

Santa Barbara Public Library System
Library Board

Minutes of the Board Meeting of May 22, 2012 held at the Central Library

TRUSTEES PRESENT: Eric Friedman; Catherine Radecki-Bush; Christine Roberts;
Dianne Duva

TRUSTEES ABSENT: None

COUNCIL LIAISON PRESENT: None

STAFF PRESENT: Irene Macias, Library Director and Scott Love, Library
Services Manager

CALL TO ORDER: The meeting was brought to order in the West Faulkner
Gallery at 12:00 p.m. on May 22, 2012.

CHANGES TO AGENDA: None

MINUTES OF PREVIOUS MEETING: April 24, 2012 minutes were approved.

PUBLIC COMMENTS: None

ANNOUNCEMENTS: The next regular meeting will be June 26, 2012 at 12:00
p.m. in the West Faulkner Gallery.

Old Business

Library Plaza Project

Library Director Irene Macias provided information regarding the criteria for landmarking trees within the City of Santa Barbara, and distributed handouts listing historic and landmarked trees. She also distributed the relevant Municipal Code sections. Irene indicated that an applicant has requested historical designation of the eucalyptus trees in the Library Plaza. This decision, as well as the consideration to have the Library building designated as a landmark, is pending the arrival of the newly hired Urban Historian and review by the Historic Landmarks Commission. Irene stated that she would keep the Board posted regarding this matter. Board Chair Eric Friedman requested that any decision requiring review by the Historic Landmarks Commission, regarding the Library, also go before the Library Board. Eric also requested that Irene confirm the process to implement this requirement with the City Attorney's Office. Board Member Christine Roberts commented on the structural landmark designation. Board Member Catherine Radecki-Bush recommended that this process be discussed with City Administrator Jim Armstrong at a semi-annual Advisory Board Meeting in the spirit of open communication and cooperation amongst City Boards, Commissions and Committees.

Children's Library Project

Irene announced that the Library is in the process of hiring a Development Director and estimated that the individual will be on board at the beginning of June. She stated that we continue to seek volunteer leadership and have made several cultivation visits with potential donors. Board Member Dianne Duva commented that she and Eric Friedman met with members of the City Council regarding the Budget, and the Children's Library Project was received with enthusiasm and support.

Irene stated that there were quite a few attendees at the City Council budget hearing in support of the Library, several of whom spoke favorably in support of the Library and the value of Library services. She stated that the Library presented the cost of re-opening on Mondays to the Council. Several Council members expressed the desire to find the \$175,000 to re-open on Mondays.

Dianne stated that many supportive emails were sent to the City Council from the Friends of the Library. Irene added that Mayor Helene Schneider discussed the Children's Library Project and recommended Council consider the importance and relevance of the City contributing funding in relation to the Library's fundraising efforts. Christine commented on the positive support from City Council at the budget presentation. Eric emphasized the prospect of the City identifying funding for the City's portion of the Children's Library Project in the 2013-2014 Budget.

Irene announced that Council budget deliberations will take place on June 6th, 2012 at 9:00am in the City Council Chambers.

New Business

Ping Pong Table – Presentation by Hugh Margerum

Eric introduced Hugh Margerum, a proponent of establishing a Ping Pong activity structure on the Central Library Plaza lawn. Hugh opened with an explanation of his inspiration for the concept, citing various international sites (Paris, Barcelona, New York) that have successfully placed similar structures in public venues. He shared visual images of a sculptural concrete table currently on the market, crediting the manufacturer (Henge) with its purpose of creating a place for people to gather, interact spontaneously and get to know one another while engaging in exercise.

Hugh indicated the idea has gained traction following positive initial reactions from both the general public and key individuals. He mentioned that his Co-chair (Mark Collins) had not yet spoken directly with Director of the Santa Barbara Art Museum; however, he did note reporting of a less than favorable response in the local Independent paper. He stressed the fact that both set-up costs (purchase, delivery, installation) and any necessary removal fees (if needed, following a trial period) will be privately funded.

Hugh highlighted the following, in response to several queries and comments:

- Despite consideration of several other venues, the Library Plaza is considered most viable due to its accessibility, visibility and logistics.
- Proposed structure may accomplish some of the goals originally targeted by the Redevelopment Plans (as stated in Library Board Minutes of November 16th, 2011).
- Enlivened atmosphere and increased patron traffic may contribute to increased revenue for businesses.
- Kids Programs – Opportunity to coordinate with local organizations to utilize structure for community services.
- Paddles/Balls – New York program allots \$175/annually to provide/replace said items. An alternate consideration may be rental and/or deposit via nearby business owner.
- Graffiti concerns – design utilizes graffiti resistant surface; however, as needed, he offered to coordinate volunteers to help maintain the structure.

