

**MINUTES OF THE REGULAR MEETING
OF THE
MONROVIA LIBRARY BOARD
HELD THURSDAY, FEBRUARY 26, 2014**

CONVENE: Board President Radford convened the regular meeting of the Monrovia Library Board on Thursday, February 26, 2015 at 7:00 p.m., in the Monrovia Community Center Monroe Room, 119 West Palm Avenue, Monrovia, California. Staff in attendance; Community Services Director/Interim Public Works Director Tina Cherry, Acting Library Division Manager Linda Granicy, Acting Recreation Division Manager Kerri Zessau, Librarian II Adult Services Carol Kampe, Librarian II Youth Services Elizabeth Schneider, and Administrative Secretary Tina Wells.

PLEDGE OF ALLEGIANCE: Boardmember Morgan led the Flag Salute.

ROLL CALL: In attendance; Boardmembers Morgan, Wall, Vice President Harvis and President Radford. Boardmember Carlson – Absent/Excused

PRESENTATIONS: None

CONSENT CALENDAR: It was moved by Boardmember Morgan, and seconded by Boardmember Wall to accept the consent calendar consisting of CC-1 and CC-2. There were no objections, and the motion was unanimously approved.

CC-1 Unadopted Minutes of the January 22, 2015 Regular Meeting

CC-2 Adult and Youth Services Program Report for February 2015

TEEN ADVISORY BOARD (TAB): Kate Samaniego provided updates on current and upcoming TAB events.

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS:

AR-1 Library DVD Rental Fee and Revenue Analysis Update: Librarian II Adult Services, Carol Kampe presented a PowerPoint to explain the “persistence of vision”. Persistence of vision caused people to think about the idea of pictures in motion. Carol provided a history on the evolution of motion pictures, and the various mechanisms used to create, and screen them.

In 2009-10 the initial popularity of the DVD collection resulted in revenue of \$12,025. Over the next five years rentals began to wane, and revenue steadily decreased. The Library Board in 2014 approved a fee decrease to \$1 per title which gave Staff the opportunity to experiment with the collection. Beginning in July 2014 the rental fee was reduced to \$1. This resulted in DVD checkouts more than doubling from the previous July. The checkouts of DVDs continued to increase over the next five months. Staff then extended the rental period from three days to seven days, and removed the three DVD limit. The marketing plan was a success with rentals increasing; in December 2014 there were 561 rentals. Staff recommends no changes to the DVD rental fees.

After discussion, it was moved by Vice President Harvis and seconded by Boardmember Wall to; *Accept and recommend to the City Council that there are no changes to the DVD Rental Fees.* There were no objections, and the motion was unanimously approved.

CC-1

DIRECTOR'S REPORT: Community Services Director/Interim Public Works Director, Tina Cherry reported: Partnered with MOHPEG to renovate the wishing well at the southeast corner of Library Park. Working with Jim Wigton to finalize the project. Mr. Wigton has secured a contractor, and most of the items needed to complete the project have been secured, with the exception of the ridge tiles on the top of the well. A challenge was put out to the Community Services team to locate the ridge tiles. Staff was resourceful, and successful in finding the ridge tiles, and should arrive in a couple of weeks.

DIVISION MANAGER'S REPORT: Acting Library Division Manager, Linda Granicy reported: Hired two new pages. • Community Services is responsible for the quarterly publication of the Monrovia Today and Activity Guide. Recreation and Library staff worked together with the vendor to develop both sections of the publication. The publication will be mailed the first week of March. • Programming Update, Staff has been experimenting with passive interactive programming. The program began in November with Youth Services. A craft table is available for patrons to create their own program at their leisure ~ the program is well received. Black History Month ~ just as Ms. Ringgold used quilts as a vehicle to tell her stories, children were invited to create their stories on quilt squares. The quilt squares were assembled to form story quilts that were displayed on the walls of the Library as you enter the Youth Services Area. Noticing the success that Youth Services was experiencing, Adult Services also initiated the interactive display. • Reviewed the upcoming Summer Reading Club programming plans ~ this years theme is Read to the Rhythm. Plan to attend the Public Library Directors Forum March 3 through March 5.

LIBRARY BOARD LIAISON REPORTS:

LR-1 Boardmember Carlson: Absent/Excused.

LR-2 Vice President Harvis: No report.

LR-3 Boardmember Morgan: An Army Recruiter was introduced as a new member of the Monrovia Community Coordinating Council.

LR-4 President Radford: No report.

LR-5 Boardmember Wall: Library Foundation is moving forward, and has hired a consultant to write grants, and develop marketing materials. • The kick-off meeting to plan the fall fundraiser will take place on March 17.

NEXT MEETING: The next regular Library Board meeting will be held on Thursday, March 26, 2015 at 7:00 p.m. at the Monrovia Community Center, Monroe Room.

ADJOURNMENT: The regular meeting of the Library Board was adjourned at 7:48 p.m.