



**Board of Trustees**  
**Meeting of Wednesday, February 15, 2023 • 12:15 P.M.**  
**San Diego Law Library**

**AGENDA**

**\*\*\*VIA ONLINE MEETING\*\*\***

**(participate by video or telephone)**

- (1) Call to Order**
- (2) Brown Act Exceptions During Public Health Crisis: Teleconferencing [California Emergency Services Act. (Gov. Code §§ 52953(e)(1), (e)(4).)]**
- (3) Opportunity for General Public Comment & Introductions of Guest (5 Min.) (see sign-in information below)**
- (4) Minutes of Previous Meetings (2 Min.)**
  - a. Minutes of January 18, 2023
- (5) Board of Trustees Officer Elections**
- (6) Form 700 Annual Filing Reminder**
- (7) Financial Report (Whelan)**
- (8) Other Reports**
  - a. Foundation Liaison Report (Judge Kelety, Slomanson, with Foundation President Roper)
  - b. Law Library Leadership Report (Whelan)
- (9) Adjournment**

Persons wishing to make public comment at the meeting are requested to make arrangements with the Administrative Office prior to the meeting at [zsolomon@sdlawlibrary.org](mailto:zsolomon@sdlawlibrary.org). Persons desiring to comment on an agenda item will speak when that item comes up for discussion. An individual desiring to bring another matter to the Board's attention should be prepared to speak at the beginning of the meeting. Members of the public should limit remarks to five minutes. Materials for each agenda item, except closed session items, are available for public inspection from the San Diego Law Library Administrative Office, 1105 Front Street, San Diego, CA 92101-3904



**Board of Trustees**  
**Meeting of Wednesday, February 15, 2023 • 12:15 P.M.**  
**San Diego Law Library**

**AGENDA**

NO.	ITEM	SUMMARY	COMMEND
1.	Call to Order		Action.
2.	<b>Brown Act Exceptions During Public Health Crisis: Teleconferencing</b>	As required under California Emergency Services Act (Gov. Code §§ 52953(e)(1), (e)(4).) The board will determine whether circumstances continue to allow remote meetings during a public health crisis.	Action.
3.	<b>Opportunity for General Public Comment</b>	This is a public meeting; members of the public may address the Board with advance notice; time limits will be enforced to allow hearing of all agenda items; contact Admin Officer (see below).	N/A
4.	<b>Minutes of Previous Meetings</b>	Approval of Minutes from January 18, 2023.	Action.
5.	<b>Board of Trustee Officer Elections</b>	Annual elections for officer positions	Action.
6.	<b>Form 700 Annual Filing</b>	Reminder to Trustees to file the annual Form 700.	Information.
7.	<b>Financial Report</b>	Balance sheet and P&L statement	Information.
8.	<b>Other Reports</b>	A. Foundation Liaison Report B. Law Library Leadership Report ( <i>Whelan</i> )	Information.
9.	<b>Adjournment</b>		Action.

**IMPORTANT NOTICE:**

**THIS MEETING WILL BE HELD IN AN ONLINE ENVIRONMENT USING THE MICROSOFT TEAMS APPLICATION.**

**Topic:** SDLL Board of Trustees Meeting  
Pacific Time (US and Canada)

**Time:** February 15, 2023 12:15 PM

**Join Microsoft Teams Meeting:** <https://bit.ly/boardmtg23>

**Meeting ID:** 282 536 026 276 **Passcode:** wRyvLc

**For more information on attending this meeting remotely and/or speaking on an issue of concern to you, please email Zion Solomon at [zsolomon@sdlawlibrary.org](mailto:zsolomon@sdlawlibrary.org)**

Persons wishing to make public comment at the meeting are requested to make arrangements with the Administrative Office prior to the meeting at [zsolomon@sdlawlibrary.org](mailto:zsolomon@sdlawlibrary.org). Persons desiring to comment on an agenda item will speak when that item comes up for discussion. An individual desiring to bring another matter to the Board's attention should be prepared to speak at the beginning of the meeting. Members of the public should limit remarks to five minutes. Materials for each agenda item, except closed session items, are available for public inspection from the San Diego Law Library Administrative Office, 1105 Front Street, San Diego, CA 92101-3904



Law Library Board of Trustees  
Minutes of the Meeting  
January 18, 2023

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The Law Library Board of Trustees held a regular meeting, pursuant to notice thereof, on **January 18, 2023** remotely in a **teleconference** due to the Coronavirus Pandemic. This virtual meeting was noticed online using Law Library media pursuant to the Governor’s relaxation of Brown Act Open Meeting rules.

