

(Approved March 20, 2008)

MCLS Administrative Council Meeting  
January 24, 2008  
Torrance Public Library

Minutes

Present were:

Janet Sporleder, ARC  
Albert Tovar, AZU  
Nancy Hunt-Coffey, BEV  
Sharon Cohen, BUR  
Don Buckley, CER  
Nancy Messineo, DOW  
Cindy Cleary, GDL  
Stephanie Brown, MPK

Katherine Gould, PVP, Chair  
Jean Scully, RED  
Hilary Keith, SFE  
Greg Mullen, SAM  
Steve Brogden, THO  
Paula Weiner, TOR  
Paymaneh Maghsoudi, WHI

Absent:

Carmen Hernandez, AHM  
Barbara Pearson, ALT  
Barbara Lockwood, CAB  
Evelyn Fullmore, CMM  
Roger Possner, COV  
Debra Brighton, ELS  
Robin Weed-Brown, DORA  
Patricia Sullivan, IRW  
Eleanore Schmidt, LBPL

Pat Kiefer, LAPL  
Monica Greening, MON  
Barbara Wolfe, MOOR  
Barbara Murray, OXN  
Greg Shapton, POM  
Carolyn Crain, SMAR  
Toni Buckner, SMD  
Carole Molloy, SIG  
Steve Fjeldsted, SOPAS

Staff Present:

Rosario Garza, Exec. Director  
Pam Alger, Training/Dev. Off.  
Jerilynn Takeda, Admin. Officer

Guests:

Megan Berru, FILL Intern/IRW  
Gloria O'Donohoe, SAB/BUR  
Kris Anderson, Brodart

## **100. Opening**

### 110. Chairperson's Welcome

Kathy Gould, Chair, called the meeting to order at 10:05 a.m. and introduced the guests in attendance.

### 120. Roll Call

Roll was taken by a sign-in sheet; a quorum was present.

## **200. Public Forum**

There were no guests or members of the public who wished to address the Council.

## **300. Consent Calendar**

**ACTION:** It was MSP (Mullen, Tovar) to approve the consent calendar which consisted of the minutes of the November 29, 2007 Administrative Council meeting, with one correction: replace Dr. Anthony Lopez with Hilary Keith as the representative for Santa Fe Springs.

## **400. Adoption of Agenda**

**ACTION:** It was MSP (Mullen, Sporleder) to adopt the agenda for the meeting as distributed.

## **500. New Business**

### 510. Financial Update

Rosario Garza, MCLS Executive Director, reported that there has been a change in the FY08 financial forecast: January 2008 from the last report. She reviewed the changes which include decreases in interest revenue, LSTA fees, and vehicle fuel costs; and increases in salaries, system support for the new web site, and contract drivers, resulting in a projected deficit of approximately \$20,000 at the end of the fiscal year. Ms. Garza is confident that this number will decrease with some anticipated savings. She also noted that the budget cuts announced at the State level are likely to affect the systems in next year's budget.

520. National Library Legislative Day, May 13-14, 2008

The following representatives volunteered to attend National Library Legislative Day in Washington, D.C., May 13-14, 2008: Albert Tovar, AZU; Greg Mullen, SAM; Hilary Keith, SFE; Kathy Gould, PVP; and Rosario Garza, MCLS. Jean Scully, RED will serve as an alternate if needed.

530. Discussion of Long-term Planning

Kathy Gould, PVP, MCLS Chair, reported that the Executive Committee met the previous week and discussed consolidation and long-term planning. The committee felt that regular, ongoing discussions on long-term vision and goals for MCLS would be more effective than a single retreat or day-long strategic planning session. Council may determine in the future that a retreat or more structured process is appropriate. Ms. Gould has developed some questions that will be distributed prior to the next Council meeting for discussion at the next meeting. The document that resulted from the last planning session held in Oxnard in October 2005 will be distributed in the next Council packet.

540. February Executive Committee Date Change

The Executive Committee meeting scheduled for February 28, 2008 is being changed to February 21 at the Burbank Buena Vista Branch because of a conflict with the Library of California Board meeting.

550. Other

There was no other New Business.

**600. Unfinished Business**

610. MCLS Web Site Update

Rosario Garza announced that a soft launch of the new MCLS web site took place at the end of December. MCLS has 60 days to review the site and identify any problems that may exist. MCLS library contacts have been emailed personnel lists to update for inclusion on the web site. Directors will be asked to send pictures of their libraries that will come up when a search for the library is done from the MCLS web site.

620. Consolidation Update and Formation of a 3-System Steering Committee

Rosario Garza reported that the Santiago and South State systems both held meetings in December to discuss consolidation and both systems are

interested in discussing the issue with MCLS. The systems feel there is much to be gained at the director and staff levels by consolidating. One of the major concerns is the dues structure. The Councils appointed the following members to serve on a Tri-System Steering Committee to discuss consolidation: Jan Sanders (Pasadena) and Richard Siminski (Inglewood) for South State; Louise Mazerov (Buena Park) and Linda Katsouleas (Newport Beach) for Santiago.

