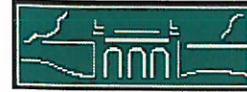




**South Pasadena Public Library**  
**SPECIAL MEETING OF THE**  
**LIBRARY BOARD OF TRUSTEES**  
**MINUTES**  
**July 21, 2014**



**CONVENE:**

Board President Brendan Durrett called the special meeting of the Library Board of Trustees of the South Pasadena Public Library to order in the Ray Bradbury Conference Room on July 21, 2014 at 7:05 p.m.

**IN ATTENDANCE:** Trustees Present

Brendan Durrett, President  
Ed Pearson, Vice President  
Constance Lue, Secretary  
Ann Penn, Trustee  
Andy Lippman, Trustee

Also Present

Hilary Straus, Assistant City Manager  
Richard D. Schneider, MD, Councilmember  
Steve Fjeldsted, City Librarian  
Paula Knop, Senior Librarian/Adult Services  
Barbara Posner, Senior Librarian/Support Services  
Maida Wong, Senior Librarian/Children's Services  
Chelsea Clark, Reference Librarian

**EXCUSED:** Sean Faye, Administrative Secretary

**MINUTES:** The minutes of the Library Board of Trustees Meeting of June 12, 2014 were reviewed –  
**MSC: Andy Lippman/Constance Lue – all approved**

The minutes of the Special Meeting of July 14, 2014 were reviewed – **MSC: Ed Pearson/Ann Penn – all approved**

**DISCUSSION ITEMS:**

1. **Continued Discussion of Policy Direction on Library Operations Study** – The night focused on recommendations #14-18 regarding the Service Model and recommendations #25-26 regarding Decision Support, as provided by Library Consultant Joan Frye Williams.

**14. Offer high-interest specialized services such as genealogy (classes) during a range of hours, on a weekly or monthly drop-in basis** - Ed Pearson asked the S

enior Librarians how having various classes at scheduled times would affect them and how this would differ from the programs that are currently produced at the Library. Adult Services Librarian Paula Knop replied that it could be possible to have small classes on a periodic basis for members of the community sharing an interest and that these classes could even be managed by a volunteer rather than a member of the staff. Andy Lippman said that someone from the Library could serve as a point person to find speakers from the community to teach various classes for both adults and children. Children's Services Librarian Maida Wong said that the weekly ESL class held in the Conference Room is always well attended, as are the tween programs she organizes in the Community Room. Maida continued that the Friends pay an honorarium for speakers or performers for her tween programs. Paula said there is an upcoming jobs program event on 8/5/14 that will be co-sponsored by Foothill Workforce Investment Board. Ann Penn said that all library programs in the Community Room serve as a special class as each program could be categorized as literary, environmental, scientific or artistic. Ann said these programs are open to the public, well advertised and there is at least 1 or 2 per month. Ann admitted that these programs aren't as

structured as the consultant may have suggested, but they are still a service to the community and a learning opportunity for the public.

City Librarian Steve Fjeldsted agreed with Ann's comment but said that the Library's programs aren't the same as classes, which is what the consultant intended with her recommendation. Ann Penn asked the librarians if they have received requests from the public for specific classes or programs that are not currently provided. Paula Knop said they receive many questions about local history and Reference Librarian Chelsea Clark said that they also receive requests for computer and English language classes. Ed Pearson asked if the word was getting out for the computer classes and Chelsea replied that there are flyers located near the computers, press releases are issued and information is available at the Senior Center. Chelsea said that these classes are intended for people that have never used a computer before. Ann Penn said this question could be revisited once the IT system is upgraded and the building is operating more efficiently. Brendan Durrett agreed and said we are already doing what we can, but expressed appreciation to the consultant, Joan Frye Williams, for parsing out things to consider. Ed Pearson agreed and said that it was great to recognize any area that could be improved, but this is pretty far down in terms of priorities.

