



**MINUTES
LIBRARY BOARD OF TRUSTEES
MEETING**

**El Segundo Public Library
Rose Garden Room
111 West Mariposa Avenue
El Segundo, CA 90245
Tuesday, July 9, 2019**

A. CALL TO ORDER

Board President Sara Whelan called the meeting to order at 7:02 p.m.

B. ROLL CALL

Board Members Present:

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

Board Member Absent:

Janice Merva

City Staff:

Scott Mitnick, City Manager, Melissa McCollum, Library Director, and Jessie LeMay,
Executive Assistant

Others:

Brenda Ross, President, Friends of the Library and Natalie Strong, Member, Arts and
Culture Advisory Committee

The Board of Trustees, Friends of the Library, Arts and Culture Advisory Committee, and staff welcomed Scott Mitnick, the new City Manager, to the meeting. Everyone introduced themselves. Scott mentioned his educational and professional background, including his personal and management experience with libraries. He said he appreciates the partnership that exists between libraries and the community. He thanked everyone for their time spent volunteering.

C. PRESENTATIONS — None

D. PUBLIC COMMUNICATIONS

Natalie announced that *Harry Potter Read Aloud* is a special program that will take place in the "Room of Requirement" starting July 22. She said that the complete series of Harry Potter books will be read aloud for a full week and she is looking for volunteer readers. Signup is online.

E. APPROVAL OF MINUTES

1. Approval of the Minutes of the Library Board Meeting of May 14, 2019:
MOTIONED by Kristie and SECONDED by David to approve the minutes as amended.
MOTION CARRIED 4-0.

F. SPECIAL ORDERS OF BUSINESS — None

G. NEW BUSINESS — None

H. UNFINISHED BUSINESS

1. Book to Action

Melissa and Sara reported that the Book to Action 2019 program was a great success. They shared a 10-minute video on the program that was created by the El Segundo TV staff. There were 330 participants during the six different program elements, which culminated with a beautiful mural in the community room that will encourage conversations and increase cultural awareness for many years to come. Melissa thanked all those who participated—the Library Board, the Friends of the Library, and the Arts and Culture Advisory Committee, as well as community member Kristen Dorsey who played the important role of introducing the idea. Melissa offered a special “thank you” to El Segundo TV for the story.

Preliminary Plans for Book to Action 2020

Melissa reported that the Book to Action 2020 program is in development. The plan is to make it an annual event as part of the National Library Week celebration in April. She asked the Board to consider a motion to support the development of the event series.

As proposed by Arts and Culture Advisory Committee member Natalie Strong, Library Assistant Roz Templin, and *El Segundo Scene* Editor Maureen Kingsley, the book *What We Keep*, by Bill Shapiro and Naomi Wax, has been selected as the featured book in the 2020 program. Natalie introduced the book as a collection of stories from people about that one, special personal item they have kept (even if there’s no intrinsic value) and its emotional significance. She discussed the concept and ideas being integrated into other library programs, including community group involvement and various ways to promote the book and program either by print or through social media.

Melissa informed the Board that the publisher has donated 100 copies of the book, which are to be given away to community members, and everyone at the meeting was given a copy.

MOTIONED by Sara to support a plan to move forward in developing a Book to Action program series in April 2020 and to make the program an annual event. SECONDED by Kristie. Motion carried 4/0.

2. Cultural Development Fund (CDF)

At the May 14, 2019 Board meeting, Michael Kreski, Arts and Culture Advisory Committee member, presented an overview of the CDF proposal. Melissa restated the goals and objectives of the fund. She reported that since then the proposal has been presented to other city committees, commissions and boards, as well as the Chamber of Commerce and a number of community organizations. Overall, positive feedback was received and some of these groups asked for more details, Melissa said. Their feedback has been taken into consideration, including the make-up of the Arts and Culture Advisory Committee members. They would like to see representation from small and large businesses due to the scale of

expenditures and financial sources involved. Changes to the proposed ordinance were made and will be introduced to the City Council at their July 16 meeting. Melissa reminded the Board that the purpose of the CDF ordinance is to establish requirements for private developers of commercial and industrial projects to pay a fee for public art or provide artwork or cultural programming onsite.

Melissa went over the background and details of the proposed ordinance to establish a Cultural Development Fund and a Cultural Development Fee (or "Percent-for-Arts" fee). She said that the idea behind the fund is to: (1) create additional public access to arts, (2) help drive tourism and revenue to local businesses, (3) contribute to realizing cultural equity and inclusion, and (4) create opportunities for artists and art organizations in the community. The fee will help to realize the six goals of the fund: (1) artistically enhance already-budgeted capital improvement projects, (2) advocate for art and cultural events on weekends to increase hotel occupancies, (3) permeate the city with public art and programs to create a comprehensive community identity, (4) award local excellence in commercial beautification and amenities, (5) stimulate a higher level of art engagement in schools and civic organizations, and (6) contribute to achieving the "city enjoyable." Thirty six out of 88 cities in Los Angeles County, including Culver City, Manhattan Beach, Glendale and West Hollywood have adopted Civic Art policies and Percent-for-Art fee ordinances, Melissa said. However, the Percent-for-Art fee ordinances and program management vary among these cities. The standard is still one percent of the total building valuation of a private developer/owner contribution to public art, Melissa said.

