programs. Melissa will talk to Public Works to confirm the start date and work with them on a marketing plan to advertise the remodel.
- (3) The Support Services Division recently hired a new library clerk, Amanda Costigan.
- (4) Katrena Woodson, Teen Librarian, has accepted a new position at the Palos Verdes Library. Her last day will be December 18. Sindee Pickens will begin recruitment for the position shortly. It may be an opportunity to shift some teen services responsibilities to the Adult Services division.

J. REPORTS – SCHOOL DISTRICT (No Board Action Required)

1. Report on the School Libraries, Including those at El Segundo High School, Center Street Elementary School, Richmond Street Elementary School, and the Middle School.

a. Library Director's Report

Melissa commented that she was very impressed with the literacy lanterns at Center Street School.

She reported that the school libraries had 9,497 visitors and 234 class visits in addition to the Main Library's 16,047 "gate count" and 1,379 attendees at library programs during October 2018. She plans to share school statistics as part of the Key Performance Indicators regularly reported to the City Council from now on.

A new school library assistant was recently hired. Jasmine Rahman is training at the Main Library and school libraries.

b. School District Librarian's Report

Joanne reported that High School Principal Dr. Hawn is leaving this week to take a job in Whittier as Assistant Superintendent of Human Resources. Dr. Gooden, Principal of the El Segundo Middle School, will become the Interim Principal. Ali Rabiei will be the Middle School Principal for the rest of the school year.

Joanne commented on how the school libraries are professionally run by the public library school staff. She appreciates all the work they do and their effort in creating wonderful displays. She showed the board examples of these artistic displays and everyone was impressed. Melissa asked Joanne to email the photos to her for possible use on the library's social media platforms.

K. REPORTS – PRESIDENT, FRIENDS OF THE LIBRARY (No Board Action Required)

1. Report on Book Sales, Donations, Historical Committee Activities, Special Events, and Other Matters Related to Friends of the Library Business.

a. President's Report

Melissa invited the Board to attend the Friends meeting on Thursday, November 29, at 4 p.m. in the Friends Room.

b. History Committee Report — None

L. BOARD MEMBER COMMENTS

Kristie started a conversation about fines — especially as they relate to materials checked out at school libraries. The Board and Melissa agreed to include this item on the agenda for discussion during the next Board meeting.

M. ADJOURNMENT

1. Motion to adjourn

Sara adjourned the meeting at 8:14 p.m. The next meeting will be held on Tuesday, January 8, 2019, at 7 p.m. in the Rose Garden Conference Room.