



# ALTADENA LIBRARY DISTRICT

*Honoring the past, cultivating the present, empowering the future*

**Minutes**  
**Regular Meeting**  
Board of Library Trustees  
Altadena Library District  
Community Room – Main Library

**April 28, 2014**  
5:00 p.m.

PUBLIC REQUESTS FOR DOCUMENTS: The District provides a public inspection copy of all materials included in the agenda packet distributed to the Board members. Members of the public who wish to obtain a copy of any document may do so by completing a Request for Public Document form and submitting it to the Administrative Secretary who will arrange for the documents to be copied at a charge of 15¢ per page. Request forms are available at the District Administration offices.

1. CALL TO ORDER at 5:01p.m.

2. ROLL CALL:

Present: David Datz, President  
Thomas Hubbard, Secretary  
David Tuck (**Absent- Medical**)  
Gwendolyn McMullins  
Meredith McKenzie

Staff: Pauli Dutton, Acting District Director                      Laureen McCoy  
Tina Wallin, Finance Director

Guests: Linda Bates  
Sharon Sand, President of ALF  
David Herman, ALF Board member  
Monica Hubbard, AtSOAL Committee Member  
Prakash Shrivastava, former ALF Board member  
Tony Nino, AtSOAL Committee Member  
Gilburn Adam, AtSOAL Committee Member

.3. ADOPTION OF AGENDA

Opportunity for Board members to delete items, re-order items, continue items or make additions to the agenda pursuant to Government Code Section 54954.2(b).

**Recommended Action:** The Board of Library Trustees hereby adopts the Agenda as presented.

**It was Moved (Hubbard) Second (McMullins) to Adopt the Agenda**

**PASSED**

4. PUBLIC COMMUNICATION

*Citizens may address the Board regarding any item of Library business on or not on the agenda. Citizen comments are limited to 3 minutes per item. At the discretion of the President, citizens may be allowed a longer presentation. While all comments are welcome, the Brown Act does not allow the Board to take action on any item not on the agenda. If speaking before the Board, please give your name and address, and state the agenda item and/or issue you wish to address.*

5. PERSONNEL APPOINTMENTS/RESIGNATIONS/TERMINATIONS/TRANSFERS

NONE

6. FINANCIAL REPORTS

- a) Altadena Library District for the month of March 2014  
**(DISCUSSION/POSSIBLE ACTION)**

**ACCEPTED**

**Recommended Action:** The Board of Library Trustees hereby receives and files the Financial Reports.

7. CONSENT CALENDAR

The Consent Calendar adopting the Recommended Board Action will be enacted with one vote. The Board President will first ask the staff and the Board if there is anyone who wishes to remove an item from the Consent Calendar for discussion and consideration. The matters removed from the Consent Calendar will be considered individually at the end of the Consent agenda under "Items removed from the Consent Calendar". The entire remaining Consent Calendar is then voted upon by roll call under one motion.

**Recommended Action:** The Board of Library Trustees hereby approves the items and recommended actions in the Consent Calendar listed below:

- a) APPROVAL OF MINUTES –REGULAR MEETING HELD MARCH 24, 2014
- b) STATISTICAL REPORTS – CIRCULATION, PUBLIC USE, QUESTIONS ASKED, COLLECTIONS, BRANCH STATISTICS FOR MARCH 2014
- c) DEPARTMENTAL MONTHLY REPORTS – ADULT SERVICES, CHILDREN'S SERVICES, CIRCULATION, TECHNICAL SERVICES, BRANCH SERVICES FOR MARCH 2014

**It was Moved (McKenzie) Second (Hubbard) to Approve the Consent Calendar**

**PASSED**

8. CONSIDERATION OF ITEMS REMOVED FROM THE CONSENT CALENDAR

Items removed from the Consent Calendar will be discussed individually at this time.