At the Executive Committee meeting held the previous week, the following members volunteered to serve on the Tri-System Steering Committee representing MCLS: Janet Sporleder (Arcadia), Jean Scully (Redondo Beach), and Greg Mullen (Santa Monica) who also agreed to serve as chair of the committee. Kathy Gould suggested the possibility of one other member from MCLS; Paula Weiner volunteered to serve as the fourth representative. At the last Council meeting, a Consolidation Task Force was formed consisting of seven Council members and Rosario Garza. Ms. Gould suggested that the MCLS Steering Committee members use the Consolidation Task Force members to provide input on issues and concerns brought up by the Tri-System Steering Committee. This will allow discussions to take place between Council meetings in an effort to be efficient as well as inclusive.

630. LSTA Grant Updates

a. Big Box Programming

Pam Alger, Training and Development Officer, reported that Charles Lago and Karen Ruhl have been hired to conduct the Big Box Programming Grant for adult programming. Charles Lago will be contacting libraries about their programming needs and will be arranging author events for the libraries. Karen Ruhl will be working on a program in conjunction with the California Center for the Book and will be the point person with the Peninsula Library System, a co-recipient of the grant. Ms. Ruhl will develop a video of one of the programs that can be mounted on the Web. She will also be looking into the feasibility of continuing the program once grant funding ends.

b. AskNow (24/7 Reference) Project

Pam Alger referred to the handout of usage statistics distributed in the agenda packet. Participating libraries are asked to include the AskNow logo and link on their library web page, preferably on the home page, if it has not yet been done. MCLS has applied for another year of LSTA funding to continue the project while decisions are being made about second level reference. OCLC plans to make an instant

messaging (IM) widget available in March for libraries to add to their web sites.

640. FILL (From Interns to Library Leaders) Update

Pam Alger reported that she would be sending out forms during the next week for libraries to update their descriptions of available FILL positions for posting on the new MCLS web site.

650. Training Update

Reference training sessions have decreased as a result of decreased staff and focus on other priorities. In the next several weeks, the MCLS Training Catalog will be distributed to libraries; MCLS can provide in-house training for member libraries. Janet Sporleder, ARC, spoke highly about Web 2.0 training that Ms. Alger presented for the Arcadia staff which was an effective introduction to the library's Web 2.0 staff challenge. Kathy Gould noted a Basic Windows in-house training conducted by Ms. Alger for Palos Verdes Library staff; Ms. Alger presented the first session, and created a training module that staff can use in-house on their own.

660. Legislative Update

Kathy Gould, PVP, CLA Legislative Committee Member, reported that the Legislative Committee met the previous Friday. The following was noted:

- Libraries' PLF, TBR, and the State Library are all subject to the Governor's proposed 10% budget cuts. For the State Library, this would primarily affect State Library operations supporting the government, such as the California Research Bureau; LSTA administration provided by the State Library is federally funded and should be minimally affected.
- The budget proposal includes funding for a new ILS for the State Library. This is separate from PLF funding.
- Day in the District dates are January 25 and February 2. When visiting legislators' offices, it is important to note that while a 10% cut may be inevitable, libraries have already sustained cuts in the amount of \$14 million in this year's budget. In difficult economic times, libraries are especially needed and are much used. The most important message is what the library is doing in the community and how important libraries are during difficult times.
- The upcoming Presidential election is of interest for protection of LSTA funding.

**700. Reports**

710. Chairperson's Report

Kathy Gould reported that she is unable to attend the March Administrative Council meeting; the March meeting will be chaired by Vice-Chair Greg Mullen.

720. Executive Director's Report

Rosario Garza reported the following:

- She has been working with Stacey Aldrich at the State Library on redesign of second level reference. They will be discussing the results of a study conducted by Zogby International of over 700 California residents regarding how they seek answers to their information needs. She noted that the confidence level of libraries was high once the user turned to the library for assistance.
- She has been working with Cindy Mediavilla, State Library Consultant, to submit LSTA proposals for a statewide Día de los Niños/Día de los Libros program and for the Out-of-School Time live homework help grant.
- She is working on completing the new website, with staff now learning about its various features.
- She was unable to attend ALA Midwinter as originally planned because of a family medical emergency.

730. Reference Center Report

Rosario Garza referred to the chart distributed at the meeting of Reference Center time, noting that approximately 50% of the Reference Librarians' time is now being spent answering reference questions. She will be addressing the amount of time being spent in administrative work which may involve keeping statistics.

740. Roundtable

Before the roundtable reports began, Kathy Gould acknowledged Kris Anderson who introduced herself as the local Brodart representative and welcomed directors to contact her to discuss Brodart services.

The following reports were given during the roundtable:

AZU            The library received a check from a patron for \$181.50 to purchase books and videos by Anthony Robbins who grew up in Azusa. Albert Tovar asked if other libraries' meeting rooms are being heavily used by local homeowners associations which are 501c3 organizations and are not charged to use the

room. A few directors responded that these groups are charged a fee to use the room in their libraries and must show proof of 501c3 status.

