

## **CITY OF NEWPORT BEACH**

**Board of Library Trustees**  
**Newport Beach Public Library, Central Library**  
**1000 Avocado Avenue, Newport Beach, CA 92660**  
**Meeting Minutes**  
**May 15, 2017 - 5:00 p.m.**

- I. **CALL MEETING TO ORDER** – Chair Johnson-Tucker called the meeting to order at 5:00 p.m.

- II. **ROLL CALL** - Roll call by Administrative Support Specialist Elaine McMillion

Trustees Present: Chair Jill Johnson-Tucker; Vice Chair Janet Ray; Secretary Paul Watkins; Board Member Doug Coulter

Trustees Absent: Board Member Jerry King

Staff Present: Library Services Director Tim Hetherton  
Administrative Support Specialist Elaine McMillion  
Assistant City Manager Carol Jacobs  
Library Services Manager Natalie Basmacyan  
Circulation & Technical Processing Coordinator Melissa Hartson  
Support Services Coordinator Melissa Kelly  
Branch and Youth Services Coordinator Debbie Walker  
Marketing Specialist Katherine Mielke

- III. **NOTICE TO THE PUBLIC**

- IV. **BOARD OF LIBRARY TRUSTEES ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)**

Chair Johnson-Tucker noted the success of the Gift of Literacy luncheon. The event was fabulous.

- V. **PUBLIC COMMENTS**

Jim Mosher suggested the minutes include the location of the meeting.

- VI. **CONSENT CALENDAR**

- A. **Consent Calendar Items**

1. **Minutes of the March 20, 2017 Board of Library Trustees Meeting**

A lack of quorum resulted in the April 17, 2017 Board of Library Trustees Meeting being cancelled.

Chair Johnson-Tucker requested the minutes include the meeting location. Revisions to Item 6. Balboa Branch Library Report to read in the present tense.

**2. Customer Comments**

Monthly review of evaluations of library services through suggestions and requests received from customers.

Board Member Watkins recognized Nadia Dallstream, Daisy Hernandez, Claire Constantino, Susie Sheng, Debbie Williams-Lopez, Shelley Pricer, and Liz McKibbin at Mariners Branch for positive comments that members of the public submitted about them.

**3. Library Activities**

Monthly update of library events, services and statistics.

In response to Board Members' questions, Library Services Manager Natalie Basmaciyan reported that she received the Rosetta Stone usage reports dating back to January late in the prior week. From January to April, Rosetta Stone was used 213 times. Ms. Mielke publicizes Rosetta Stone through email blasts and the City Manager newsletter. The high usage of Kids InfoBits probably occurred through word of mouth. The Balboa Branch Librarian is a good advocate for this database. AskART is the one remaining database related to art and is only accessible in-house.

**4. Expenditure Status Report**

Monthly expenditure status of the library's operating expenses, services, salaries and benefits by department.

Board Member Watkins remarked that Library Services Director Hetherington provided a revised list of expenditures. Library Services Director Hetherington indicated the revised list should replace the list sent to Board Members in their meeting packets. He has updated and corrected the list.

**5. Board of Library Trustees Monitoring List**

List of agenda items and dates for monthly review of projects by the Board of Library Trustees.

Chair Johnson-Tucker noted that there is a full agenda for the upcoming June 19, 2017 Board of Library Trustees meeting. This meeting will be at the Corona del Mar Branch.

Motion made by Board Member Watkins, seconded by Vice Chair Ray, and carried (4-0-0-1) to approve the Consent Calendar with revisions as discussed.

AYES: Johnson-Tucker, Ray, Watkins, Coulter

NOES:

ABSTENTIONS:

ABSENCES: King

**VII. CURRENT BUSINESS**

**A. Items for Review**

**6. Marketing Update and Social Networking Update**

Marketing Specialist Katherine Mielke will provide the annual briefing on Library marketing and social media activities.