NONE

9. OLD BUSINESS

- a) APPROVAL OF REVISED LIABILITY RELEASE FORM FOR FRIENDS ALF, AOMR, AND LIBRARY  
**(DISCUSSION/POSSIBLE ACTION)**

**Acting Director, Pauline Dutton reported that staff checked with Risk Management and pulled the paragraph on being photographed as the Board requested.**

**It was Moved (McMullins) Second (McKenzie) to Approve the Revised Liability Release form for Friends, ALF, AOMR, and the Library as is.**

**PASSED**

- b) APPROVAL OF REVISED VOLUNTEER POLICY **(DISCUSSION/POSSIBLE ACTION)**

**Acting Director, Pauline Dutton reported that we did not have a general volunteer policy. At the last meeting it was suggested that the policy be reworded in some areas and that was done.**

**It was Moved (Hubbard) Second (McMullins) to approve the revised volunteer policy.**

**PASSED**

c) APPROVAL OF JOB DESCRIPTION FOR NEW DIRECTOR  
(DISCUSSION/POSSIBLE ACTION)

Acting director, Pauline Dutton reported that the Recruitment Committee met in March and April to revise the job description for the Library Director. The Committee worked with Palos Verdes Library's description, members' suggestions and staff input. Our Community Representative, Michelle Zack wrote the first page preamble and Dale LaCasella wrote the section on the physical requirements. Trustee and Chair of the Committee, Meredith McKenzie stated that the committee was very energetic and active, with participation from staff; two Trustees, McKenzie, and Gwendolyn McMullins, as well as, a representative from ALF, Friends, and community representative Michelle Zack. Meredith McKenzie further stated that one of the things the committee collectively felt was important as we go forward for the next 5-10 years is that the incoming director be aware that we will have library renovations and the need to reach out to the community.

Board President, David Datz asked for clarification of the job description as dual purpose for advertising and as job description. He suggested that there be better separation between the advertisement and the job description that the Board could reference. David Datz also stated the need to reference the size of our staff, the size of the collection and services provided besides curating the collection as well as the Library's 2.7 million dollar budget. He went on to state it needs to be communicated that we just completed strategic planning, and the new Director will need to implement the current plan and in 5 years lead the effort again. Datz further stated that the first page should not lead into the job description.

Trustee and Chair of the Committee, McKenzie stated that the thinking of the committee was that the preamble needed to be as inclusive as possible and not prevent applicants from applying because of the library construction that will occur. Trustee McKenzie said she would work closely with Pauli to revise and finalize the job description.

**It was Moved (McKenzie) Second (Hubbard) to Authorize the Recruitment Committee to move forward with the recruitment of the new Library Director including further revising the job description and posting the advertisement**

**PASSED**

d) THE SPOTLIGHT IS ON YOU VOLUNTEER RECOGNITION EVENT, TUESDAY APRIL 29, 2014  
2:00P TO 4:00PM, IN THE BARBARA J. PEARSON COMMUNITY ROOM  
(REMINDER/INFORMATION)

e) LIBRARY NEWSLETTER UPDATE (INFORMATION)

Acting Director, Pauline Dutton, stated that the New Library newsletter has received much favorable comment. Even those who currently use our library say they did not know all the things we were doing. Programs are also seeing increased attendance.

10. NEW BUSINESS

a) REVIEW AND APPROVAL OF THE BOARD OF LIBRARY TRUSTEES OF THE ALTADENA  
LIBRARY DISTRICT COUNTY OF LOS ANGELES, STATE OF CALIFORNIA RESOLUTION NO.  
201403 PROPOSING A PER PARCEL TAX AND CALLING FOR AN ELECTION FOR VOTER  
APPROVAL  
(DISCUSSION/POSSIBLE ACTION)

Tabled the approval of the Resolution until next meeting when both Resolutions can be voted on`

b) REVIEW OF 3<sup>RD</sup> QUARTERLY REPORT OF CURRENT FY 2013/14 BUDGET

Finance Director, Tina Wallin reported there are no adjustments and we are on track.  
(DISCUSSION/POSSIBLE ACTION)

c) AUDIT CONTRACT EXTENSION REQUEST FOR CHARLES Z. FEDAK & COMPANY

AND ENGAGEMENT LETTER FOR FYE 6/30/14 (DISCUSSION/POSSIBLE ACTION)

Finance Director, Tina Wallin is requesting that we extend Charles Z. Fedak & Company's contract be extended until June 30, 2016. Board President stated that the extension of the contract be for 1 year.

