

Council Meeting of  
July 3, 2007

Honorable Mayor and Members  
 of the City Council  
 City Hall  
 Torrance, California

Members of the Council:

**SUBJECT: Community Services** - Accept and appropriate a \$12,250 grant from the Friends of the Torrance Library to fund adult programming at the Torrance Public Library for fiscal year 2007-08

### **RECOMMENDATION**

The Acting Community Services Director recommends that the City Council accept and appropriate a grant of \$12,250 from the Friends of the Torrance Library for adult programming at the Torrance Public Library for fiscal year 2007-08.

### **Funding**

Funding is available from the \$12,250 grant from the Friends of the Torrance Library.

### **BACKGROUND**

Lack of available City funding for programs has resulted in a partnership between the Torrance Public Library and the Friends of the Torrance Library to both host and sponsor library programs and events. Over the past several years, the Torrance Public Library and the Friends have developed a reputation for bringing innovative and interesting cultural, educational, and recreational programming to the Library's community of users, and these programs are now an established and expected element of the Library's Plan of Service.

Programs for adults - from author presentations to demonstrations and lectures - are promoted prominently on the Library's web page, through the Library's monthly calendar of events, and by distribution of flyers in the libraries and at other community locations. The availability and success of library programs would not be possible without the generous support of the Friends of the Torrance Library.

### **ANALYSIS**

Staff at the Katy Geissert Civic Center Library and the five branch libraries will plan and implement a selection of programs for adults in the 2007-2008 fiscal year that meet community interest and needs, while supporting and promoting the Library and its many resources.

In particular, the hosting and presentation of adult cultural programming helps the Library fulfill its role as a center for lifelong learning, and satisfies not only the cultural needs of Torrance citizenry, but also the need of people to meet and interact while providing opportunities to participate in public discourse on a wide range of issues and ideas.

At their May 16, 2007 Board meeting, the Friends of the Torrance Library considered and approved a proposal from Library staff requesting an amount not to exceed \$17,250\* to

provide a variety of high-quality adult programs throughout the 2007-08 fiscal year. All necessary costs such as speaker fees, refreshments, publicity, and supplies were included. Among programs planned are author talks, the ongoing Monthly Movie Club, special recognitions for commemorative events such as Women's History Month and Holocaust Remembrance Day, and new programs such as an Adult Summer Reading program, *Summer Sleuthing at the Library*, and a Teacher Open House.

*\*NOTE:* The attached proposal submitted to the Friends requested a total amount of \$17,250, which in addition to adult programming, would also fund a blanket motion picture license enabling all Torrance Public Library locations to show a wide variety of films from selected motion picture companies in accordance with copyright regulations. The Friends voted to fund this request also, but preferred to make direct payment to the chosen vendor. The payment, which totals approximately \$5,000, has been forwarded to the selected vendor, Movie Licensing USA, and is, therefore, not part of the programming funds being accepted and appropriated in this item.

The Friends of the Torrance Library have continued to provide essential monetary and volunteer support for adult cultural and informational programming for the Torrance community. Evaluations submitted by participants in the various programs have been consistently high and library users have come to expect a rich calendar of events year-round. As well as providing personal growth and enrichment of the individual, the acceptance of this grant will support the Library with the necessary resources to continue this valued service and fulfill a strategic priority for the City.

Respectfully submitted,

PAULA J. WEINER  
ACTING COMMUNITY SERVICES  
DIRECTOR

By   
Hillary Theyer  
Principal Librarian

CONCUR:

  
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Paula J. Weiner, Acting Director  
Community Services Department

  
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LeRoy J. Jackson  
City Manager

Attachment: May 16, 2007 Proposal to the Friends of the Torrance Library

May 16, 2007

**TO:** Friends of the Torrance Library

**FROM:** Hillary Theyer, Principal Librarian  
Paula J. Weiner, City Librarian

**SUBJECT:** Proposal for Funding Assistance – Adult Programming FY 2007-08

**Recommendation**

The Principal Librarian and the City Librarian respectfully request that the Friends of the Torrance Library provide funding to support the Library's adult cultural and informational programming for FY 2007-08 in an amount not to exceed \$17,250.