**Present:** Carla DiMare, President; The Honorable Rachel Cano, Vice President; San Diego City Attorney Mara Elliott; The Honorable Julia Kelety; Kimberly Howatt, Esq.; Lorena Slomanson, Treasurer; The Honorable Euketa Oliver

**Absent:** The Honorable David Gill; The Honorable Maryann D’Addezio

**Also Present:** David Whelan, Director; Lisa Roper, Foundation Vice President; Gina Catalano, Assistant Director of User Experience; Laurel Moran, Assistant Director of Legal Information Management; Erin Murray, IT Officer; Zion Solomon, Administrative Officer

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- *Please note that the following minutes are written according to the agenda item order and did not necessarily happen chronologically.*
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**1) Call to Order**

President Carla DiMare called the meeting to order at 12:16pm.

**2) Brown Act Exceptions During Public Health Crisis: Teleconferencing [California Emergency Services Act. (Gov. Code §§ 52953(e)(1), (e)(4).)]**

**City Attorney Mara Elliott made a motion to continue remote meetings to the end of February. Kimberly Howatt seconded the motion. All were in favor and the motion passed.**

**3) Opportunity for General Public Comment**

There was nobody present for Public Comment.

**4) Minutes of Previous Meeting**

A. Approval of Minutes of December 21, 2022.

**Kimberly Howatt made a motion to approve the minutes, Judge Cano seconded. All were in favor and the motion passed.**

**5) Auditor’s Report and Approval by the Board of the Annual Report and Audited Financials**

A. Auditor’s Report

Hayley Geier introduced herself to the Board and gave a presentation of highlights from the yearly audit. The financial statement audit was conducted in accordance with Government Auditing Standards. The numbers that Ms. Geier presented are close to finalized and are likely not to be changed in the coming weeks. No control findings requiring communication were identified, however, Ms. Geier offered some suggestions for best financial practices that are now being adopted by the Law Library. The Law Library is utilizing an outside accounting firm to bolster the segregation of financial duties. The Board asked if there could be an independent



**Law Library Board of Trustees  
Minutes of the Meeting  
January 18, 2023**

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consultant to review the Law Library's internal controls and Ms. Geier said that she would be willing to offer recommendations to management or could direct the Board to another financial professional.

**Judge Kelety made a motion to approve the annual report and audited financials. Judge Cano seconded. All were in favor and the motion passed.**

**6) Board of Trustees Officer Elections**

**City Attorney Mara Elliott moved to postpone elections to the next Board meeting, asking Mr. Whelan to see which board members would like to fill the positions amongst the Trustees. Julia Kelety seconded the motion. All were in favor and the motion passed.**

**7) Review of Virtual Meeting Options**

City Attorney Mara Elliott reviewed the Brown Act, stating that meetings must be posted and shared 72 hours before a meeting, or legally cannot be held. Ms. Elliott discussed that topics may only be voted on and discussed if they are encapsulated by the previously posted agenda. Emails, social media, and other virtual forms of communication may be considered a meeting and must also follow the Brown Act. Ms. Elliott spoke about the procedure for closed sessions and the repercussions of not following the Brown Act while discussing topics related to the Board of Trustees and the business of the Law Library. Ms. Elliott discussed public forum and allowing full participation of the public to speak on any topic itemized on the agenda. Some of the stricter rules around teleconferencing were halted under state of emergency in 2020 for the pandemic, but will soon return to as they were, making it more difficult to meet virtually. Board members who would like to tune into meetings virtually must post a detailed reason for why they cannot attend in person, post a sign on the door where they are virtually alerting the public that a public meeting is occurring, and must receive a vote of approval from the board allowing them to participate remotely. Ms. Elliott reported that all government groups in the city of San Diego will be meeting in person most likely after the month of February. The Board discussed if it would be possible or mandated to allow members of the public to continue to phone into meetings if they are not able to meet in person at the downtown location and determined to continue said discussion.

**8) Other Reports**

A. Foundation Liaison Report

Lisa Roper noted that Foundation elections will occur at their next meeting and encouraged the Board to offer any suggestions to the Foundation for their event planning and fundraising efforts.

B. Director's Report

Mr. Whelan reported that the filing fees are up for the month of November and are higher than projected. He also reported that the ceiling leak has been repaired and Core Operations staff members have begun to return to their offices. Yesterday, staff members received active shooter training and we will continue to educate staff about various emergency procedures.

**9) Adjournment**

The meeting was adjourned at 1:05pm.

**2022-2023 STATEMENT OF ECONOMIC INTERESTS  
FORM 700 ANNUAL DISCLOSURES  
DATE DUE: APRIL 3, 2023**

Dear Agency Officials,

The Political Reform Act requires officials and employees who are designated in an agency's Conflict of Interest Code to file a Statement of Economic Interest (Form 700) annually. The regulations of the Fair Political Practices Commission (FPPC) require that Agency Officials coordinate the completion of Statements of Economic Interests (Form 700) for each of their designated filers. The following information is provided in order to ensure your compliance with FPPC regulations.