Marketing Specialist Katherine Mielke reported the meeting packet contained a marketing summary of projects accomplished during the fiscal year. The main project was the Library's new website, which launched on February 1. The response to the new website has been very good with very few negative comments. The website needed a new, more modern look, and staff wanted to use the same content management system as the City. According to survey results, 65 percent of customers learn about library programs via the website. Ms. Mielke reviewed new features of the website such as ads that focus on upcoming events, better locations for Library support groups, an events calendar, quick links on each page, links to programs and to NBTV videos, and individual pages for each branch. A banner across the top of the website will mark events such as closures. A month or two of website analytics indicates the website hosted about 1,200 individual users per day, but the number of sessions is much higher. Katherine noted that 27 percent of users are between 18 and 24 years of age, and 33 percent are between 25 and 35 years of age. The website has a higher male audience, and social media and email blasts have a higher female audience.

In response to Chair Johnson-Tucker's question, Ms. Mielke advised that the Library's website links to Google Analytics, which can provide information about browsers used, number of hits per page, popular pages, and much more.

Board Member Watkins commented that the website is as complete, current, and welcoming as any website he has seen.

Ms. Mielke remarked that the new system is easier to use and more people can add information to the website.

In reply to Chair Johnson-Tucker's inquiries, Ms. Mielke did not know how often the website should be overhauled. The next overhaul will likely occur when the City decides to change systems. Library website content is completely different from City website content, with some of this content shared between the two websites. Library staff designates whether an event remains on the Library website only or shared with the City website. Ms. Mielke oversees the website, a web team handles problems, each branch handles its own page, and Francine Jacome handles much of the calendaring.

Ms. Mielke reviewed other accomplishments such as the customer survey, an update of eBranch and Media Lab brochures, and the Digital Saturday event. In addition, staff sends out regular press releases regarding major events, lists events in online calendars, posts flyers to an online system for schools, and each month sends information to local publications. The Library uses print media including calendars, brochures, and rack cards.

In response to Chair Johnson-Tucker's question, Ms. Mielke advised that the Library Foundation is now using an outside artist for its brochures.

Chair Johnson-Tucker thanked Ms. Mielke for her great work.

Ms. Mielke reported she continues to work on increasing the number of followers on social media. Goals for next year are to use the website more, to continue showcasing digital resources, to focus on local history, and to improve wayfinding signage.

Jim Mosher commented that sometimes Library events appear on the City calendar and sometimes they do not. In Mr. Mosher's opinion, the Library is missing some marketing opportunities. On the City's calendar and in Mr. Mosher's opinion the many arts events detract from other Library events.

Staff will ensure that future Library events will be designated for inclusion on the City calendar. Cultural Arts events, lectures, and general community events are on the City website. Ms. Mielke works with City staff to ensure the many Library events do not overload the City website.

**7. Media Lab Update**

Library Services Manager Natalie Basmaciyen will report on Media and Sound Lab usage, resources, and management.

Library Services Manager Natalie Basmaciyen reported the Media Lab opened to the public in November 2013 and is coming to the end of its five-year lifecycle. Reference staff will review information to determine which software and services the Library needs to change and add in the Media Lab. Staff may add scrapbooking software depending on pricing and availability and may change the content of Let's Talk Tech. In teaching technology classes, two staff members utilize Lynda.com tutorials for higher level computing. Attendance has been high at the first genealogy series and Digital Saturday events. The Media Lab has had a lot of usage lately not related to computing. As of the April report, MAC workstation sessions total 2,366 for the year, PC workstation sessions total 2,988, and Sound Lab sessions total 610. The Sound Lab is booked almost every day. Ms. Basmaciyen thanked the Board for changing the Wi-Fi access policy as it benefited Media Lab customers. Many users of the Media Lab are 15-40 years old, and they work on school projects or collaborative creative projects.

In response to Chair Johnston-Tucker's questions, Ms. Basmaciyen indicated new users visit the Media Lab all the time. Circulation staff promotes the Media Lab.

In reply to Board Member Watkins' inquiry, Ms. Basmaciyen advised that the date for the next Digital Saturday should be in mid-September.

**8. Corona del Mar Branch Update**

Library Services Director Tim Hetherington will update the Board on Corona del Mar Branch project.