**Background**

The Torrance Public Library has established a partnership with the Friends of the Torrance Library for sponsorship and hosting of educational, cultural, and recreational events. The reputation of the Library as a venue for innovative and interesting programming for adults has grown and program offerings have only increased with popular demand. Our community of library users now expects programs and they are an established element of the Library's Plan of Service. Adult programs, from author presentations to demonstrations and lectures, are promoted prominently on the Library web page, by distribution of flyers to libraries and other community organizations, and via the monthly Calendar of Events which is sent to adult programming attendees via e-mail upon request. None of this would be possible without the generous support from the Friends of the Torrance Library.

**Analysis**

The Katy Geissert Civic Center Library and the branches of Torrance Public Library are planning to offer a selection of quality programs for fiscal year 2007-2008 that support and promote the Library, as well as meet community interests and needs. We are requesting the support of the Friends to fulfill an important element of the mission of the Torrance Public Library. In particular, adult cultural and informational programs help the Library serve as a center for lifelong learning, and satisfy the need of people to meet with others in the community and participate in public discourse about a wide range of interests.

The total request is for an amount not to exceed \$17,250 to provide a wide variety of adult and intergenerational programs throughout the year. All necessary costs such as publicity, speaker fees, refreshments, decorations, and library materials to support the programs are included. The statement "Sponsored by the Friends of the Torrance Library" will appear on all flyers and publicity for the events. Each type of event is described briefly below, with details on some new or particularly noteworthy offerings. Many of our ongoing programs such as book groups, the Monthly Movie Club, and commemorations will continue as before, while some of the activities will be offered for the first time.

To support programming in all locations, we are requesting a budget of \$600 per branch to allow for a minimum of two adult programs per facility. A generic budget will give branch supervisors flexibility in booking craft programs, supporting an ongoing book group, and/or offer other events branch users have specified when providing feedback about programs and services already provided, or new adult programs desired.

This proposal also includes funding for an ongoing blanket movie license in the amount of \$6,000. This was a separate proposal in the last fiscal year, and screening movies has been an unqualified success. The license supports the Monthly Movie Club, Pirate Month, and other programs where a feature film can educate, inform, and entertain in a way that a live show, speaker, or demonstration cannot.

Below are some of the programming initiatives and themes. New programs are highlighted in **bold** at the end.

Adult Programs at Katy Geissert Civic Center Library \$300  
 The Reference Division of the Katy Geissert Civic Center Library offers a variety of programs on subjects such as Torrance history, election information, consumer resources, and other library instruction. These programs educate our community on the resources of the library, both print and online. In addition, the Library hosts the Biography & Memoirs Book Group, a monthly meeting to discuss a high quality biography selection. The funding would support these ongoing programs.

Adult Programs at the Library Branches \$3,000  
 The branch librarians will host a minimum of two adult programs at each facility. In addition, each branch may use funds to support an ongoing book discussion group such as the Mystery, Books Eclectic, or Great Books group. In 2006-2007, branches hosted successful craft programs, a Red Cross disaster preparedness workshop, a travel workshop conducted by the Automobile Club, a concert, a dance presentation, and more. This fund also paid for a pilot "Brain Games for Older Adults" program at WALTERIA Library, which can now be repeated at other facilities for minimal costs and used for materials to support ongoing programs through refreshment supplies, extra copies of books for discussion, or decorations.

Real Books, Reel Life \$200  
 Real Books, Reel Life is a quarterly book and documentary discussion which takes on contemporary social issues. Previously we examined the issues of minimum wage and dependence on fast food. Library patrons have been very receptive to having opportunities to discuss social issues in a non-polarizing environment. In June, the Library plans on presenting a program on global warming in conjunction with the Library and the Environmental Quality and Energy Conservation Commissions.

National Library Week \$400  
 National Library Week will occur in April 2008. During this week, we will host two author events or similar library-focused presentations.

Multicultural and Diversity Programming \$1000  
 Library staff develops programs that increase understanding and appreciation of cultural differences by familiarizing the community with the contributions and history of African American, Hispanic/Latino American, Asian American, and Native American cultures. In the past, we have presented programs to commemorate Women's History Month, Black History Month, and Asian Pacific Heritage Month. In 2008, we hope to continue and expand this tradition.

Holocaust Remembrance Day \$200  
 May 2, 2008 is Holocaust Remembrance Day, and the Library will host a speaker to address the importance and significance of the Holocaust. In 2007, over 100 people packed the meeting room to hear Holocaust survivor Josef Aleksander share his experiences surviving extermination camps Majdanek, Auschwitz-Birkenau, and the forced labor camp Buchenwald, from where he was finally liberated.