**Form 700**

Each individual serving in a position listed within your agency's Conflict of Interest Code must complete and submit a Form 700. A copy of your agency's current Conflict of Interest Code, along with a list of designated positions who must file a Form 700, is available on our website at:

[http://www.sandiegocounty.gov/content/sdc/cob/conflict\\_interest.html](http://www.sandiegocounty.gov/content/sdc/cob/conflict_interest.html)

As an Agency Official, you are able to manage your agency's filers through the County of San Diego's eDisclosure system. You can log in to eDisclosure at:

<https://www.southtechhosting.com/sandiegocounty/edisclosure>

Familiarize yourself with the eDisclosure system and its functions by watching the following video tutorial for agency officials:

<http://www.southtech-tutorials.com/eDisclosure/FilingOfficialDemo/tutorial.html>

Review your roster of filers from the Filer Management screen. If any individual listed is no longer serving in their designated position, a "Leaving Office" Form 700 filing is required. If a current filer is not listed, please add the individual's name to the list. A new filer is required to file a Form 700 within 30 days after assuming office. If they did not file an "Assuming Office" Form 700, one must be filed now. In addition, an "Annual" filing is required if a filer assumed office before October 1, 2022.

Designated Conflict of Interest Code Filers whose filings are retained by the Clerk of the Board of Supervisors may now submit their Form 700's electronically using the eDisclosure system. Filers may use the same link above to access the eDisclosure system. As of January 1, 2023, all filings submitted to the Clerk of the Board of Supervisors must be submitted via the eDisclosure system. Hardcopy submissions will no longer be accepted.

The eDisclosure system makes it easier for filers to comply with reporting requirements. This online application is secure and password-protected, it assists filers with filling out the form accurately and completely, and performs an error-check prior to finalization. Each filer will see a list of positions for which they are required to file Form 700's. All Form 700's must be completed and submitted by April 3, 2023.

**Late Filings**

The Fair Political Practices Commission (FPPC) prescribes fines of \$10 per day up to a maximum of \$100 for any statement that is filed late. In addition, persons who fail to file their Form 700 on time may be referred to the FPPC's enforcement division and/or the District Attorney for investigation and possible prosecution.

We appreciate your cooperation in carrying out state law and ensuring transparency in government. If you need more information regarding this process, please call our Disclosure Services team at (619) 531-5600 or email [Form700@sdcountry.ca.gov](mailto:Form700@sdcountry.ca.gov). If you need assistance with reporting requirements or have questions about other requirements under the Fair Political Practices Act, please call the Fair Political Practices Commission toll-free assistance number at (866) 275-3772 or contact an attorney.

Sincerely,

ANDREW POTTER  
Executive Officer/Clerk of the Board of Supervisors

cc: Helen Robbins-Meyer, Chief Administrative Officer  
Communications Received for Board of Supervisors Official Records

## Board of Trustees: Officer Election

**President:** Carla DiMare

**Vice-President:**

**Treasurer:** Lorena Slomanson

**Assistant Secretary:**

# San Diego Law Library

## Balance Sheet

As of February 8, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
0001 Cash and investments	0.00
0010 County Treasury	6,773,778.65
0012 Crawford Lundy Restricted Fund	3,657.68
<b>Total 0010 County Treasury</b>	<b>6,777,436.33</b>
0020 Petty Cash	265.00
0031 Operating (Chase)	83,455.12
0032 Payroll (Chase)	27,592.12
0033 Point of Sale Account (Chase)	15,930.55
<b>Total 0001 Cash and investments</b>	<b>6,904,679.12</b>
1072 Bill.com Money Out Clearing	1,098.41
PayPal Bank 2	5,610.05
<b>Total Bank Accounts</b>	<b>\$6,911,387.58</b>
Accounts Receivable	
0110 Accounts Receivable	488,540.25
<b>Total Accounts Receivable</b>	<b>\$488,540.25</b>
Other Current Assets	
0070 Due from LLJF	102.41
0420 Prepaid Expenses	48,953.12
Net Pension Asset	582,459.00
<b>Total Other Current Assets</b>	<b>\$631,514.53</b>
<b>Total Current Assets</b>	<b>\$8,031,442.36</b>
Fixed Assets	
0200 Renovation - Work in Progress	2,980.00
0300 Property and Equipment	
0340 Equipment	430,443.99
0350 Improvements	4,918,424.00
0360 Furniture	378,307.00
0370 IT Equipment	682,125.66
0399 Accumulated Depreciation	-3,949,848.84
<b>Total 0300 Property and Equipment</b>	<b>2,459,451.81</b>
<b>Total Fixed Assets</b>	<b>\$2,462,431.81</b>