Board Member Watkins reported that if the Uptown Newport project pays the City the \$19 million development fee that it owes by the end of the fiscal year, then the recently formed City Council subcommittee comprised of Council Members Diane Dixon, Scott Peotter, and Jeff Herdman, will review potential projects that this fee may fund. He and Library Services Director Hetherington are attempting to discover the best-case and worst-case

scenarios for progress of the Corona del Mar Branch project. The Board needs to decide whether none, some, or all items of deferred maintenance should proceed based on the possibility that the Corona del Mar Branch project may resume.

In response to Chair Johnson-Tucker's inquiries, Library Services Director Hetherton advised that 14 months elapsed between design of the project and issuance of the request for proposals. Approval of the budget for the next fiscal year will provide a sense of where this project is going. The bid process could take six months to a year to unfold. Then, there could be a timetable for demolition. Chair Johnson-Tucker added that the fire department would have to vacate its portion of the building.

Assistant City Manager Carol Jacobs indicated that even if City Council approves the budget on July 1, 2017 that the release for bids would not happen before the end of the year. In a best-case scenario, an awarded contract could be six to nine months later. In a worst-case scenario, an awarded contract may happen a year later. A construction timeline would probably be 18-24 months.

In reply to Chair Johnson-Tucker's question, Ms. Jacobs suggested the Board proceed with at least four or five deferred maintenance items that concern customers. It is best to get those funds encumbered before the end of the fiscal year.

Board Member Watkins felt the termite treatment should occur first with other items following.

Library Services Director Hetherton recommended the Board not proceed with the window air conditioner units because they are not effective. A standalone unit would be more effective, but the cost is approximately \$13,000. He did not recommend spending \$13,000 for a unit that would be used for only two years. In the past, the branch closed when it became too hot.

In response to Chair Johnson-Tucker's question, Branch and Youth Services Coordinator Debbie Walker reported the branch closed probably two times last year. When the indoor temperature reaches 85 degrees, staff closes the branch and directs customers to Central Library.

In response to Chair Johnson-Tucker's question, Library Services Director Hetherton indicated that in order to use portable units building modifications are required. However, portable units are less expensive than installing permanent AC.

Board Member Watkins suggested Chair Johnson-Tucker work with Library Services Director Hetherton to find alternative solutions for cooling the building while other items of deferred maintenance proceed.

At Chair Johnson-Tucker's request, Board Member Watkins agreed to work with Library Services Director Hetherton.

Motion made by Board Member Watkins, seconded by Board Member Coulter, and carried (4-0-0-1) to proceed with deferred maintenance items other than air conditioning and window replacement. Board Member Watkins and Library Services Director Hetherton will explore alternatives to air conditioning and window replacement items.

AYES: Johnson-Tucker, Ray, Watkins, Coulter  
NOES:  
ABSTENTIONS:  
ABSENCES: King

**9. Lecture Hall Update**

Update on the lecture hall by Chair Jill Johnson-Tucker.

Chair Johnson-Tucker did not have an update. The concept needs to be presented to the Council soon because the Foundation wants to move forward. Library Services Director Hetherton indicated that June would not be the best time to present this project to City Council because of the budget issues taking place at the same time, and presenting two Library projects at the same time is not a good idea. Perhaps presenting this concept to City Council after July is best.

Assistant City Manager Carol Jacobs did not believe City Council would be receptive to additional expenditures. She will discuss with the City Manager a possible Council study session for the Board so that the Board could present its findings with respect to the lecture hall. However, it may be best to schedule the Council study session in September. The City Manager would know the appropriate time to schedule a Council study session.

Toby Larson, Library Foundation, advised that the NBPL Foundation is very anxious to move ahead with the lecture hall due to the need for a larger facility. It should be a top priority for next year.

Chair Johnson-Tucker indicated the Foundation wants to be a major part of fundraising.

Ms. Jacobs and Library Services Director Hetherton will speak with the City Manager about the appropriate time to schedule a presentation to the Council.

**10. Friends of the Library Wish List**

Staff requests that the Board of Library Trustees review and approve the wish list which will be presented to the Friends of the Library.