POV Film Screenings and Discussions \$300  
 Each year the Library presents free documentary film screenings in concert with PBS. This series of films is made available through a project called Point of View (P.O.V). The documentaries create an opportunity for the community to come together to discuss topical issues such as gentrification, racism, and poverty.

Monthly Movie Club \$250  
 In 2008, the Library is looking forward to continuing its Monthly Movie Club. On the first Saturday of each month, the Katy Geissert Civic Center Library presents a film and offers a discussion opportunity, including conversation about the art of film and film-making.

Brown Bag Lunches \$250  
 Brown Bag Lunches are typically held on occasional Fridays at 12:00 p.m. and last for an hour, with guest presenters offering an introduction to a variety of topics such as features of an opera, behind the scenes looks at plays, and literary genres such as romance and horror. The programs are designed for patrons in the Civic Center area and City employees to attend on their lunch hour.

Author Talks \$1,500  
 The Library will host authors who offer patrons the opportunity to learn about the creative forces behind fiction, non-fiction, screenplays, and more.

Meet the Farmer \$400  
 Two programs offered in partnership with the popular Torrance Farmer's Market and coordinated with Judi Gerber, agriculture writer and community volunteer, will be held to educate participants on picking produce and producing great gardens.

Craft Programs \$500  
 Last year, craft programs offered for adults included scrapbooking, knitting, and making ribbon leis, and proved to be very popular. An anticipated minimum of four programs will explore crafts for adults.

**Movie License****\$6,000**

Last year, the Friends generously sponsored a public performance movie license for all libraries. In addition to the Monthly Movie Club at the Katy Geissert Civic Center Library, the license covered showing films for the Gone With the Wind celebration, Summer Reading Program, the Teen Book and Movie club at the Henderson branch, and movie screenings in conjunction with holiday programming at several branches. Programming with films highlights our extensive film collection, brings in new audiences to programs, and expands our offerings. The license fee is based on the number of library card holders for the Torrance Public Library. The funding will cover public performance rights with Movie License USA to show films in all six library locations for FY 2007-08.

**Cards for Troops****\$250**

In an effort to support American troops abroad and their families, the Library will partner with a local card company to create blank greeting cards for troops to send to loved ones back home.

**Summer Sleuthing at the Library****\$1500**

This is a pilot "adult" summer reading program, using the same mystery theme and to run concurrently with the Youth Services program. Adults who read this summer may review books for their fellow readers, and each review enters them into a drawing for prizes. Prizes may include bookmarks and book jackets, mystery-themed mugs and bags, gift certificates to bookstores, or autographed copies of mysteries. The staff will develop mystery resource lists and related displays to market the highly popular mystery genre.

**Pirate Month****\$700**

The Youth Services and adult departments will join forces for a first "Pirate Month." A minimum of one program at every location will be held during a single month, including a children's performer, a themed storytime, a lecture or book discussion, and a pirate themed film showing. A related booklist of fiction and non-fiction titles on the lore, history, and reality of pirates will be created and participants who read a selection from the list may enter a drawing for pirate themed prizes. Branch libraries may also participate through a display, book discussion, or other program. This will be tied to "Talk Like a Pirate Day" (September 18) and last through the annual "Masquerade Book Discussion" which will be pirate themed.

**Teacher Open House****\$500**

The Youth Services division will host teachers at an informal library "open house" at the Katy Geissert Civic Center Library with refreshments, demonstrations, and door prizes. All youth services librarians will attend and bring their calendars to book class visits at the event, and teachers will get a chance to try the homework center, databases, and other resources. This will encourage teachers to bring classes to the Library, request outreach visits to schools, and provide them hands-on knowledge of how our resources work.

**Conclusion**

The Library is requesting funding from the Friends of the Torrance Library in an amount not to exceed \$17,250 that will support a wide range of high quality free cultural and informational programming for the Torrance community. Evaluations, public comment, and staff observations have been consistently positive, and library users express interest in and demand for future programs.

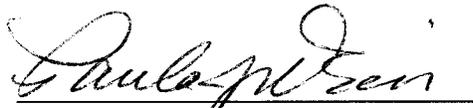
It is our hope that the Friends will continue to provide the Library with the necessary resources to provide essential programming, and it is with great pride that we say at the start of exciting and enriching events "this program is generously sponsored by the Friends of the Torrance Library."

Respectfully submitted,



Hillary Theyer  
Principal Librarian

CONCUR:



Paula J. Weiner  
City Librarian