# San Diego Law Library

## Balance Sheet

As of February 8, 2023

	TOTAL
Other Assets	
0400 Deferred Outflow of Resources	
0430 Deferred Pensions	1,422,935.34
0440 CA Employers' Retiree Benefit Trust - Other Post Employment Benefits (OPEB)	233,210.00
0450 CA Employers' Retiree Benefit Trust - Strategy	113,493.00
0460 CA Employers' Retiree Benefit Trust - Diversified Strategy	113,962.00
<b>Total 0400 Deferred Outflow of Resources</b>	<b>1,883,600.34</b>
<b>Total Other Assets</b>	<b>\$1,883,600.34</b>
<b>TOTAL ASSETS</b>	<b>\$12,377,474.51</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
0511 Accounts Payable	44,157.51
<b>Total Accounts Payable</b>	<b>\$44,157.51</b>
Credit Cards	
0513 Credit Card Debt	0.00
0513-AMEX American Express Credit Card	1,136.77
0513-BOA Bank of America Credit Card	2,912.14
<b>Total 0513 Credit Card Debt</b>	<b>4,048.91</b>
<b>Total Credit Cards</b>	<b>\$4,048.91</b>
Other Current Liabilities	
0515 Deposits on Account	0.00
0517 Security Deposits	600.00
<b>Total 0515 Deposits on Account</b>	<b>600.00</b>
0520 Accrued Payroll Liabilities	0.00
0523 PERS 457(b) Co Payable	12,925.28
0527 125 Dental & Vision	-1,154.89
0528 125 Health Insurance	2,953.91
0529 Accrued CalPERS Pension	39.93
Compensated Absences	149,095.51
<b>Total 0520 Accrued Payroll Liabilities</b>	<b>163,859.74</b>
0530 Accrued CalPers Pension	
0532 PERS 457(b) Liability	3,075.00
<b>Total 0530 Accrued CalPers Pension</b>	<b>3,075.00</b>
Board of Equalization Payable	546.73
Sales Tax Payable	-6.66
<b>Total Board of Equalization Payable</b>	<b>540.07</b>
<b>Total Other Current Liabilities</b>	<b>\$168,074.81</b>

# San Diego Law Library

## Budget vs. Actuals: Operations Budget - FY23 P&L

July 2022 - June 2023

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
<b>Income</b>			
9000 Outside Sources			
9190 Interest	24,631.07	40,000.00	61.58 %
9821 Filing Fees - Superior Court	1,152,859.30	2,700,000.00	42.70 %
9960 Borrowers & Benefits Programs			
9961 Borrower's Program Fees	8,500.00	12,000.00	70.83 %
<b>Total 9960 Borrowers &amp; Benefits Programs</b>	<b>8,500.00</b>	<b>12,000.00</b>	<b>70.83 %</b>
9979 Donations	462.93	1,000.00	46.29 %
9982 State Special Allocation for Law Libraries (2021-2023)	1,667,893.61	1,019,000.00	163.68 %
9990 Grants	47,830.68	47,000.00	101.77 %
<b>Total 9000 Outside Sources</b>	<b>2,902,177.59</b>	<b>3,819,000.00</b>	<b>75.99 %</b>
9500 Library Sources			
9181 Fines	1,419.84	500.00	283.97 %
9730 Extended Services			
9730-TA Extended Services-Taxable		200.00	
<b>Total 9730 Extended Services</b>		<b>200.00</b>	
9967 Copier Income	2,073.73	5,000.00	41.47 %
9994 Class Fees	2,305.52	3,000.00	76.85 %
9995 Miscellaneous Income	1,202.15	1,000.00	120.22 %
9996 Taxable Income	211.00	2,000.00	10.55 %
<b>Total 9500 Library Sources</b>	<b>7,212.24</b>	<b>11,700.00</b>	<b>61.64 %</b>
<b>Total Income</b>	<b>\$2,909,389.83</b>	<b>\$3,830,700.00</b>	<b>75.95 %</b>
<b>GROSS PROFIT</b>	<b>\$2,909,389.83</b>	<b>\$3,830,700.00</b>	<b>75.95 %</b>
<b>Expenses</b>			
1000 Personnel			
1101 Regular Employees	779,613.49	1,670,000.00	46.68 %
1102 Part-time Employees	19,443.75	45,000.00	43.21 %
1160 Employer's PERS expense	46,707.10	152,000.00	30.73 %
1165 Employer's FICA Expense	12,418.60	27,000.00	45.99 %
1170 Employee Benefits			
1170-AC Health Benefits (Active Employees)	92,269.04	220,000.00	41.94 %
1170-LI Life, AD&D, & LTD	4,941.83	12,000.00	41.18 %
1170-RT Health Benefits (Retired Employees)	68,297.36	144,000.00	47.43 %
1170-ST Technology Stipend	4,625.00	9,000.00	51.39 %
<b>Total 1170 Employee Benefits</b>	<b>170,133.23</b>	<b>385,000.00</b>	<b>44.19 %</b>
1175 Workers' Compensation	5,385.75	7,500.00	71.81 %
1185 Unemployment Expense	9,450.00	1,000.00	945.00 %
<b>Total 1000 Personnel</b>	<b>1,043,151.92</b>	<b>2,287,500.00</b>	<b>45.60 %</b>
2000 Materials			
2215 Electronic Resources	148,378.08	260,000.00	57.07 %
2328 Compact Discs	2,748.26	10,000.00	27.48 %

