



**MINUTES  
LIBRARY BOARD OF TRUSTEES MEETING**

**El Segundo Public Library  
Rose Garden Room  
111 West Mariposa Avenue  
El Segundo, CA 90245  
Tuesday, January 14, 2020**

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**A. CALL TO ORDER**

Board President Sara Whelan called the meeting to order at 7:01 p.m.

**B. ROLL CALL**

Board Members Present:

Carol Ericson, Janice Merva, Kristie Sherrill, and Sara Whelan

Board Member Absent:

David Jonta

City Staff:

Melissa McCollum, Library Director; and Jessie LeMay, Executive Assistant

Others:

Sari Brann, History Committee President; Joanne Gen, El Segundo Unified School District Librarian; and Natalie Strong, Arts and Culture Advisory Committee Member

**C. PRESENTATIONS — None**

**D. PUBLIC COMMUNICATIONS — None**

**E. APPROVAL OF MINUTES**

1. Approval of the Minutes of the Library Board Meeting of November 12, 2019: MOTIONED by Janice and SECONDED by Kristie to approve the minutes. MOTION CARRIED 4-0.

**F. SPECIAL ORDERS OF BUSINESS — None**

## **G. NEW BUSINESS**

### **1. City Website**

Melissa announced that the new City of El Segundo website and the Library's subsite are scheduled for a soft launch on January 28 with additional marketing planned for mid-February. She said that tweaks and expansions are expected after the website goes live. Melissa acknowledged library staff members' contributions and the hard work they put into this project during the past year. Kristina Kora-Beckman was the lead for the redesign of the library's website, Melissa said.

Melissa demonstrated the new library website which features muted colors, lots of photographs, and a modern design. She described each of the major sections — Kids, Teens, Adults, Arts and Culture, and Local History.

Melissa pointed many other salient features of the website, including links to the Digital Library, Events, Book a Room (with direct link to CivicRec website), and Services. The About Us section includes the School Libraries, Library Board of Trustees, Friends of the Library, Arts and Culture Advisory Committee and History Committee elements. She informed the Board that the detailed Library Board of Trustees and other Committee, Commission, and Board pages, including the agendas and minutes, will be overseen by the City Manager's Office. One key feature of the Friends section is the ability to accept members and donations online. The search feature is expected to provide a better experience for patrons, Melissa said.

The Kids section was designed by Adriana Muro, Youth Services Senior Library Assistant. It comprises a calendar of events, reading recommendations, staff photos, and a link to the school libraries. Regarding kids' storytime, Melissa mentioned that reservations are no longer needed to register; instead tickets are given out on a first-come, first-served basis.

A School Library page was created with links to all four school libraries as well as digital resources helpful to students. School library staff will contribute content for their respective pages.

The Local History section includes information about the History Committee, History Room, Photo Archives and the El Segundo Herald Online Newspaper Database. It also includes a link to the History Committee's independent website that gives more information.

The Arts and Culture section has information about the Cultural Development Program, calls for artists and requests for proposals, and descriptions of public art and community events. The public art map will be expanded with the assistance of the Arts and Culture Advisory Committee, Melissa said.

Melissa announced that everyone is invited to test and provide feedback about the new El Segundo City website on Wednesday, January 22, and Thursday, January 23, from 6 to 8 p.m. at the Police Department Emergency Operations Center conference room.

The Board liked the changes and said they thought the new website looks great. No action was required on this agenda item.

## **H. UNFINISHED BUSINESS**

### **1. Cultural Development Program**

Melissa gave the following updates:

On November 19, 2019, the City Council approved the Cultural Development Program Ordinance, which went into effect 30 days later. Melissa explained the process for meeting the public art requirements as outlined in the ordinance as well as the collaboration needed among various City departments, the Arts and Culture Advisory Committee, and the Library Board of Trustees to successfully implement the program.

City departments — Library Services, Planning, and Finance — are working together to develop administrative guidelines and procedures in coordination with the City Attorney's Office. The Arts and Culture Advisory Committee is developing a vision document as well as public art priorities for next year.

Board President Sara Whelan asked for clarification about the Library Board's role in implementing the Cultural Development Program. Melissa said the Board is involved due to the impact on the Library Services Department, and the board's input will be needed as staff recommendations are made for adding the public art function without increasing staff or the departmental budget. Melissa said additional discussions about the library's expanding role will be scheduled for future Library Board meetings.

### **2. Library Park Project**

Melissa reported that the Library recently received a \$10,000 "Maximizing Learning Spaces" grant from the California State Library. The grant is designed to help activate underutilized spaces to support learning and literacy. She informed the Board that the grant money will be used for the design phase of the Library Park Project. An additional \$120,000 allocated by the City Council for implementation of the plan focuses on the area outside of the Children's Library. Activation ideas include flexible seating, a small stage, a shaded structure, a sensory garden, natural play elements, art work and a StoryWalk. Melissa explained that a StoryWalk is a series of signs with picture-book pages spread over an open area to encourage children to read (and move). All proposed elements will be discussed further during committee and community meetings, Melissa said.

Melissa shared the proposed project timeline: (1) contract with the designer in February; (2) develop and share plans in March/April; and (3) begin construction in April/May. Melissa said that most of the installation and landscaping work will be done by city employees, i.e., Public Works and Recreation and Parks Departments. The library will stay open during construction. More information to come as plans develop.