Library Services Director Hetherton reported the wish list is a fairly standard list and is composed items including best sellers, audiovisual materials, children and young adult print materials, a database called Flipster, the Lucky Day collection, and a gift of \$5,000 for the Literacy Program. This year will mark the largest gift to the Library, \$250,000.

In reply to Chair Johnson-Tucker's question, Library Services Director Hetherton advised that the Friends allocated \$15,000 for an opening day collection for the Corona del Mar Branch. The Friends will retain those funds until the situation with the Corona del Mar Branch is resolved.

In response to Board Member Watkins' inquiry, Library Services Director Hetherton explained the process for developing a wish list. Typically, staff develops a list of items and presents it to the support group. The group reviews the list and notifies staff whether it has funds to support the list. Staff then presents the list to the Board, and the Board

approves or amends the list. The list goes to the board of the support group who revises or approves the list. This year is different in that the Friends notified staff of the amount they could give. Generally, the Friends give more than \$200,000, and the Foundation gives \$200,000 more or less.

Chair Johnson-Tucker stated typically support groups fund programming that the Library cannot fund. Last year staff suggested redoing the study carrels, which the Board and the Foundation approved. Library Services Director Hetherton added that the Board tends to ask the Foundation for technology and building improvements.

**11. Library Foundation Wish List**

Staff requests that the Board of Library Trustees review and approve the wish list which will be presented to the Library Foundation.

Library Services Director Hetherton reported the list is atypical in that it includes shelving units for Mariners, blinds for the clerestory windows at Central Library, and signage and wayfinding.

In reply to Chair Johnson-Tucker's question, Library Services Director Hetherton explained that wayfinding consists of physical signs for all branches and an interactive electronic kiosk for Central Library.

Library Services Director Hetherton advised that the list contain the usual items such as eBooks, the Daily Pilot project, Lynda.com, AWE stations, displays for the Balboa Branch, and a gift for the Literacy Program.

Jim Mosher inquired about the "pitch an idea" program.

Library Services Manager Natalie Basmacian explained that now staff proposes projects directly to the Library Foundation. This is the next generation of the "pitch an idea" program.

Motion made by Board Member Coulter, seconded by Vice Chair Ray and carried (4-0-0-1) to approve wish lists for both the Friends of the Library and the Library Foundation as submitted.

AYES: Johnson-Tucker, Ray, Watkins, Coulter

NOES:

ABSTENTIONS:

ABSENCES: King

Library Services Director Hetherton will present the wish lists to the boards of each support group.

**12. Concierge Service and Weekly Story Time at Marina Park**

Staff requests that the Board of Library Trustees approve a plan to offer a concierge service and a weekly story time program at the Marina Park facility on the Balboa peninsula.

Library Services Director Hetherton noted the Library offers concierge service at OASIS and Newport Coast, both of which are successful. Concierge service allows a customer to pick up and return books. In response to Mr. Mosher's comment, staff plans to add a standalone kiosk for catalog searches and self-check-outs in the future. Because Marina Park is looking for additional programming, Library staff suggested story time on a weekly basis, probably on Mondays. Story time at Marina Park will not detract from the Balboa Branch, but will increase convenience and provide more access for customers. The two services will have minimal costs and not require additional staff.

In response to Vice Chair Ray's question, Branch and Youth Services Coordinator Debbie Walker indicated Marina Park has a room that is ideal for story time and is not used on Mondays. Story time could begin after the summer reading program on the last Monday in August. Library Services Manager Natalie Basmaciyen added that Marina Park offers day camps for children during the summer.

In reply to Chair Johnson-Tucker's inquiries, Ms. Walker advised that programming at Marina Park would not reduce services at the Balboa Branch. Library Services Director Hetherton reported a Recreation Department staff person who is familiar with concierge service is available at Marina Park to assist customers.

Chair Johnson-Tucker felt reassured that new programming at Marina Park would not imply that the Balboa Branch is unnecessary in any way. Library Services Director Hetherton did not believe the Balboa Branch programming would diminish the programming at Marina Park.