# San Diego Law Library

## Budget vs. Actuals: Operations Budget - FY23 P&L

July 2022 - June 2023

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
2345 Books - New	1,596.72	14,000.00	11.41 %
2346 Special Funds			
2346-CR Crawford-Lundy		3,000.00	
<b>Total 2346 Special Funds</b>		<b>3,000.00</b>	
2347 Books - Disposable	36,792.50	79,000.00	46.57 %
2348 Books - Continuations	12,578.82	24,000.00	52.41 %
3470 CA Sales Tax		500.00	
<b>Total 2000 Materials</b>	<b>202,094.38</b>	<b>390,500.00</b>	<b>51.75 %</b>
2300 Operations			
2302 Copier/print solution	3,255.50	20,000.00	16.28 %
2304 Miscellaneous			
2304-CC Credit Card Charges	497.40	3,000.00	16.58 %
2304-MC Miscellaneous	-7,617.09	3,000.00	-253.90 %
2304-SA Staff Appreciation	2,795.60	5,000.00	55.91 %
<b>Total 2304 Miscellaneous</b>	<b>-4,324.09</b>	<b>11,000.00</b>	<b>-39.31 %</b>
2305 Catalog Data Searches/Supplies	6,309.69	12,000.00	52.58 %
2306 Postage	187.75	1,000.00	18.78 %
2312 Office Disposable Supplies	1,248.98	12,000.00	10.41 %
2315 Professional & Special Services			
2315-AU Audit	16,360.00	12,000.00	136.33 %
2315-LE Legal fees	8,164.10	5,000.00	163.28 %
2315-LL Loose Leaf Filing		1,000.00	
2315-OT Professional Services - Other	935.00	6,000.00	15.58 %
2315-PA Payroll & Benefits Admin	1,520.97	3,500.00	43.46 %
2315-PV Preservation	419.14	1,000.00	41.91 %
2315-SE Security	2,608.00	15,000.00	17.39 %
2315-WE Website	2,349.00	9,000.00	26.10 %
<b>Total 2315 Professional &amp; Special Services</b>	<b>32,356.21</b>	<b>52,500.00</b>	<b>61.63 %</b>
2318 Library insurance	11,270.83	31,000.00	36.36 %
2320 Memberships		3,000.00	
2359 Mileage/Bus Passes/Parking	9,679.94	18,000.00	53.78 %
2362 Conferences/Seminars	2,329.54	32,000.00	7.28 %
2365 Professional Memberships	2,556.50	5,500.00	46.48 %
2390 IT			
2311 IT Supplies	8,322.80	11,000.00	75.66 %
2391 Computer Software	4,277.05	8,520.00	50.20 %
2392 IT Outsourcing	52,489.98	102,000.00	51.46 %
2393 IT Maintenance	13,067.48	40,000.00	32.67 %
2394 T-1/Internet	29,593.65	54,000.00	54.80 %
<b>Total 2390 IT</b>	<b>107,750.96</b>	<b>215,520.00</b>	<b>50.00 %</b>
2453 Facilities Management ISF	2,147.42	1,000.00	214.74 %
<b>Total 2300 Operations</b>	<b>174,769.23</b>	<b>414,520.00</b>	<b>42.16 %</b>

# San Diego Law Library

## Budget vs. Actuals: Operations Budget - FY23 P&L

July 2022 - June 2023

		TOTAL	
	ACTUAL	BUDGET	% OF BUDGET
4501 Equipment			
4501-HE Hervey Technology & Furniture			
4501-HT Hervey Technology Equipment		47,400.00	
<b>Total 4501-HE Hervey Technology &amp; Furniture</b>		<b>47,400.00</b>	
<b>Total 4501 Equipment</b>		<b>47,400.00</b>	
<b>Total Expenses</b>	<b>\$1,420,015.53</b>	<b>\$3,139,920.00</b>	<b>45.22 %</b>
NET OPERATING INCOME	<b>\$1,489,374.30</b>	<b>\$690,780.00</b>	<b>215.61 %</b>
NET INCOME	<b>\$1,489,374.30</b>	<b>\$690,780.00</b>	<b>215.61 %</b>