It was Moved (McKenzie) Second (McMullins) to extend the current audit contract with Charles Z. Fedak & Company until June 30, 2015 not to exceed \$9,500.

**PASSED**

It was Moved (McKenzie) Second (Hubbard) to Approve the Charles Z. Fedak & Company Engagement Letter for FYE June 30, 2014

**PASSED**

- d) PRESENTATION AND REVIEW OF PRELIMINARY PROPOSED OPERATING BUDGET FY 2014/15 (DISCUSSION/POSSIBLE ACTION)

Finance Director, Tina Wallin reported that the Library has decreased income and more expenses due to limited revenue streams, unchanged property taxes and our interest rates with the County remain below 1%. The preliminary proposed budget is balanced; it is comparable to our 2013/14 budget with the exception of special assessment tax. We are anticipating we will receive the CLLS grant. Board President, David Datz proposed bumping up the parcel tax somewhat to cover the increased expenses. He requested that Staff show a budget with and without a percentage of the parcel tax.

David Datz further stated the increased parcel tax percentage can also go in the Resolution. Tina Wallin also reported that the budget includes 20 computers. The Board asked staff to look into donations or grants to help purchase the computers.

- e) APPROVAL OF RESOLUTION 201402 ESTABLISHING FINANCE DIRECTOR, TINA WALLIN AS A SIGNATORY FOR BANK OF AMERICA SAFETY DEPOSIT BOX ACCOUNT (DISCUSSION/POSSIBLE ACTION)

Finance Director, Tina Wallin stated that we have a Safety deposit box at Bank of America and the only signatory is Barbara Pearson. In order to close out this account she needs to be made a signatory.

It was Moved (Hubbard) Second (McKenzie) to establish Finance Director, Tina Wallin as a Signatory for Bank of America in order to closed out Safety Deposit Box Account

**PASSED**

- f) SEPARATION OF LIBRARY FROM PARCEL TAX/GENERAL BRANDING AND PUBLIC RELATIONS – DAVID DATZ AND MEREDITH MCKENZIE (DISCUSSION/POSSIBLE ACTION)

Board President, David Datz stated that the Alliance to Save Our Libraries ("AtSOAL") produced some branding for public relations purposes and that the discussion here is whether or not the Library can adopt the branding and use it. Trustee McKenzie stated that she is not a member of the AtSOAL Committee or the sub-committee her interest in this project is solely based on the work she was doing on the Save Our Altadena Library video project. As discussions progressed the project was put on hold. She agreed to do a little research and had some discussions with Dave Herman who Chairs AtSOAL. She further stated that she obtained an opinion from the California Library Association regarding the use of campaign materials where they generate from and how it may be used. More public discussion followed.

Trustee McKenzie stated the summation of the CLA opinion was that as long as the Board of Library Trustees approves a general PR campaign, which can include logos, branding or headlines etc., as part of a strategic plan period- it does not matter where it started and any entity within the library can use it, as long as it is not being incorporated into a vote for this type of thing and is going to be used on all promotional materials..

**PUBLIC COMMENT ON ITEM 10F:**

Monica Hubbard, AtSOAL Committee Member;

Monica Hubbard of AtSOAL stated that as one of the members of the Strategic Planning Committee back in May one of the tasks of the Strategic plan was to do a SWOT analysis which would allow each committee member to identify the strengths, weaknesses, opportunities and threats. One of the consistent weaknesses cited by both the staff and community members of was a lack of communication with the community about programs and services and ways in which the community could become more involved. Those findings were echoed in interviews and community surveys conducted by Development Management Associates in 2012 and by Consultant Linda Demmers in her final report to the Board of Library Trustees. Linda Demmers in the report suggested that the Library obtain a capacity grant and hire a person whose main charge would be capacity building. Monica Hubbard said that she knows the Library does not have money to pay for this position so some key communications specialists have stepped up at no charge to assist the library in this area because they love the Library. It's a great group of people and they are very active and engaged in this area. Some of the individuals who are helping the library with capacity building are: we have the former Director of Marketing and Communications for the Huntington Library, the former Director of Marketing and Communications for the Music Center, we have the former Marketing director for LAUSD and PUSD and the current Marketing Director for CAL Tech. and several others who bring a similar skill set to the committee. Monica Hubbard further stated that these people on the committee all live here in Altadena and each has a compelling story about how the library has impacted them directly and their families. They want the best for our library and know how to create messaging that will resonate with other Altadenans. They came up with a great headline and that's what it is just a headline, which is "Our Altadena Libraries Read On." This headline is designed to be used not only by the library and its divisions as a unifying headline, but it's designed to be used by all the support groups for the library and has a long shelf life. It can be adopted as part of the strategic plan that helps carry the library forward. Staff and community members have embraced the headline. It does exactly what the staff, committee members, community members, and the Consultant said was needed. Linda Demmers the strategic planning consultant loved the headline; we hope you do too, and will endorse its use.

