

**CITY OF MANHATTAN BEACH
MINUTES OF THE LIBRARY COMMISSION**

February 12, 2018
6:00 p.m.
City Council Chambers

CONTENTS

A. CALL TO ORDER

The meeting was called to order at 6:00 PM.

B. PLEDGE TO THE FLAG

C. ROLL CALL

Present: Commissioners Casady, Kunkee, Schreiner, Windes

Absent: Commissioners Elasowich, Scalabrini

D. APPROVAL OF MINUTES

Commissioner Windes moved to approve the January 8, 2018 minutes with the following changes.

Page 3, section H, Commission items – wording added to express Commissioner Windes concern over the name of the Anti-Valentines day event.

Page 1, section C, Roll Call – Commissioner Elasowich was removed from the Absent section as she was present for a portion of the meeting.

Page 1, section D, Approval of Minutes – Commissioners Elasowich and Scalabrini were added to the absent line as they were both absent for the vote.

Commissioner Schreiner seconded the motion. The motion passed.

Ayes: Commissioners Casady, Kunkee, Schreiner, Windes

Nayes: None

Abstain: None

Absent: Commissioners Elasowich, Scalabrini

E. CEREMONIAL

None

F. AUDIENCE PARTICIPATION

Librarian's Report – Melissa McCollum, Library Manager

Ms. McCollum gave the following updates on programs and events:

Late night at the Library with artists John T. Quinn and Chuck Hohng was a success. Nick Shattuck performed for about 65 attendees. The event was followed the next day by a Chinese Dancing performance. The dance performance was funded with special funding to support cultural and educational programs. There will be many events as part of the series: Black History month, taiko, origami, Mexican tin-working workshop to name a few.

Blind date with a book display and pop up is currently on display. Friends of the Library donated more books for a pop up event on to be held on Valentines day. Thanks to Commissioner Schreiner and Windes for spearheading the effort.

The county-wide initiative to issue library cards to 3rd graders is going great. Childrens and Teen librarians are scheduling time at the schools to issue the library cards. The card gives access to online resources and allows students to check out 3 books fine free.

Kelly Stroman Executive Director DTMBBPA – Ms. Stroman attended the meeting at the request of Commissioner Casady after a meeting they had regarding the Library Lunch Club speaker series. Commissioner Casady asked Ms. Stroman how the DTMBBPA members might view the event. She replied that the association is always in favor of creative programs and things that bring people downtown. She stated that when the meeting began, the focus was how to get the business owners to come to the event. She recommended reaching out to all employees downtown, not just business owners. There are 255 licensed businesses downtown with 800-1200 employees, with many at City Hall. It is possible to get a couple hundred people if marketed correctly. She stated that the author and subject would need to be compelling and the food is a big deal. She added that as far as timing, stay off the Summer months because of lack of parking. Ms. Stroman has Farmers Market as a venue for marketing and can also share on social media. The Chamber of Commerce has a contact list as well. January, May and September were mentioned as optimal months.

Commissioner Windes asked if Ms. Stroman thought the Beckers lunch box is upscale enough. Ms. Stroman stated that Beckers has a large following and that the biggest challenge is time and getting people to make the time for the event and motivating them to come. The owners are all very different so they shouldn't be lumped into one group because they all have different interests.

Commissioner Windes asked about the price point. Ms. Stroman stated that \$25-\$35 is very reasonable.

Commissioner Windes expressed concern about not being able to get attendance. Ms. Stroman recommended starting small. Commissioner Windes asked Ms. Stroman to define what she would consider compelling. Ms. Stroman replied someone famous, or a controversial person or topic.

G. GENERAL BUSINESS

Los Angeles County Library and Manhattan Beach Library Trends presentation – Los Angeles County Regional Administrator, Don Rowe and Library Manager Melissa McCollum

Ms. McCollum presented a report with statistics from 2016-2017. The statistics used were from the entire LA County Library system with some specific to Manhattan Beach.

The library operates with a fairly small staff - Manager + 3.5 librarians – 2 childrens librarians; 1 adult/teen librarian, 1, ½ time adult services librarian (vacant), Part Time – 20 hrs/wk, 9 aides, customer service desk and 6 pages who empty book drop and assist with library program. The MB library is open 7 days/week, 58 hours, tied for 2nd most hours in West Region behind Carson.

Attendance is slightly down from the first year open, programs and e-circulation are up.

Program attendance countywide - approximately 500,000 children attended library programming, which was a big increase from FY 15/16.

Family Place – all County locations are certified Family Place except for Manhattan Beach. Certification fees are \$25,000 and are mostly grant funded. Manhattan Beach did not qualify for the grants. The Manhattan Beach location is a best practices location and is looking forward to being certified when funds are available.

Commissioner Kunkee inquired about the attendance for children's programs at Manhattan Beach not showing an increase, as it has in some other locations. Ms. McCollum stated that the library had a good established children's program already so there wasn't as much opportunity for growth when compared to other locations. She also explained that the numbers can be somewhat skewed in the first year of a library being open because there are many people who come to check out the new facility but may not become a regular customer. Staffing vacancies can also impact attendance because the library is not able to offer additional programming.

She reported that attendance is counted by the gates at the door. Program attendance is counted by staff. It is not 100% accurate because it does not count people who enter through the multi-purpose room.

Many new programs have been introduced for all ages and many more are being planned. The current fiscal year, the library is focusing on older adult programs. The Teen room will be used during the day while the teens are at school, for Senior Salon.