# San Diego Law Library

## Balance Sheet

As of February 8, 2023

	TOTAL
<b>Total Current Liabilities</b>	<b>\$216,281.23</b>
Long-Term Liabilities	
0600 Deferred Inflows of Resources	262,773.00
0630 Deferred Pensions	738,423.00
0650 AOC Advance	223,022.00
<b>Total 0600 Deferred Inflows of Resources</b>	<b>1,224,218.00</b>
0670 Net OPEB Liability	3,398,669.00
<b>Total Long-Term Liabilities</b>	<b>\$4,622,887.00</b>
<b>Total Liabilities</b>	<b>\$4,839,168.23</b>
Equity	
0700 Fund Balance	
0740 Fund Balance Available	-427,654.06
<b>Total 0700 Fund Balance</b>	<b>-427,654.06</b>
3900 Retained Earnings	6,582,554.84
Net Income	1,383,405.50
<b>Total Equity</b>	<b>\$7,538,306.28</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$12,377,474.51</b>

## Director's Report: February 2023

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Submitted by David Whelan

### Leveraging Koha: Point of Sale

The law library uses the integrated library system known as Koha. To most County residents, it's our library catalog. But it has a lot of other functionality within it. We decided to look at its point-of-sale module after finding that our current one could no longer be supported. The IT team reviewed some alternatives but the UX team found that they didn't meet our needs. In the end, the functionality of the Koha point of sale module as well as our staff's familiarity with Koha won out.

Chris Pickford and Kelly Keach managed the project. Chris is our cataloger and knows a lot about how Koha works. Kelly is a senior reference librarian who works the iDesk, where we use the point of sale system. The point-of-sale tracks everything from new borrower payments to law library t-shirt purchases. The point-of-sale reports are used by the accountant to reconcile deposits we make for all of our incremental, non-filing fee income.

### Leveraging Koha: Room Reservations

The law library rents out its boardroom, training room, and conference rooms. However, none of these rooms are used regularly and we hope to change that. We will be removing the cost of room reservations, which generated about \$900 in the last 12 months, and making it a benefit of the borrower program. Any borrower will be able to reserve a room for free. We hope this will be an added incentive to become and remain a borrower.

We will be using a room reservation product that is integrated with our LibGuides resource software. We wanted to minimize the impact on staff of having to manage the room reservations. Borrowers will be able to make and manage their own reservations. Kenia Shi on the UX team has led the customization of the LibCal product. Laurel Moran used her expertise to integrate the room calendar with the Koha system. It means that, once we create a borrower in Koha, the room reservation tool is something they can access, just like the remote databases.

### Training

Law library staff have recently had active shooter training and Narcan training. Ben Lhota has scheduled these and future trainings to cover new topics as well as give new staff a chance for training in recently covered areas, like AED/CPR. After the active shooter training, UX staff walked the building to game out escape routes, since they are most likely to be in the line of fire. We are also modifying the locks on some staff storage spaces so they can be opened with a keycard, which is something every staff person now carries. After the Narcan training, the presenter left nasal sprayers that we will keep at the iDesk in case of an emergency.

### Post-Audit Activity

The 2021 Fiscal Year Annual Report and audited financials have been filed with the San Diego County Clerk of Audits. The auditor has provided me with two referrals to perform a review of our internal controls. I would also like to find some local San Diego options, in case we want to have them come into our space.

### Second Advertising Campaign

I have asked the Law Library Justice Foundation to fund a second advertising campaign on San Diego public transit, to occur during this fiscal year. During the discussion at the Foundation meeting, they asked for additional detail. Following this report is a summary of the advertising campaign, including some preliminary data on outcomes, that I prepared for the Foundation Board. I have not summarized this information for this Board because it only focuses on QR code-based internet interactions. The goal will be to look at year-on-year foot traffic, which we will not be able to do until later in 2023. However, I include it as a relatively concise description of the first advertising campaign, the strategy, and some outputs.

## San Diego Law Library: Transit Advertising Campaign I

The Foundation Board requested additional information about the impact of the San Diego Law Library's 2022 public transit campaign. The advertising campaign was funded by allocated budget dollars and lasted for 2 months. 150 advertising posters were placed on San Diego County Metropolitan Transit System trolleys and buses based out of garages that served South Bay and East County transit routes.