AtSOAL Committee member, Tony Nino, VP Creative and Co-founder of PADV Pasadena Advertising, stated his firm has helped the Gold Line by providing advertising and advocacy. He stated that he likes Read On because it helps lead into other things the Library has to offer. It says we offer more than just books, while emphasizing the value in reading. It says look at what you have been missing at the library. It does not have to say parcel tax. It can be used to give the library the attention it needs. It says we can help build a better library Read On. It has power and I hope you will accept our gift of Read On to the library.

Gilburn Adam, a 12 year resident of Altadena loves the library said he comes to the library all the time has spent his life in marketing, communications and outreach. With this headline you are looking for three things, affirmation, revelation and repetition almost every slogan has those three things Our Altadena Libraries contains a hard working phrase; it says we have more than one library; it encourages you to read on and find out more about the library. When we get to the parcel tax it will serve as a rallying cry that we must preserve our Altadena Libraries. Keep them alive and functioning. He stated that he hopes the Trustees will embrace it.

Trustee Hubbard said that he likes the headline because Read On can be transformed into lead. Trustee McMullins especially likes the repetition. She commended all the people who vested their time in creating the headline and said knowing we have so much support is just tremendous.

Trustee McKenzie said she sees having more fun with it. She sees the value not only in our immediate needs but it will help continue building awareness. Any awareness that we can provide especially to the new residents will get them engage.

Board President, David Datz asked Dave Herman who is the Chair of AtSOAL if the headline would be used as part of the parcel tax campaign? David Herman said the Read On itself would be included in the campaign. David Datz stated his concern is that if this headline is used for the parcel tax campaign there will be no way to separate the Library from the parcel tax campaign. If the Library uses this branding it will be helping to promote the parcel tax campaign. The branding was created by AtSOAL whose purpose is parcel tax driven. It is the notion of a unifying message by use of this branding that could adversely impact the Library.

**It was Moved (McKenzie) Second (McMullins) to adopt the Our Altadena Libraries Read On Headline Campaign as a component of the overall Library Public Relations campaign consistent with our current Strategic Plan thru 2019, and includes all library marketing and public relations**

**It was Moved (Hubbard) Second (McKenzie) to call for a Roll call vote.**

**The roll call vote was:**

**Meredith McKenzie Yes;**

**David Datz No;**

**Gwendolyn McMullins;**

**Tom Hubbard Yes**

**PASSED**

- g) **BOOKS4U CALIFA GRANT (INFORMATION)**

Acting Director, Pauline Dutton gave an overview of the State allocation of \$5,000 to each public library to purchase materials in English Language Arts and Mathematics for students in grades K-12.

- h) **2014 SERVING WITH A PURPOSE CONFERENCE – A GATHERING FOR CA FRIENDS, TRUSTEES, FOUNDATIONS, VOLUNTEER LEADERS AND THE STAFF WHO SUPPORT THEM (DISCUSSION/POSSIBLE ACTION)**

**Meredith McKenzie will attend “Serving with a Purpose Conference” on May 22 in Ontario. She will pay cost of the event**

- i) **BALLOT: SPECIAL DISTRICT LAFCO REPRESENTATIVE- VOTE FOR ONE CANDIDATE ON THE BALLOT (DISCUSSION/POSSIBLE ACTION)**