Commissioner Casady asked if all books are available electronically. Ms. McCollum answered that not all books in print are available electronically and that the licenses can be tricky but electronic usage is very popular.

Many E-resources are available to all library card holders: Overdrive, Libby, Zinio, Canopy, Lynda, Freegal, Hoopla, Biblioboard, SELFe, Pressbooks, Mango online language learning and Discover and Go for free museum tickets. Ms. McCollum reported that the library system is investing heavily in digital resources.

The library recently celebrated their 500,000th customer, who won an e-reader and an amazon gift certificate.

The Book Bike is coming soon. Library staff will ride to school and/or community events and give away free books and talk about library services. It should arrive by the end of February or March.

Commissioner Kunkee mentioned that one of the great things about Manhattan Beach is coming downtown and running into people you know. She asked if there was more staffing, would there be the potential to add more programming to give people more chances to run into each other. Ms. McCollum replied that additional staffing would increase the potential for additional programming. Commissioner Kunkee asked Mr. Rowe if there is enough staffing currently.

Regional Administrator, Don Rowe spoke about the current vacancies. He stated that they are trying to fill the available 20 hour position but it is difficult to fill a part-time position when people are looking for full time positions. The library is also looking to fill a 40 hour position as but it has taken a while. Commissioner Kunkee asked if the 20 hour position would be easier to fill if it turned into a 40 hour position. Mr. Rowe replied that it would help.

It was moved and seconded (Casady/Windes) to support the upgrading the current vacant 20 hour librarian position to a full-time, 40 hour librarian position. The motion passed.

Ayes: Commissioners Casady, Kunkee, Schreiner, Windes

Nays: None

Abstain: None

Absent: Commissioners Elasowich, Scalabrini

It was moved and seconded (Casady/Windes) to support funding for Family Place certification for the Manhattan Beach Library. The motion passed.

Ayes: Commissioners Casady, Kunkee, Schreiner, Windes

Nays: None

Abstain: None

Absent: Commissioners Elasowich, Scalabrini

After some discussion about the necessity of additional window cleanings and what services had already been promised, it was moved and seconded (Casady/Windes) to support the evaluation of window cleaning services to examine if services are sufficient and if additional funding is needed to support additional cleanings, maintenance and repair. The motion passed.

Ayes: Commissioners Casady, Kunkee, Schreiner, Windes

Nays: None

Abstain: None

Absent: Commissioners Elasowich, Scalabrini

Commissioner Windes asked about the \$70,000 requested from Malibu and Manhattan Beach. Ms. McCollum replied that this is for a system wide program to hire a librarian to manage older adults to tutor kids with a long term goal of having the kids tutor the older adults system wide. This is a request from the county to communities that have a larger surplus.

Commissioner Kunkee stated that she only uses the library on weekends and doesn't see her favorite librarians. She wanted to know if there a way to hire someone who will also be there on the weekend. Mr. Rowe stated that staff usually arranges their time and switch off Fridays and Saturdays. Sunday is an overtime opportunity that is available for all staff in the region. Manhattan Beach staff gets priority but if they are not available, other librarians can work. Commissioner Windes was impressed by Sunday staff who helped her with her Kindle.

Work plan discussion, Library Lunch Club – Commissioner Casady reported that he attended a chamber luncheon at Second Story restaurant. There were about 35 in attendance and the cost was \$25-\$35 each, with an interesting speaker. The event was well attended and based on his experience, he feels that 65 would be an obtainable goal for the Library Lunch Club. He discussed some groups that he thought would be appropriate partners for the event. He met someone at the Chamber lunch who introduced him to a publicist for the Simms Group. Discussion led to the possibility of a box lunch with biscuit and slaw from MB Post.

A working budget was presented. Commissioner Casady is recommending an outdoor event due to space limitations in the multi-purpose room. It is possible that a restaurant sponsor may be found as it is a great marketing opportunity.

Commissioner Casady asked if Ms. McCollum if she thought that James Hatch would be a good option. Ms. McCollum stated that Mr. Hatch would be a good start for the

program, in her opinion. She added that the owner of Pages recommended this author for the event. Commissioner Windes talked about Apollo 8 and likes the idea of inviting that author as well. Manager Kelso stated that James Hatch is already doing an event at Pages and therefore would be available and willing to come do the library event.

Commissioner Windes moved to recommend James Hatch for the first Library Lunch Club event. Commissioner Schreiner seconded the motion. The motion passed.

Ayes: Commissioners Casady, Kunkee, Schreiner, Windes

Nays: None

Abstain: None

Absent: Commissioners Elasowich, Scalabrini

Commissioner Windes stated that she knows someone who may support the program but would want to know what the City will contribute before approaching.

Commissioner Windes would like to use the word “inaugural” instead of “pilot” when promoting the program.

H. COMMISSION ITEMS

Commissioner Windes and Schreiner attended the meditation at the library and thanked Ms. McCollum for the wonderful program as well as facilitating the Blind Date with a Book and for having the discussion about the name “Anti-Valentines Day”.

Commissioner Windes and Schreiner attended the art opening for Toyetic and enjoyed it.

Commissioner Schreiner thanked Ms. McCollum for running a wonderful library.

I. STAFF ITEMS

Manager Kelso had no updates.

J. ADJOURNMENT

Commissioner Kunkee exited the meeting at 7:48 p.m.

At 7:52 P.M, Chair Casady adjourned the meeting to the regular meeting at 6:00 P.M. on March 12, 2018 in the Council Chambers at City Hall, 1400 Highland Avenue; and there being no objections, it was so ordered