**Executive Staff Priority – B**

**LBT Priority - C**

**15. Prepare all staff to be first responders, ready to deliver first tier customer service** - Constance Lue was unclear as to what the consultant meant by the term "first responder." Barbara Posner said that several years ago Reference Librarians were not scheduled to work on Sundays and that in today's world patrons don't want to wait to have their questions answered. Paula Knop said that signage could be used to eliminate certain repeated questions and that idea could be pursued further to assist the patrons. Steve added that instructional videos regarding library information, including more diagrams and richer descriptions of the services and the Library's collection could be added to the website. Hilary said that he would ask Joan for real world examples, as well as to indicate libraries that are directly comparable to this library.

**Executive Staff Priority – B**

**LBT Priority – TBD**

**16. Consolidate desks to a single point of service for adults and another one for children** - Steve recalled that when he worked for a library in Northern California 10-12 years ago that they had a single point of service which had been instituted mainly due to budget cuts and necessity. In that particular instance that library had a smaller staff and a higher circulation than this library. Steve acknowledged it's not always possible for the Reference Librarian to be at a patron's beck and call and that Joan considered a single point of service as something worth considering, at least in terms of following state trends. Brendan said that at that the law library where he works the reference and circulation desks are next to each other, and he found the close proximity to be quite beneficial to the patrons as it helps to intercept questions as they are raised and also relieves the circulation desk when it gets overwhelmed. Paula said that the librarians are not wedded to where the reference desk is at this time as long as the relationships that have been cultivated with the patrons aren't affected. Paula also said that the Pasadena Library has only one desk and that they have had a lot of service issues as patrons usually have to wait to ask a librarian a question. Paula felt that could be a huge tradeoff in a community such as this where the service is so important. Hilary said that the space allocation study will reveal valuable information but in the meantime he suggested looking at different examples of library space configurations. He said he would like to arrange a field trip with the Trustees and City Librarian to visit neighboring libraries.

**Executive Staff Priority – B**

**LBT Priority - TBD**

**17. Assign customer service staff to work on a "roving" or "zone" basis** – Brendan asked the public service desk librarians if it would be useful to have a roving staff with tablets, provided there was reliable

Wi-Fi, to assist the patrons. Maida said that it could help Library Aides help patrons locate books, but that they may not be able to help with multi-tiered questions. Barbara said that the program *Workflows* could be downloaded on tablets as an app. Steve said that the roving staff would not just be able to answer reference questions with their tablets, but would be able to sign up people for library cards, check in books and allow a staff member to perform multiple functions on the spot. Steve said that recent articles in library literature have cited the “Apple Store Model” in which a staff member is situated near the front desk with a tablet, ready to assess patrons’ needs immediately or to relay them to the appropriate person or division. Paula said that the Library already provides a roving staff and cross-service for patrons. Barbara said that is why it keeps catalogs within close reach all around the building. Paula agreed that tablets would be a useful tool. Ed Pearson asked if there was a huge dichotomy between the Children’s and non-Children’s services, to which Maida said that there is often a cross-over due to the Library’s size. Hilary said this received a “B” ranking from the Executive Staff because it would involve rewriting job descriptions and retraining staff, which would all take time to work through. Steve agreed that this would not happen all at once.

**Executive Staff Priority – B**

**LBT Priority - TBD**

**18. Have librarians work “on call” rather than “on desk”** - Barbara Posner thought there could be huge implications for this recommendation, particularly when staff members call in sick and everyone else’s schedule has to be adjusted. Maida Wong added that the staff is already spread thin and shifting activities will still leave work to be done. Barbara said that we currently have one person to work at the circulation desk unless it becomes very busy, and at that point other staff members are called in. Ann Penn thought that these recommendations were driven more by statistics and overlooked the high place the Library has in the community. Hillary said he will allocate more time with Joan and have her available to do a Q&A with the Board as the implications of her study sink in to help us chart a course.