**It was moved (Hubbard) Second (McMullins) to vote for Mel Mathews as LAFCO representative**

**PASSED**

11. **CORRESPONDENCE**

- a) **NEWS FROM THE CAPITAL: LIBRARY CONSTRUCTION BOND BILL PASSES FIRST COMMITTEE – LETTERS NEEDED FOR NEXT SENATE COMMITTEE (INFORMATION)**
- b) **NEWS FROM THE CAPITAL: DATE CHANGE: TWO HEARINGS ON LIBRARY ISSUES AT THE CAPITAL (INFORMATION)**
- c) **LAFCO FISCAL YEAR 2014-15 PROPOSED BUDGET (INFORMATION)**
- d) **LAFCO ALTERNATE ELECTION RESULTS (INFORMATION)**
- e) **LETTER FROM E. G. JERRY GLADBACH REQUESTING SUPPORT AS HE SEEKS A FOURTH TERM AS A COMMISSIONER ON THE LOCAL AGENCY FORMATION COMMISSION FOR THE COUNTY OF LOS ANGELES (LAFCO) (INFORMATION)**
- f) **LETTER FROM LAFCO COMMISSIONER HENRI F. PELLISSIER, THE LONGEST SERVING COMMISSIONER ON LAFCO REGARDING HIS SUPPORT OF E.G. JERRY GLADBACH’ S RUN FOR A FOURTH TERM AS A COMMISSIONER ON LAFCO AND HIS REQUEST THAT THE BOARD OF LIBRARY TRUSTEES ALSO SUPPORT JERRY GLADBACH (INFORMATION)**

12. REPORTS OF TRUSTEES

- a) REPORT BY ALTADENA LIBRARY FOUNDATION ON CAPITAL CAMPAIGN FUNDRAISING. NEXT MEETING SCHEDULED MAY 6, 2014, 7:00 P.M. **(INFORMATION)**

**Sharon, President of ALF reported that ALF added several new members to the Board: David Herman, Gwendolyn McMullins and David Morseburg, an attorney with an intellectual property firm. The next task is to interview and hire a capital campaign consultant. They have several events coming up the first of which is a Planned Giving event with board member Kimberly Valentine and a special event with guest speaker Michael Shermer from the Skeptics Society and AOMR.**

- b) REPORT BY ART ON MILLIONAIRE'S ROW COMMITTEE. NEXT MEETING SCHEDULED FOR MAY 13, 2014 7:30 P.M. **(INFORMATION)**

- c) REPORT ON THE LIBRARY PARCEL TAX COMMITTEE MEETING. NEXT MEETING SCHEDULED FOR MAY 28,, 2014 7:00 P.M. SENIOR CENTER **(INFORMATION)**

- d) REPORT ON LIBRARY DIRECTOR RECRUITMENT COMMITTEE. NEXT MEETING TBA **(INFORMATION)**

**Meredith McKenzie reported that the Committee would not meet in May due to the Memorial Day holiday. The Committee will meet again in June on the 3<sup>rd</sup> Monday**

- e) REPORT ON ELECTION COSTS – DAVID DATZ **(INFORMATION)**

**Board President David Datz met with PCC Board members Jeanette Mann and Ross Selvidge. David stated that our District shares a ballot group with PCC. PUSD is totally separate. This means we can share election costs with PCC in odd years when we both have elections. Either jurisdiction could be surprised because the other would not be having an election when we did and we would have to cover the cost. They have a bigger budget than us and their other trustee area would not be interested in helping to subsidize the Altadena Library with its election costs. He will continue to explore this and find out if there is some kind of risk sharing on this. He believes that perhaps there can be some kind of risk sharing among special districts in the State. There would be a special fund, participation would be voluntary and a flat amount would be paid into the fund to cover election costs. This appears the only possibility. Failing that we have to understand we are just going to have this type of cost.**

13. AGENDA ITEMS FOR FUTURE AGENDAS

This is an opportunity for Board members to request that items be placed on future agendas.

14. ADJOURNMENT

It was Moved (McMullins) Second (McKenzie) to Adjourn at 6:49p

**PASSED**

**Recommended Action:** There being no further business to come before the Board, the meeting is adjourned.