Melissa's report on the proposed Cultural Development Fund and Percent-for-Arts Fee ordinance included the following points: (1) the standard threshold of new building construction or remodels for commercial or industrial projects with a valuation of \$500,000 or more is one percent, (2) for projects at \$7.5 million or less, the one percent valuation (\$75,000) will automatically be put in the CDF, (3) for projects at \$7.5 million or more, the owner or developer may provide a public artwork on site or pay into the Fund, (4) exemptions include non-profit organizations; renovation or rehabilitation for seismic safety projects or for compliance with the Americans with Disabilities Act; repair, renovation or rehabilitation to an existing building partially or completely destroyed by fire; and facilities dedicated to the performing arts or museum spaces, (5) a cap of \$100,000 has been proposed—no developer will be asked to contribute more than \$100,000 per project, and (6) the ordinance authorizes the Arts and Culture Advisory Committee, the Library and Finance departments (in coordination with the Planning and Public Works departments and the City Attorney's office) to administer the CDF program account. According to Melissa, an annual budget proposed by the Arts and Culture Advisory Committee will go through the regular budget process through the City Council, which will make the final decisions.

After discussion and clarification regarding: the role of the Board and its relationship and partnership with the Arts and Culture Advisory Committee and with the Library department and other City departments; the administration of the fund; the importance of public art to the creative economy of the city; the history of public art initiatives across the United States, and the financial impact on developers, businesses and residents, the Board entertained a motion.

MOTIONED by Sara to recommend approval of the Cultural Development Fund proposal to City Council. **SECONDED** by David. Motion carried 4/0.

Melissa announced that there are cupcakes available in celebration of Board members Carol and Janice's end of terms. She thanked them for their "wonderful" service on the Board. She announced that interviews for the open positions will probably be postponed until the August 6 City Council meeting from July 16 as previously announced.

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 on the following updates:

The next budget session will be held on Wednesday, July 17, at 8 a.m. in the Council Chambers.

Models are needed as per the request of Kristina Kora-Beckman, Teen and Adult Services Librarian and liaison for the new library website. If anybody is interested in modeling, please let Melissa or Kristina know in order to arrange a photo shoot.

Summer Reading Program — Over 500 children, teens, and adults are tracking their reading; attending literary, art, and other library programs; and earning incentives for reading books.

Teen Program — Upcoming program includes painting seashells, making candy flowers, and a Moon Day party.

Adult Book Discussion — Adults will get to meet author Gwendolyn Womack on July 31 at 6:30 p.m. in the community room during discussion of her newest book "The Time Collector." Participants are encouraged to read and earn incentives through Saturday, August 24.

Literary Tea — Over 50 adults attended the program to talk about books and hear recommendations for summer and fall titles from the Library's Penguin Random House representative. Senior Librarian Julie Todd organized the very successful event. Copies of the list of recommended books were distributed.

Dodgers Storytime — Children, parents and all Dodger fans are invited to a very special event on Friday, July 12, at 3 p.m. in the community room. Everyone will have an opportunity to meet Dodgers alumni Al Ferrara and support the community's love of reading and baseball. Following storytime, Mr. Ferrara will be available for photographs and autographs. Everyone is encouraged to wear their Dodger blue! Information about this event was distributed.

Harry Potter Read Aloud — In partnership with the Arts and Culture Advisory Committee, a new program, *Harry Potter Read Aloud*, will take place in the "Room of Requirement" beginning July 22. If you're interested in being a reader, please let Melissa know and she will forward the signup genius link. You're also welcome to dress up in Harry Potter costumes.

Wi-Fi Report — Melissa said she was excited to report that Wi-Fi use at the library is up 627% compared to last year. This is due to service and policy improvements made in collaboration with the Information Systems Department. She thanked the Board for supporting the new policy.

Melissa shared a copy of the library's July 2019 programming calendar and Art Walk information.

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

There is no school report this time, but District Librarian Joanne Gen and Melissa will both have information to share at the next meeting in September.

b. School District Librarian's Report — None

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

Friends of the Library President Brenda Ross reported on their book sales, which have been lagging, and said that they have ongoing discussions about increasing sales. She said that they made \$300 from the CDs and DVDs sale at the Farmers Market in June. They have plans to sell books at the Farmers Market again and at the Richmond Street Fair in September but they will need help to transport the books to each of these locations.

Brenda, Melissa and Board members further discussed volunteer resources for the Friends and suggestions on how to increase book sales. According to Kristie, the Recreation and Parks Department has a student volunteer program which the Library may be able to utilize. Melissa will ask Kristina to talk to Devon Zamora about the program/partnership. Other suggestions made were: (1) to sort out the books for sale by genre, (2) alphabetize the book titles, and (3) organize a collection of books by authors. Brenda also reported that books are being sold to Discover Books, a used book dealer, and she will look into sales to Better World Books as another option.

Brenda announced that the Friends' July meeting was cancelled due to members' vacation plans.

b. History Committee Report

On behalf of History Committee President Sari Brann, Brenda reported that they're working on some projects but there are no specifics to report at this time.

L. BOARD MEMBER COMMENTS — None

M. ADJOURNMENT

1. Motion to adjourn

The meeting was adjourned at 8:21 p.m. The next meeting will be held at 7 p.m. on Tuesday, September 10, in the Rose Garden Room.