**Executive Staff Priority – B**

**LBT Priority - TBD**

**25. Supplement hard data about service outcomes with targeted community input about the impact of the Library’s efforts, via focus groups or other topical conversations** – Ann Penn expressed concern that the Library Operations Study, the new Strategic Plan and the work towards achieving passage of the next Measure L ballot initiative on the ballot this November would be too much to do at the same time. Ann considered Measure L to be the top priority. Steve agreed that there is a lot to coordinate in terms of seeking additional revenue for the Library as well as fundraising for the Measure L campaign. Steve said that he had served on both the Strategic Planning and Measure L committees simultaneously and they were very time consuming, but expressed hope there would be new and eager individuals to join their efforts this year. Hilary said this topic should be folded in with the upcoming Strategic Plan. Brendan said that many responses were received both online and on paper when the current Strategic Plan was developed.

Hilary asked if a Measure L consultant had been hired the last time and Ann Penn replied that a committee of 20-25 people from the community worked together to advocate Measure L and that it had very strong support as it was passed with 79% of the vote. Dr. Schneider emphasized that it must be on the ballot on 11/15/14. Steve said it would be important to include an inflation factor in the measure as it is developed this year and Brendan said that some of the wording about the Maintenance of Effort for the passage of it should be tightened up. Hilary asked why it had a five year term and Steve replied that it was mainly due to the economy at the time of its last passing. Steve said that the School District was barely able to get their special tax passed and if they hadn’t excluded seniors it probably would not have passed. Brendan said that further work on the proposed wording for the Measure L initiative will be discussed at the next regularly scheduled Library Board of Trustees meeting on 9/11/14. Constance Lue expressed interest in confirming who will be involved, who has been approached and how many more people will be needed.

Ann Penn added that efforts will be made towards arranging fundraising for that campaign and Steve cited the timeline of the last Measure L campaign that Brendan produced is a valuable asset.

**Executive Staff Priority – B**

**LBT Priority – B**

**26. Collect and apply service performance data to support management decisions** – Ann Penn wanted clarification and a definition of the term “service performance.” She asked what the data is, how it is applied, what the criteria is for applying it and who is responsible for collecting it. Barbara said that an enhanced reporting module compatible with our circulation and catalog system could be purchased, and it would provide more types of statistics than we currently get. Steve said the Library has its own data now and also newer and better ways to apply that raw data to make it more easily understood with colorful pie charts and bar graphs. He said the State Library has received funding for an initiative to make this sort of information easier for the public to grasp and that this was part of the Public Library Directors Forum he attended in Sacramento. Hilary said he will ask Joan to elaborate on her metrics. Ed Pearson asked what decisions these statistics would be applied to. Steve gave the example that if one type of book is popular an informed collection/development decision could be made to acquire more of its kind and the same could be said for a program or project that proved successful with the public. The purpose would be to allocate resources to what resonates with the public.

Constance Lue said that the Common Core standards in public schools are now requiring students to read more non-fiction books and that if we are aware of these facts, one of our goals should be to augment school policies. Paula said that we review our circulation history every six months and pay attention to what circulates and what does not and that is how budget decisions are based. She said that we have employed that practice for some time. Ed asked if better data exists to influence these decisions. Steve said there is and that fuller data pictures could help us make better decisions. Brendan asked if our system is up to date and expressed a preference of acquiring modules that had better functionality over modules that provide fancier numbers. Hilary said he would relay all the issues that were discussed at tonight’s meeting to Joan.

**Executive Staff Priority – B**

**LBT Priority – TBD**

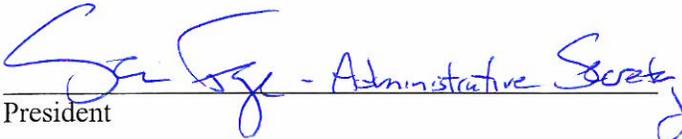
**NEXT MEETING:** The next Special Meeting of the Library Board of Trustees will be on 8/18/14 in the Library Ray Bradbury Conference Room at 7 p.m. The next regularly scheduled Library Board of Trustees meeting will be on 9/11/14 in the Library Ray Bradbury Conference Room at 7 p.m.

**ADJOURNMENT:**

The special meeting of July 21, 2014 was adjourned at 8:58 p.m.

Minutes approved \_\_\_\_\_ as written.

Minutes approved \_\_\_\_\_ as corrected.

  
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President