### Creation of Collateral

Law Library staff originally solicited local graphic designers to help create the advertising. However, we did not receive any responses and so we designed it ourselves. The posters incorporate a QR code. This was not an initial goal of the advertising campaign, as we know that we have no way to accurately measure foot traffic conversions from advertising. We felt there would be minimal engagement with a QR code or URL that used an immediate call to action ("research your legal issue" or "try this database"). We know that QR code interactions do not provide insight into effective frequency for future campaigns.

It is unlikely that a person will see the advertising at the point of need, while they have an immediate legal issue, sitting on transit. The campaign goal was to plant a seed, like insurance, for when a legal issue arose in the future for either the viewer (direct) or their family or friends (referrals). Referral conversions are even more attenuated than direct conversions to measure, since a referred friend may not know the advertising initiated the referral.

In the end, the Law Library logo placement was mistaken for a QR code, creating a potential for confusion. We replaced the logo with a QR code on the assumption that any interactions would create an engagement measure, even if it was an incomplete one. We will also eventually do a year-on-year comparison of foot traffic to see if we can determine any contemporaneous change or growth in downtown library visits that coincided with campaigns. However, we lack a post-pandemic baseline data point for foot-traffic.

The trolley and bus advertising posters were identical except in format size. The longer format shown below was used on trolleys. The QR code used an *urchin tracking module* (UTM) code that



**Legal Issue?**

**We are here for you**  
**Estamos aquí cuando nos necesite**

-  Guide you to free legal information  
**Orientarlo a información legal gratuita**
-  Help navigate the legal system  
**Ayuda a navegar el sistema legal**
-  Open to the public  
**Abierto al publico**

San Diego Law Library



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(619) 531-3900



enabled segmentation of visitors in our web site statistics. The URL to our web site was appended with *utm\_source=mts2022* before it was encoded as a QR code. Bilingual library staff provided the translation.

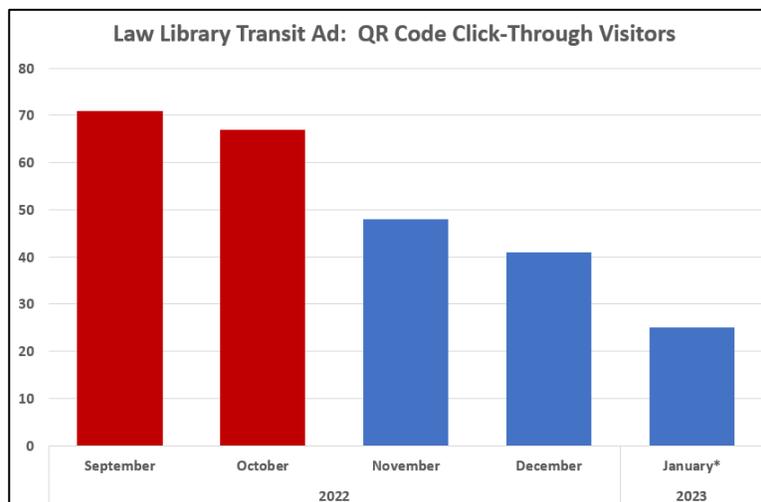
The messaging focused on guiding people to legal information, not the information itself. This emphasizes our most valuable asset, our staff, which is also what makes the law library unique in San Diego County. We also wanted to manage expectations for people new to our services.

The posters were placed inside trolleys and buses. The QR code and text were sized so that they could be used and read at a distance. Font colors were chosen to be accessible and legible from a distance and did not use the Law Library's brand colors.



### Web Site Conversions

The Law Library uses Google Analytics to track web site activity. We have a custom report that shows recorded visits filtered by the UTM code *mts2022*. Transit riders interacted with the QR code a few times each day during the campaign. The chart below shows interactions by unique transit riders. The paid campaign ran for 2 months, noted by red columns. However, the posters