Board Member comments followed:

- Dianne expressed concerns regarding liability costs and correlating accountability factors.
 - Irene Macias responded that implementing this concept may impact Property Insurance costs; however, as the location is city property (on Library grounds), the City Attorney's office would oversee any potential legal actions.
- Eric noted the need for Housekeeping measures regarding graffiti removals. He suggested that Hugh consider creating a Reserve Account (i.e., \$200) to support removal efforts.
 - Christine Roberts suggested possibility of "pre-marking" structure as a measure to avert graffiti – noting the increased incidence of tagging that occurs with large unmarked surfaces. Additional comments included a recommendation that children's art be utilized to "pre-mark" the installation.
- Eric observed that reducing impact to Library (and other department) staff members would be an important consideration when evaluating the concept.
 - He suggested a six (6) month trial period would be preferable to a one (1) year trial period; or, if a formal proposal is approved, including a Progress Report on the Agenda at six (6) months.
- Eric pointed out the possible need for Project to go before the Historic Landmarks Commission (HLC).
 - Irene confirmed that, contingent to location within the Pueblo Viejo District, any changes to the outside of the (Library) building need to go before the Agency Commission. This action would require preparation (i.e., drawings, plans, etc.) relevant to installation of concrete pad and potential modifications to grass area (i.e., sprinkler system, electrical wiring, etc.).

Individual comments followed:

- Local Resident Jon Glasoe recommended possible link between a proposal and the Children's Library campaign.
 - Dianne Duva expressed concern regarding potential negative impact on campaign, if current concept receives criticism.
 - Jon countered that the six (6) month trial period may provide an adequate timeframe to assess public response, allowing the structure to be a "value-added" feature to the campaign.
 - Christine Roberts voiced support for utilizing structure in conjunction with fundraiser events.
- Irene Macias distributed letter from Local Resident Caroline Vassallo, (forwarded by Parks and Recreation Department), stating possible challenges the proposal may encounter.

Eric motioned the Library Board submit an Advisory Letter to City Council, recommending concept support – predicated on addressing issues of Graffiti, Maintenance, Staff Impacts and Liability Issues prior to approval. He also recommended the Library Board, subject to approval, reconvene six (6) months following installation to establish a Progress Report. Dianne seconded the motion. No discussion - all in favor.

Additional comments:

- Irene emphasized primary concern regards Staff Impacts (i.e., personnel required to adjudicate potential altercations on Library property). She noted recent staff reduction (28%) has led to an increased need to accentuate self-service. Discussion followed, noting possibility of erecting signage to alleviate involvement of Library staff; per Irene, implementation would be subject to review by HLC.
- Eric concluded discussion, recommending research regarding Graffiti statistics relevant to Santa Barbara skateboard park structure.

Irene issued the following announcements:

- The Friends of the Library (FOL) recently received a grant (\$65,000) from the Women's Fund to purchase Early Literacy Learning Stations, for all Branches – excepting Solvang, which is outside their designated giving area. The A.W.E. stations are pre-loaded with literacy based software enabling young children (ages 1-3) access via touch screen. The Women's Fund has scheduled a luncheon/site-visit on October 2nd, 2012.
- The Junior League, culminating a year-long campaign, presented a check (\$30,308) to the Library, designated for Youth Services programs. Youth Services Supervisor Gwen Wagy is considering utilizing funds to implement an afterschool assistance program (i.e., Reading/Homework Buddies).
- The FOL also contributed monies (\$27,055) accumulated via 2-3 Letter appeals. Each year, this organization pays for the costs (excluding staff) associated with the Summer Reading Program (SRP). This year, in addition to their pledge of \$35,000 toward the SRP, they have elected to support the Children's Library Project (\$15,000) and an additional amount (est. \$8,000) for Advertising.
- Contracts between the City of Santa Barbara and both the City of Goleta and the County of Santa Barbara County will expire on June 30th, 2012. As the Goleta Library Branch serves approximately 60,000 County of Santa Barbara residents, in addition to an estimated 30,000 City of Goleta residents, Irene worked with Library Services Manager Scott Love to reconfigure a single contract that will encompass all three (3) entities. Currently, they are awaiting returned documentation from the City of Goleta to submit for County approval (pending notification of hearing date). Reportedly, the County is anticipating a "status quo" budget.
- Irene will be attending a State Library meeting, scheduled June 6th, 2012 (Sacramento, CA) – The meeting will be a one-day "vision forum." She highlighted the significant loss to both our General Fund and Black Gold budgets. Specifically, the elimination of State funding/support of public libraries will negatively impact the 2014 Black Gold budget, resulting in an increased cost of \$45,000 to our General Fund.
- Recruitments: Library Services Manager – Three finalists have been interviewed. Irene anticipates new hire will begin work in early July. Other: Executive Assistant Rima Villarreal will begin a leave on June 14th. Temporary replacement will be hired.
- Summer Reading Program: "Dream Big, Read" – Runs from June 9th to July 31st. Focus is on young readers (elementary school), with fun prizes; however, the teen program does offer opportunities for other rewards.

Announcements

The meeting was adjourned at 1:07 p.m.

The next meeting was scheduled for Tuesday, June 26th, 2012, at 12:00 p.m.

Minutes respectfully submitted by Rima Villarreal/Lori Garvin.