### **3. National Library Week Celebration**

Melissa stated that National Library Week will be celebrated annually in libraries all over the country from April 19 to 25. She reminded the Board that last year the library hosted a breakfast to celebrate the event, as well as El Segundo library improvements, volunteers, and the new reading lounge.

For this year's celebration, Melissa asked if the Board would like to get involved in planning and hosting activities in partnership with the library. The celebration in El Segundo is tentatively planned for Thursday, April 23. However, the date is open to change if the Board would like to take the lead, she said. After a brief discussion, the Board agreed to participate and formed a subcommittee.

MOTIONED by Kristie to create a subcommittee to plan for a National Library Week Breakfast. SECONDED by Carol. Motion carried 4-0. The following persons were designated to serve on the subcommittee: Two Board members (Kristie and Sara), one Friends of the Library member (Sari), one library staff member (Melissa), and a volunteer (Natalie).

## **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:

**Personnel** — After over thirty years of City of El Segundo service, Sindee Pickens, Youth Services Librarian II, retired on December 30. Kristen Morell, Youth Services Librarian, will serve as Acting Senior Librarian until the position is filled. Human Resources recently posted the job vacancy and interviews will take place soon.

**Technology** — Two new early literacy bilingual AWE computers were installed in the Children's Library. The computers provide dozens of new learning games for children.

**Programming Update** — Melissa shared the January program flyer and announced the following upcoming events:

- a) "Library After Dark" – an adult program featuring a mixture of art, music and conversations between one local artist, John Hamersveld, famous for his El Segundo water tank wrap (and iconic rock album covers), and rock and roll photographer Henry Diltz. This is the first of this kind of program to be held at the Library. It will take place on January 31 from 7 to 9 p.m. Refreshments will be served. Library Assistant Roz Templin and Senior Librarian Julie Todd collaborated on the program. It will be an exciting and fun evening, and all are invited to attend, Melissa said.
- b) Teen Librarian Kristina Kora-Beckman planned a series of events to be held during the teens' final exam week. The goal is to help teens relieve stress while studying for their exams. Events include bringing in therapy dogs, serving hot coffee and cocoa, and engaging in art activities as a way to support the teens.

## 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

Melissa reported on the following:

**Personnel** — School Library Assistant Genavieve Gualano has resigned to accept a Librarian I position at the Hermosa Beach Library. There are now a total of two part-time vacancies for school library assistant positions and a recruitment effort is in process.

**School Library Staff Meeting** — Several topics were discussed at yesterday's (January 13) meeting with the school library staff: (1) new school library websites; (2) possible expansion of Richmond Street School library hours during the next school year (now that The Learning Center (TLC) renovation is about to be completed); (3) increased class visits at Center Street School this year, particularly for the fourth graders because of the rise in STEM programming (good news!); (4) library staff involvement in the SPARK program; (5) collection development, displays and readers' advisory this term at all locations; and (6) a report from school staff that students love the fine-free library card policy — less stress for all and no negative impact.

**Library Card Pickup Campaign** — The library continues to encourage parents of elementary school students to pick up their children's library cards at the main library. Senior Librarian Mark Herbert and Teen Librarian Kristina Kora-Beckman are collaborating on ideas to create incentives to grow the campaign. The Board responded by offering to spread the word through the Parent Teacher Association.

#### b. School District Librarian's Report

Joanne Gen reported as follows:

The High School English Department is planning to have students participate in the Teen Summer Reading Program at the main library. The honors and advanced placement classes will be assigned a specific book to read over the summer.

Joanne and Kristina participated in a High School Parent Teacher Association (PTA) meeting and introduced digital resources available to students, including databases provided through the main library's website.

The High School Library is still on track for a remodel starting in June. The School Board has decided to increase the funds for this project by using money previously allocated for a district office remodel.

**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** — Sari Brann, on behalf of the Friends of Library President Brenda Ross, reported on the following matters:

They made \$350 from their book sale last December. The treasurer will report in March a cumulative amount of their book sales. After the sale, all used books were relocated to the main floor. Items belonging to the History Committee remain in the History Room and upstairs.

Recently, the Friends received a \$7,500 grant check from Chevron for the library park project they applied for some time ago. It will be used to purchase furniture for the patio outside the Children's Library.

Sari commented that the library staff has been phenomenal in helping out the Friends in many ways.

The next Friends meeting will be held on Thursday, January 23, at 4 p.m. All are welcome to attend, Sari said.

**b. History Committee Report**

Sari reported that the History Room continues to be open on Saturdays, from 1 to 3 p.m. and most Tuesdays from 10 to 12 noon. Appointments are required and can be made by email or phone.

The library staff is diligently working to finish the History Committee's new website. Sari thanked them for their help, especially Mark Herbert, who assisted on their website planning and development.

Next meeting will be held on Thursday, January 16, at 6 p.m.

**L. BOARD MEMBER COMMENTS**

Sara mentioned certain concerns brought up by school parents on social media and how to address them. Melissa advised the Board that the best way to deal with these concerns is to forward the comments to her.

**M. ADJOURNMENT**

**1. Motion to Adjourn**

The meeting was adjourned at 8:19 p.m. The next meeting will be held at 7 p.m. on Tuesday, March 10, in the Rose Garden Room.