



**MINUTES  
LIBRARY BOARD OF TRUSTEES  
MEETING**

**El Segundo Public Library  
Rose Garden Room  
111 West Mariposa Avenue  
El Segundo, CA 90245  
Tuesday, May 14, 2019**

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**A. CALL TO ORDER**

Board President Sara Whelan called the meeting to order at 7:01 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, and Jessie LeMay, Executive Assistant

Others:

Joanne Gen, El Segundo School District Librarian, and Michael Kreski, Arts and Culture Advisory Committee Member

Note: David advised he had to leave no later than 7:40 p.m.

**C. PRESENTATIONS**

**1. Cultural Development Fund**

Michael Kreski, member of the City of El Segundo Arts and Culture Advisory Committee, presented the Committee's proposal for creation of a Cultural Development Fund to increase public art and programming in California. He explained the goals set forth by the Committee as well as related community benefits. He added that because the arts and cultural programs are a major contributor to the city's quality of life, attracting and retaining creative people and businesses will help grow the creative economy of the City of El Segundo [per Beacon Economics Creative Economy Report 2019]. He explained the steps involved in the proposal, i.e., (a) the development fee imposed on commercial and industrial building projects valued at \$500,000 and over, (b) the different levels of city approval, (c) fund administration, and (d) which projects and programs will be funded. Michael, Melissa and the Board had further discussions about the fund proposal, which will be considered by the City Council at an upcoming meeting.

Melissa reminded the Board that she and Julie Todd, Adult Services Manager, have been serving as liaisons for the Arts and Culture Advisory Committee for a year. She said that if this fund moves forward it will likely be created as a special expenditure account within the Library Services Department that will be administrated in coordination with the other City departments, including Finance, Planning, and Public Works, in addition to the Arts and Culture Advisory Committee and the City Attorney's Office.

**D. PUBLIC COMMUNICATIONS — None**

**E. APPROVAL OF MINUTES**

1. Approval of the Minutes of the Library Board Meeting of March 12, 2019:  
MOTIONED by Kristie Sherrill and SECONDED by Carol Ericson to approve the minutes.  
MOTION CARRIED 5-0.

**F. SPECIAL ORDERS OF BUSINESS — None**

**G. NEW BUSINESS**

**1. Strategic Planning**

The Board was given a copy of the City's Strategic Plan for 2019 to 2021. This document contains all of the goals, objectives and activities in the current strategic plan as well as the status of each activity.

In anticipation of the upcoming 2019–2020 Strategic Planning and Budget Sessions, Melissa asked for feedback from the Board about proposed goals and objectives of the Library. Initial proposed goals included: (1) Expand Teen Services, (2) Expand Early Literacy Service, (3) Create a fine-free Children's Library Card, (4) Redesign Website, (5) Integrate Library System Upgrades, (6) "Activate" Library Park, (7) Expand Community Outreach, (8) Upgrade Facilities, (9) Implement the Cultural Development Fund, (10) Develop staff, and (11) Develop Multi-year Strategic Plan.

Additional initiatives suggested by the Board included: (a) Implement Self-Checkout downstairs, (2) Add Night Programming (all ages), (3) Increase Collaboration with the Recreation and Parks Department, and (4) Expand Library Programming.

After discussion and voting to establish priorities, the Board determined that these are their four top priorities for FY 2019–2020: (1) Expand Community Outreach, (2) Expand Early Literacy Services, (3) Activate Library Park, and (4) Redesign Website.

**H. UNFINISHED BUSINESS**

**1. Book to Action**

Chair Sara Whelan and Library Director Melissa McCollum provided fundraising and programming updates related to Book to Action plans for May 2019. Currently, the total donation received is \$6,000, including \$2,500 received from the Kiwanis Club today but overall still short by \$2,500. The mural has been moved inside the library's Community Room due to community input received, which was not supportive of the original location (exterior of the library). Melissa said the Arts and Culture Advisory Committee and other partners are supportive of moving forward with the mural in the alternate location. She and Sara shared the first draft of the mural drawing, called "Portals to Memory," and created by Artist Nanibah Chacon. The design was developed after a community listening session and conversations with Artist Mercedes Dorame.

In addition to the listening session, two interactive mural workshops with the artist for teens and adults will be held on Saturday, May 25. A few spots are left. Please see Melissa if interested. Also, a discussion of *There, There* by Tommy Orange with LMU professor

Nicolas Rosenthal who specializes in Native American studies will be held on Wednesday, May 29. Tongva artist Mercedes Dorame will create her art installation in the repurposed copier room on Wednesday, May 15. A Mural Dedication Ceremony is scheduled for 3 p.m., Wednesday, May 29.

A huge “thank you” was extended to Sara for her fundraising efforts.

## **2. Fine Forgiveness Month**

Melissa said she was pleased to announce that the Fine Forgiveness Month program was very successful. Mark Herbert, Support Services Manager, prepared a report that showed the breakdown of accounts and fines waived for both adult and youth. To summarize, for the month of April 2019, fines were waived for 1,628 accounts which had a total of \$7,882.58. Some 179 accounts were unblocked (29 adult and the remainder children).

