

MINUTES
986th Meeting
Board of Library Trustees
Palos Verdes Library District
Peninsula Center Library
December 10, 2009
7:00 p.m.

1. CALL TO ORDER

The meeting was called to order at 7:02 p.m. by Board President Davenport.

2. ROLL CALL

Board Members Present: Constance Davenport, Bill Lama, Ed Long, Fran Wielin
Board Members Absent: Nancy Mahr
Staff Present: Director Kathy Gould, Finance Director Julie Mattix,
Executive Assistant Merna Marshall

3. SALUTE TO THE FLAG

The Salute to the Flag was led by Trustee Wielin.

4. ADOPTION OF AGENDA

MOTION by Trustee Long that the Board of Library Trustees of the Palos Verdes Library District hereby adopts the agenda, as presented.

MOTION passed 4 to 0.

5. PRESIDENT'S REMARKS AND BOARD MEMBER COMMENTS

A. BOARD SPECIAL MEETING ON NOVEMBER 16, 2009

Board President Davenport reported that the Board of Trustees held a Special Workshop Meeting on November 16 to discuss a Marketing Core Concept as presented in Patty Minor's report at the October 8th Board meeting. She noted that the Board of Trustees voted to approve a Core Concept that would combine the elements emphasized in the "Good Start in Life" and the "Success in Life" concept descriptions.

B. SPECIAL MEETING TO CONDUCT BOARD EFFECTIVENESS TRAINING SCHEDULED FOR FIRST WEEK IN JANUARY

Board President Davenport mentioned that a Board Special meeting will be scheduled for the first week in January for the purpose of conducting a Board Effectiveness Training workshop led by CALTAC Board Trainer and former PVLDT Trustee Jane Jones.

C. PRESENTATION OF CERTIFICATE OF APPRECIATION TO EDWARD W. LONG

Board President Davenport thanked Trustee Edward W. Long for his service on the Board of Library Trustees during the past two years and presented him with a Certificate of Appreciation on behalf of the entire Board of Trustees. She said she especially wanted to recognize that his fundraising expertise, legal mind, and understanding of people have all benefited the District, and in particular his work on the recent revision of the Donor Recognition Policy and the Naming Rights Table.

6. SWEARING IN OF NEW TRUSTEES

Trustee Davenport administered the Oath of Office to newly-elected Trustee Diane Robinson.

Trustee Wielin administered the Oath of Office to Trustee Davenport.

7. ELECTION OF OFFICERS

Trustee Davenport opened nominations for President of the Board of Trustees. Trustee Lama nominated Trustee Wielin for President. There were no further nominations. Nominations closed.

VOTE was taken and Trustee Wielin was unanimously elected President.

Trustee Davenport opened nominations for Vice President. Trustee Wielin nominated Trustee Lama for Vice President. There were no further nominations. Nominations closed.

VOTE was taken and Trustee Lama was unanimously elected Vice President.

Trustee Davenport opened nominations for Secretary. Trustee Wielin nominated Trustee Mahr for Secretary. There were no further nominations. Nominations closed.

VOTE was taken and Trustee Mahr was unanimously elected Secretary.

8. RECESS TO FAREWELL RECEPTION FOR OUTGOING TRUSTEE EDWARD LONG AND WELCOME TO NEWLY ELECTED TRUSTEE DIANE ROBINSON: 7:10 p.m.

9. RECONVENE TO REGULAR MEETING: 7:28 p.m.

Trustee Wielin took over the gavel to run the meeting.

10. COMMUNICATIONS AND COMMENTS FROM THE PUBLIC CONCERNING ITEMS NOT ON AGENDA

There were no comments from the public.

11. CONSENT CALENDAR

Trustee Davenport requested that Items 7.A.1 and 7.A3 (Minutes) be removed from the Consent Calendar for discussion prior to approval.

MOTION by Trustee Davenport that the Board of Library Trustees hereby approves the items and recommended actions in the Consent Calendar listed below, with the exception of Items 7.A.1 and 7.A3 (Minutes), removed for discussion prior to action.

A. APPROVAL OF MINUTES

1) REGULAR MEETING – November 12, 2009 – removed for discussion prior to action.

2) SPECIAL MEETING – November 12, 2009

Recommended Action: The Board of Library Trustees hereby approves the minutes of the special meeting of November 12, 2009, as presented.