In response to Chair Johnson-Tucker's inquiry, Circulation and Technical Processing Coordinator Melissa Hartson explained that staff would work with the Recreation Department on the physical set up, as this service needs to be set up in the Integrated Library System. Once that is complete, the concierge service will be ready for use.

Motion made by Board Member Coulter, seconded by Board Member Watkins, and carried (4-0-0-1) to approve implementation of concierge service and story time at Marina Park after the summer of 2017.

AYES: Johnson-Tucker, Ray, Watkins, Coulter

NOES:

ABSTENTIONS:

ABSENCES: King

**13. Library Services**

Report of Library issues regarding services, customers and staff.

Library Services Director Hetherton reported people are using the Friends Room for many purposes, through a combination of Library and City programs and meetings. It is widely used so that some folks requesting use of the Friends Room have to be turned away.



Print books are returning in popularity while, generally speaking, the popularity of eBooks is declining. However, the demand for eBooks at the Library is increasing. eBooks are a good deal for library users, and people like them.

**B. Monthly Reports**

**14. Friends of the Library Liaison Report**

Trustee update of the most recently attended Friends of the Library Board meeting.

Board Member Coulter commented on the enthusiasm and activity of the Friends volunteers to support the Library. The vendor buying books for recycling has been slow in paying proceeds to the Friends, and the Friends is concerned. At a recent event regarding opportunities for volunteerism, 20-25 people talked to the Friends about volunteer opportunities. The annual Friends of the Library luncheon and installation of officers is June 6, 2017 in the Friends Room. The speaker is Wendy Lawless. Members of the Friends can have their books appraised at no charge at an upcoming appraisal event. The last quarterly book sale raised \$3,080.

**15. Library Foundation Liaison Report**

Trustee update of the most recently attended Library Foundation Board meeting.

Chair Johnson-Tucker advised that the Foundation did not hold a meeting in April. She is unable to attend the next meeting and requested another Board Member attend in her place.

**16. Witte Lectures Committee Liaison Report**

Trustee update of the most recently attended Witte Lectures Committee's monthly meeting.

Vice Chair Ray was unable to attend the last meeting of the Committee. The next meeting is Thursday, May 18. The lecture season is over, and the Committee is planning the next season.

**VIII. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

In response to Board Member Watkins' inquiry, Chair Johnson-Tucker advised that review of the Library expansion donor wall had been on the monitoring list for some time. She understood the Library Foundation is not be making any changes; therefore, there will not be a report for the Board. The Foundation is adding names to the wall but not making any changes to the wall. Library Services Director Hetherington reported the Foundation's plan for next year is to increase efforts to find major donors interested in having plaques on the wall. Chair Johnson-Tucker felt there was no further need for a report on an annual basis, and should no longer list it on the monitoring list.

Branch and Youth Services Coordinator Debbie Walker thanked three Board Members for their participation in National Library Week. Council Member Will O'Neill is a huge library fan.

Jim Mosher noted that Library customers are able to change only their email address online and should be able to also change other personal information online, and that the website should provide direction to customers in this regard.

Library Services Director Hetherton did not believe customers can change other information through the current Integrated Library System, but staff is looking into that feature in a new system. Staff verifies information when customers physically check out materials.

Support Services Coordinator Melissa Kelly reported Google Analytics obtained customers' personal information from sources other than the Library's database. The Library did not make information available to Google Analytics. Customers may change their email addresses to ensure continued receipt of email notifications.

In response to resident Chuck Fancher's question, Chair Johnson-Tucker explained that the need for a lecture hall is due to the heavy use of the Friends Room and because seating on the flat floor blocks sightlines during events. The \$5 million amount is not accurate as there are no plans on which to formulate a cost estimate.

Board Member Watkins reported he recently visited San Diego's Central Library, which has a 110-seat auditorium. The auditorium is very impressive.

Vice Chair Ray left the meeting at 6:35 p.m.

Toby Larson clarified that the San Diego auditorium actually seats 350.

**IX. ADJOURNMENT – 6:36 p.m.**

Submitted by: *Gill Johnson-Tucker*  
Chair Approval of Minutes