The next step, according to Melissa, is to propose a fine-free library card for children. Late fees or fines for overdue books would be waived so that every child is able to use the library and borrow a book at any time. Since revenue is involved the proposal will have to go to City Council for approval, preferably after the budget session in June. However, there is an option of finding a potential donor to cover the cost of \$10,000 in forgiveness fines. Sari suggested approaching the Ed! Foundation for financial support.

MOTIONED by Kristie to propose a fine-free children’s card. SECONDED by Janice.  
Motion carried 4/0.

## **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 reminded the Board to submit Form 700 and the upcoming Strategic Planning Surveys to the City Clerk’s office. She announced that the terms of two Board members are ending on June 30, 2019. To reapply, please submit your applications to Mishia Jennings at City Hall as soon as possible, Melissa said. Interviews will be held on May 21 and June 4.

Melissa announced that the City’s Strategic Planning Session will be held on Tuesday, June 11, at 11 a.m. in the Joslyn Center, and the first budget session with the City Council will be held on Friday, June 14, at 8 a.m. in the Council Chambers.

Melissa reported on the following updates:

Staffing — Adult Services Librarian Kristina Kora-Beckman was selected as the City of El Segundo Employee of the Year. She will be recognized at a Rotary luncheon in June. Melissa highlighted Kristina’s accomplishments from last year. A new children’s librarian, Kristen Morrell, joined the library in April. She’s known for her innovative library programming, including Baby Storytime and STEAM activities, Melissa said.

Teen/Adult Services — Registration for the Adult Summer Reading Program will begin on June 14 while the Teen Summer Reading Program registration is in development. The popular Literary Tea program will be held on June 29 from 10:30 a.m. to 12:30 p.m.

Library Art Walk — Several events are being planned:

June 20: Nanibah Chacon's Book to Action Mural, ESMoA's Experience 41:OZ in Reading Lounge, and the Mercedes Dorame installation in new "Room of Requirement."

July 18: Derrick Anderson, current bassist for The Bangles and a photographer, will have his photos on display. He will also perform some of his songs.

August 15: Songwriters in the round featuring Manda Mosher, formerly in Calico, as well as other songwriter/musicians, will perform their songs and discuss their musical processes.

Partnership with Recreation and Parks and Park Vista — A series of 10 topics related to aging mastery will begin on Thursday, May 30, and finish in July. The same series will be offered at the main library beginning in August. Adult Librarians Julie Todd and Kristina Kora-Beckman will lead this program.

Tech Trouble Shooting at Joslyn Center — iPhone/iPad basics for seniors will be on Saturday, June 15, from 2:30 to 4:00 p.m.

Rose Garden Room — Drop-in art activities for high school teens ongoing. A sofa was added to existing furniture in the room. More enhancements are planned for the Rose Garden Room and the Teen Zone.

Youth Services — Plans for the Summer Reading Program, including recruiting sponsors and designing program materials, are ongoing. This year's theme is "It's Showtime at Your Library." A children's art activity will be held at 3 p.m. Wednesday, May 29, during the mural dedication in the Sue Carter Community Room.

Melissa shared a copy of the library's June 2019 programming calendar.

## **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 reported on the following updates:

Class visits in the elementary schools are slowing down as the end of the school year nears. May 17 will be the last day for checkouts at the elementary and middle schools. Checkouts will continue at the High School Library through summer school.

Special thank you to school library staff for helping students and families take advantage of Fine Forgiveness Month. Together they waived overdue fees on 857 children's accounts and unblocked 103. The main library waived overdue fees on an additional 771 accounts and unblocked 76 more.

#### **b. School District Librarian's Report**

Joanne reported that the Ed! Foundation and the El Segundo Community Band each held an event this past weekend to raise money for the El Segundo Unified School District. Both organizations are involved in fundraising to support the school's various academic programs as well as the arts (band classes).

## **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**

On behalf of Friends President Brenda Ross, Sari Brann reported that the Friends participated in the Hometown Fair and sold CDs, DVDs and books. They will be at the Farmer's Market this Thursday and on another date in July. The Friends Membership Drive begins in June and Sari encouraged everyone to join or renew. Renewal notices will be mailed in the beginning of June.

#### **b. History Committee Report**

Sari Brann, History Committee Chair, thanked everyone who came by and supported the photo sale. She said they sold all but 15 pieces. Sally Martin of Studio Antiques agreed to sell the remaining photographs for the History Committee. They made approximately \$400, which will go back to the History Committee. Sari also said that she is pleased with the newly-painted history room.

Sara requested that Sari thank the Friends of the Library Board on her behalf for being supportive of the mural, managing donations for the project, and facilitating payments to the artists.

## **L. BOARD MEMBER COMMENTS**

Carol Ericsson reported that she will be attending the 3<sup>rd</sup> Annual Romance Author Day on Saturday, May 18, in Anaheim. There will be book signings, panels and readings. Carol said she will report back about the event. She also mentioned that she just published a new book.

## **M. ADJOURNMENT**

### **1. Motion to adjourn**

The meeting was adjourned at 8:13 p.m. The next meeting will be held at 7 p.m. on Tuesday, July 9, 2019, in the Rose Garden Room.