3) SPECIAL MEETING – November 16, 2009 – removed for discussion prior to action

B. STATISTICAL REPORT – CIRCULATION, PUBLIC USE, QUESTIONS ASKED, AND COLLECTION DATA

Recommended Action: The Board of Library Trustees hereby receives and files the Statistical Report for November 2009.

C. FINANCIAL REPORTS

- 1) 2009/2010 APPROVED BUDGET PERFORMANCE REPORT FOR OCTOBER 2009 (REVISED)

Recommended Action: The Board of Library Trustees hereby receives and files the above financial report, as submitted.

- 2) 2009/2010 APPROVED BUDGET PERFORMANCE REPORT FOR NOVEMBER 2009

Recommended Action: The Board of Library Trustees hereby receives and files the above financial report, as submitted.

D. CASH DISBURSEMENTS

Recommended Action: The Board of Library Trustees hereby receives and files the November 2009 cash disbursements:

General Fund	\$444,611.67
Gift Fund	0
Asset Replacement Fund	8,505.63
Cost of Issuance	0
Total	<u>\$453,117.30</u>

E. PERSONNEL

- 1) SELECTIONS

Recommended Action: The Board of Library Trustees hereby approves the following selections:

<u>Name</u>	<u>Class.</u>	<u>Position Title</u>	<u>Status</u>	<u>Effective Date</u>
Christina Pham	LA I	Page Shelver	PTH	11/17/09
Lessa Pelayo-Lozada	L I	Substitute Librarian	PTH	11/30/09
Elizabeth Joo	LA I	Page Shelver	PTH	12/14/09
Melina Alderman	LA II	Desk Clerk	PTH	12/14/09

- 2) RESIGNATIONS AND TERMINATIONS

Recommended Action: The Board of Library Trustees hereby receives and files the following resignations and terminations:

<u>Name</u>	<u>Class.</u>	<u>Position Title</u>	<u>Status</u>	<u>Effective Date</u>
Chris Leibers	LA II	Desk Clerk	PTS	12/15/09

- 3) CHANGE IN STATUS

Recommended Action: The Board of Library Trustees hereby approves the following changes in status:

<u>Name</u>	<u>From</u>	<u>To:</u>	<u>Effective Date</u>
Christina Pham	LA I PTH Page	LA II- PTH Desk Clerk	12/01/09

MOTION passed 4 to 0.

8. CONSIDERATION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

Trustee Davenport made corrections to the following minutes:

A. APPROVAL OF MINUTES

1) REGULAR MEETING – November 12, 2009

President's remarks, D, 3rd sentence should read as follows: "She said that the entire current Board has had the benefit of that training. ***It was decided that***, following the completion of the first part of the course with Ms. Robinson, the whole new Board ***would meet...***"

2) SPECIAL MEETING – November 16, 2009

Item 7 Motion should read as follows: **MOTION** by Trustee Davenport that the Board of Library Trustees hereby approves a ***Core Concept that would combine the elements emphasized in the "Good Start in Life" and the "Success in Life"*** concept descriptions presented to the meeting.

MOTION by Trustee Davenport that the Board of Trustees hereby approves the minutes of the Regular Meeting of November 12, 2009 and Special Meeting of November 16, 2009, as corrected.

MOTION passed 4 to 0.

9. DIRECTOR'S REPORT (KATHY GOULD)

In addition to her regular monthly report, Director Gould informed the Board of Trustees that the facilities staff has recently and quite suddenly noticed some wall cracking along the west wall of Peninsula Center Library. She said the architect and engineer who worked on the project will be contacted to inspect and attempt to identify what happened. She added that while there doesn't seem to be a safety issue there may be a risk of water intrusion and other issues.

In response to an inquiry from Trustee Robinson regarding the expected heavy rainfall during the weekend, Director Gould said precautions have been taken to prevent water intrusion and noted that it's probably not going to be an issue; however, repairs will need to be made to the exterior wall where there has been separation to prevent future problems.

Director Gould reported on district-wide activities during the past month (copy appended).

In response to Trustee Davenport's inquiry whether additional staff would be helpful at Miraleste Library to help with the noted behavior problems, Director Gould said that staff has begun building a relationship with the children and she is not sure that more staffing is needed. She said that a lot of the problem is related to sheer volume, which is difficult to fix even with more staff. She noted one option at Miraleste is the ability to segregate the space in creative ways, which will cause a different type of staffing need.