- SAM The city has purchased the Ektron contact management system to redesign the web site. The library may conduct focus groups regarding the library's web site. The library will begin enforcing a longstanding policy that has not been implemented of patrons losing all library privileges for 30 days and up to a year for violating library policies.
- MPK The library has an opening for a Senior Librarian.
- GDL A storefront library is scheduled to open in late spring. They are in the process of hiring an architect for the Brand Library. The Casa Verdugo Library is being renovated. Massive weeding is taking place in all branches to create more public space. Cindy Cleary expects to serve as Interim Director for at least six months; the city has four executive openings to fill with the Library Director being the fourth one to fill.
- BEV Nancy Hunt-Coffey is in her new position as Library Services Director for Beverly Hills. The Friends of the Library opened a new bookstore in the library which has been very successful, next to the Kelly's coffee shop, with furniture from the Dutton's bookstore that recently closed. A new teen zone is being planned to open in 4-6 months. The library will undergo a major renovation with expansion of the children's room, the teen zone, a family living room, and a browsing collection. The library web site will be redesigned using Civica.
- WHI The library received a grant for \$167,000 from Congresswoman Linda Sanchez for continuation of the homework center. She encouraged the library to apply for a grant for \$300,000 for next year. The Library Foundation is planning a celebration of Jane Austen during March, including a tea. The 5<sup>th</sup> annual Whittier Reads will begin in April with the book, *The Namesake*, which will feature Indian culture.
- TOR The first floor of the library will be remodeled and will hopefully include upgrading the technology in the meeting room. The branches are being recarpeted and seismically-safe shelving is being installed. "Mysterious California" programming from the Center for the Book is taking place. A very well-received program is Science month in January to assist students with science projects. The library will be digitizing some of its

historical newspapers, with the Historical Society, the Friends, and City Council each covering one-third of the cost.

- DOW On January 8, City Council announced *The Greatest Generation* as the selection for the first One Book, One Community program, resulting in a tremendous response from the community. Nancy Messineo thanked the Long Beach Library for sharing their copies of the book to help meet the demand in Downey. She also thanked those who responded to her question about carpet squares.
- CER The previous week, the library had a very successful program with Sue Bratton, attracting over 200 people. A Mystery on the Menu program was scheduled for the Saturday following this meeting with 16 mystery authors making presentations and having lunch with registered guests, one author for each table; 170 registrations were received, leaving one table without an author. The web site is being redesigned by a highly-credentialed staff graphic artist.
- SFE An architect has been hired for the main library and a neighborhood center branch library. First Friday programs continue to be popular. The library is considering a One City, One Book program.
- ARC In response to complaints about the plastic bags being distributed by the library, the library received a recycling grant through Public Works from Waste Management Co. which funded 40,000 bags that are similar to canvas but made from recycled materials; these will be useful for the Summer Reading Program. As part of the Dept. of Library and Museum Services, the library and museum have a joint Brown Bag Lunch series with speakers alternating between the library and museum staffs on topics such as preserving family records. The Association of California Historical Societies will be having a conference in Arcadia in February; the library will host a panel presentation on how the library and museum can work together to preserve local history.
- THO Last year, \$5 million was spent replacing the roof, windows, and stucco at the library and for the first time since 1982, there are no leaks! The library is trying to build on momentum from the \$1 million grant received from the Bergen Foundation for the radio archive, with a goal of raising \$28 million. Two division manager retirements last year have led to other vacancies as staff has been promoted from within. Steve

Brogden invited members to visit the new Children's library. The school district has expanded its pilot program to having all first grade classes visit the library.

RED The search for a Children's Librarian has been extended. City Council has approved new carpeting for the library.

BUR The budget process has begun with the good news that the budget will be flat this year. The title for the next Burbank Reads is Homer Hickham's *Rocket Boys*. The library participated in writing a grant with the Parks and Recreation Dept. and has been named one of the 100 Best Cities for Teens. A resource book will be compiled with all of the information received. Discussions are taking place on a new building for the Central Library.

PVP The library is fund raising for expansion and remodel of the Miraleste Branch and restoration and improvements of the Malaga Cove Library. The library is now absorbing back into its budget some of the ongoing programs formerly funded by the Friends in order to allow the Friends' funds to be used for long-term building projects and building of an endowment. Two staff members were selected for the Eureka! Leadership program. The library is working on a new web site that is scheduled to go live at the same time the library will be going live with a new ILS. The library is scheduled to be closed for one day on February 11 to migrate over to the new system and will use that day for an all-staff Staff Development Day. On February 12, the library will have a new web site and a new ILS. In December, the library had 110 programs with 3,000 people in attendance. An interview with a final candidate for a Children's Librarian position was scheduled for the afternoon of this meeting. An unadvertised meebo widget was put up on the library's web site in early December and online reference statistics increased immediately. Many of the questions could only be answered locally; approximately half of the questions could be answered by a reference librarian off-site. The library is now staffing it regularly every afternoon and plans to increase the staffing.

## 700. Adjournment

There being no other business, the meeting was adjourned at 11:40 a.m.

**Next Administrative Council Meeting:** March 20, 2008

Monterey Park Bruggemeyer Library

10 a.m.

Submitted by Jerilynn Takeda