10. CONSIDERATION OF RECOMMENDATION RE: USE OF \$25,000 GRANT TO THE PENINSULA FRIENDS OF THE LIBRARY FROM SUPERVISOR DON KNABE AND AUTHORIZATION FOR DIRECTOR GOULD TO PRESENT THE PLAN TO THE PENINSULA FRIENDS OF THE LIBRARY FOR APPROVAL

Director Gould explained that the Friends of the Library recently received a \$25,000 grant from County Supervisor Don Knabe for the purpose of expanding public access computing services and to stimulate additional fundraising by the Friends of the Library in support of public access

computing services at all libraries. She added that the Friends of the Library have asked staff to devise a plan for spending at least \$25,000 for this purpose and she is asking for Board approval of this plan prior to submission to the Friends.

Director Gould explained that the computers at Miraleste Library are currently placed on surplus tables that are not attractive, ergonomic, or functional and the plan is to replace the current computer furniture in the main library area with purpose-designed furniture from the *Library Design Group* that will accommodate four additional patron desktop computers with monitors, which will also be purchased with these funds. She noted that the selected furniture is appropriate for long-term use and can be integrated into any future remodeling or reconfiguration of the Miraleste Library.

Director Gould noted that plans are underway at Malaga Cove Library to create a public computing area with additional computers on the Mezzanine level, including five new patron desktop computers with monitors to supplement existing computers that will be relocated from the main floor of the library.

Director Gould explained that with the greatest need at Peninsula Center Library being additional computers in the Young Readers Department, the plan is to add 2 AWE Early Literacy Stations – computers that are designed for use by young children and are pre-loaded with educational software. She noted that orders for these stations have already been placed to enable PVLD to participate in a discounted group purchase via our purchasing consortium and receive a discount of approximately 10%. She noted that there is still room for additional computer workstations and there may be a need for up to three more stations with existing furnishings, and the grant from Supervisor Knabe and/or additional funds raised by the PFL will be used for this purpose.

Director Gould reported that the computers in the Peninsula Center Training Room are the old public computers that were replaced when PVLD upgraded its public and staff computers two years ago and, because of their age, access to the Internet via these computers is extremely slow, making it difficult for PVLD to offer classes in current technologies such as Flickr, Facebook, or Twitter. The plan is to replace these computers with nine new desktop computers to support public and staff training. New monitors will not be necessary.

Director Gould noted the following estimated costs for the proposed purchases:

Location		Item	Estimated Cost
1.a	Miraleste	Computer furniture	\$11,200
1.b	Miraleste	4 patron desktops with monitors.	4 x (\$650 + \$160) = \$3,240
2	Malaga Cove	5 patron desktops with monitors.	5 x (\$650 + \$160) = \$4,050
3.a	Penn. Center, YR	3 patron desktops with monitors.	3 x (\$650 + \$160) = \$2,430
3.b	Penn. Center, YR	2 AWE Literacy Station	2 x 2,930.50 = \$5,275
4	Penn. Center, TR	9 patron desktops	9 x \$650 = \$5,850
TOTAL:			\$32,045

She noted that the above costs are estimates only and actual costs for many of the items will not be known until orders are placed, although they are not expected to exceed these estimates. She noted that Supervisor Knabe intends his grant to be used by PFL to stimulate additional gifts in support of enhanced public computing at PVLD. Staff is identifying further projects that could be funded by this means, including increased bandwidth at the Malaga Cove Library, additional computer furniture upgrades at the Miraleste Library, and additional public computers at the Peninsula Center Library.

Trustee Davenport said she recently discussed this with Supervisor Knabe and he was very emphatic that the funds be used to stimulate additional gifts in support of enhanced public computing.

MOTION by Trustee Lama that the Board of Library Trustees hereby authorizes the District Director to request that the Peninsula Friends of the Library provide funds for the projects described in Items 1-4 above, with total expenditures not to exceed \$33,000.

MOTION passed 4 to 0.

11. CONSIDERATION OF AUTHORIZING THE DISTRICT DIRECTOR TO USE DISTRICT RESOURCES FOR THE 80TH ANNIVERSARY CELEBRATION AUCTION

Director Gould explained that one component of the 80th Anniversary Celebration will be the silent and live auctions, and the organizing committee and staff believe there are things unique to the Library District that may generate interest from bidders but require uses of district resources. She said while all of the ideas may not be offered—and there may be additional items—she is asking for authorization to commit the District to offer resources for auction items.

Trustee Lama suggested that a minimum bid be placed on these items.

MOTION by Trustee Davenport that the Board of Library Trustees hereby authorizes the District Director to identify and to submit to the PVLD 80th anniversary celebration Auction Committee items that will be contributed by PVLD to the 80th anniversary event silent and live auctions.

MOTION passed 4 to 0.

12. APPROVAL OF SPECIAL PROJECT RESOLUTION NO. 2009-10: A RESOLUTION OF THE BOARD OF TRUSTEES OF THE PALOS VERDES LIBRARY DISTRICT AUTHORIZING EXPENDITURE OF PVLD FUNDS FOR DEVELOPMENT OF A STRATEGIC MARKETING PLAN

Director Gould explained that as a result of the Strategic Plan developed earlier this year, the Board adopted a strategy of developing and implementing a comprehensive marketing plan for the District. She said considerable effort and funds have been spent conducting a qualitative research project to get community input and to develop a Core Concept to provide the foundation for our marketing efforts. She said the next step is to refine the core concept and translate it into a comprehensive marketing plan that incorporates the marketing and public relations activities, resources and objectives, and a timetable for achieving these.

Director Gould noted that the consultant, Patty Minor, has submitted a proposal outlining a twelve-month program of work to develop and implement a joint PVLD/PFL Marketing and Communications Plan and build the internal capabilities necessary to sustain the marketing effort in the future. She added that a draft of the proposal was reviewed by the Board of Trustees at a Special Meeting and Workshop on November 12, 2009; Trustee input has been incorporated; and the proposal has been revised to include the Board's decision to develop a joint marketing plan with the Peninsula Friends of the Library.

Director Gould noted that the draft resolution contains two typos: consulting fees: \$45,500 (not 45,400); total in resolution should read \$89,000; and the 2010-2011 \$15,000 consulting fees belong under marketing development. She added that some funds have already been expended (\$17,500 consulting fees) and the proposal is to continue the work in this fiscal year and next, with the total cost estimated to be \$89,000.

Director Gould said there is currently \$435,000 of undesignated and unreserved funds in the Gift Fund and recommended that the project be funded from these funds during the current fiscal year to

get the work completed, adding that as next year's budget is prepared, staff will look at where the remaining funding may come from.

MOTION by Trustee Lama The Board of Library Trustees hereby adopts Resolution No. 2009-10: A RESOLUTION OF THE BOARD OF TRUSTEES OF THE PALOS VERDES LIBRARY DISTRICT ESTABLISHING A SPECIAL PROJECT FOR DEVELOPMENT AND IMPLEMENTATION OF A JOINT MARKETING PLAN FOR THE PALOS VERDES LIBRARY DISTRICT AND THE PENINSULA FRIENDS OF THE LIBRARY (copy appended).

MOTION passed 4 to 0.

13. COMMITTEE REPORTS AND ACTIONS

A. COMMUNITY RELATIONS COMMITTEE (TRUSTEE LAMA)

Trustee Lama reported that the Community Relations marketing team has been focusing on the marketing plan during the past several months. He said he looks forward to the next set of meetings.

Trustee Wielin reported that the Library District participated in the RHE parade and we won the Mayor's Trophy for the Library's great entry in the parade.

B. FUNDRAISING COMMITTEE (TRUSTEE DAVENPORT)

Trustee Davenport reported that the main focus of the Board Fundraising committee, as well as the Staff, the Friends and the 80th Committee is the Celebration of 80 Magical Years of the Palos Verdes Library District—A Magical Evening event on February 6, 2010. She noted that all of the Trustees are helping with the Event in some way, though being ever careful of the Brown Act. Trustees Wielin and Davenport are Committee Chairs, and now former Trustee Ed Long is taking a major role on the Sponsorship Committee.

Trustee Davenport said this being the first fundraising event of this size and scope that the District/Peninsula Friends of the Library has undertaken and, if successful, will generate revenue that can materially affect the level of service the District is able to provide for this community in this financially challenging year.

Trustee Davenport noted that the Fundraising Committee will get back to work on the Fundraising Plan and other outstanding tasks following the event in February.

C. COMMITTEE APPOINTMENTS – continued to January.

13. ITEMS FOR FUTURE AGENDAS

- A. Day in the District
- B. Annual Review of Investment Policy
- C. Staff and Volunteer recognition
- D. Workshop for Board Effectiveness Training
- E. Possible budget workshop prior to mid-year adjustments
- F. Marketing Workshop in January
- G. Construction report

14. ADJOURNMENT

MOTION by Trustee Robinson that there being no further business to come before the Board, the meeting be adjourned.

MOTION passed 4 to 0.

The meeting was adjourned at 8:08 p.m.

William L. Lama, Acting Secretary

Date