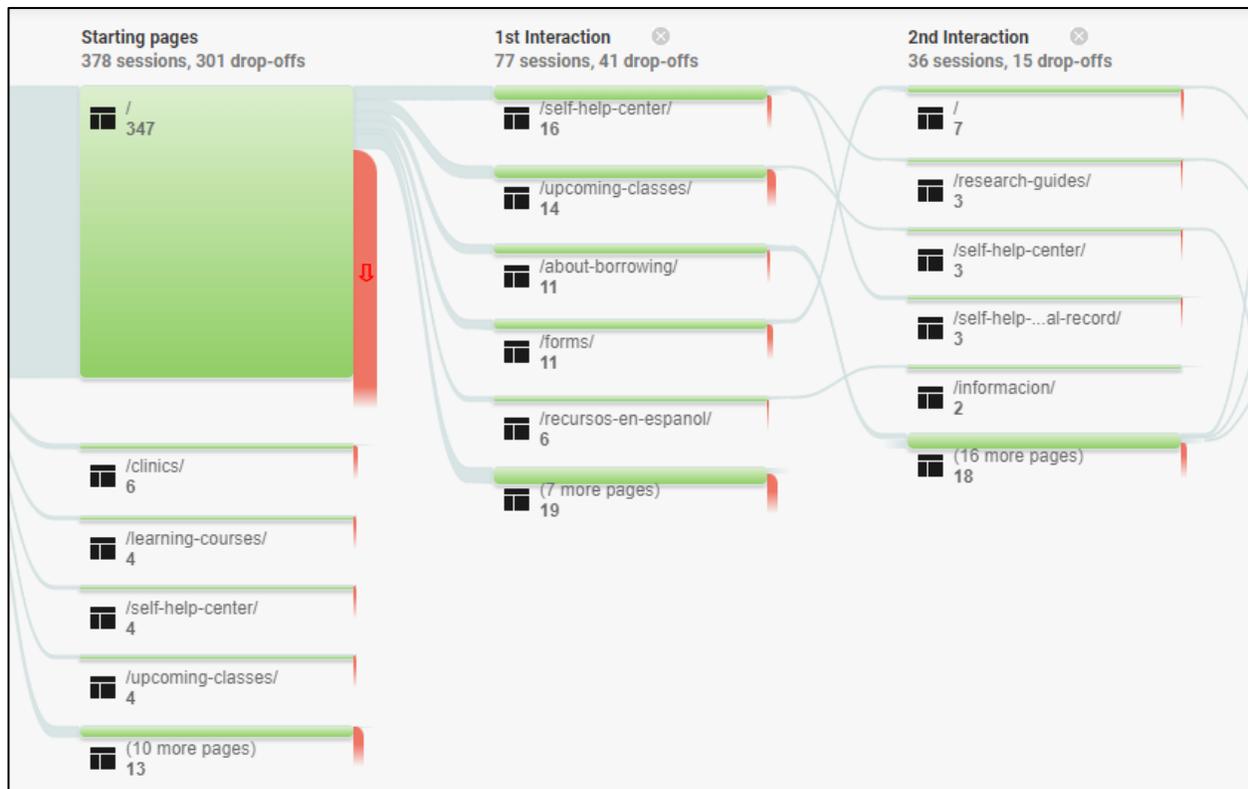


have been seen since then and we have seen continued interactions. We do not know if visitors have bookmarked a link or are using the QR code on a poster. The chart shows only partial data for January.

There were 247 unique QR code interactions between September 1, 2022, and January 19, 2023. The cost for this campaign was \$24,428. Based solely on the QR code interactions, the cost per conversion was about \$100 per interaction. However, we have had walk-in visitors who have noted that they learned about the Law Library because of the transit posters. We do not know if there is overlap between QR code interactions and foot traffic. It is possible the conversion cost is less than \$100 per interaction.

In addition, we were able to see interaction specifically with our Spanish language materials. Google Analytics provides visitor flow, to see what pages are clicked on during a visit. This was only a small number of interactions, but it was useful to know that Spanish-speaking transit riders engaged with the QR code, supporting our bilingual approach. We track walk-in visitors who request bilingual services, and we will also be contrasting this foot traffic data, year over year, to see if we see an increase contemporaneous with the advertising campaigns.

The chart below shows visitor flow. We recorded only 247 users but this records 378 sessions. It's not clear what causes the discrepancy. Some people may have initiated multiple sessions (a session is a 30-minute period). They may have re-visited our web site using a bookmarked link.



## Next Campaign

In our next campaign, we will repeat both trolley and bus signs. However, the QR codes will specify the type of vehicle so that we can determine if we have more engagement on one or the other types of transit. This information would help us to tailor future campaigns to emphasize more bus or trolley coverage (or keep them the same). While we might also be able to segment based on location, because we have a County-wide mandate, we would not diminish advertising based on lack of interactions.

In the future, we may expand the number of posters within the South Bay and East County areas, and add the North County garages as well, as funding allows. Our first campaign used the minimum number of posters allowed by Clear Channel, the ad placement agency. We may also create a custom landing page on our web site that is geared towards people who visit our site from public transit, perhaps with a welcome message or something that acknowledges the source of their visit.

Two campaigns may give us a sense of how often we need to repeat advertising to create an effective frequency to grow interactions and awareness of the Law Library. The first transit advertising campaign generated interactions (247) equivalent to almost 1% of our pre-pandemic annual foot traffic, which was just over 26,000 people in fiscal year 2019. It cost just under 1% of our \$2.7 million budget to fund the campaign. Ideally, we will be able to measure a year-over-year foot traffic increase after the two campaigns to justify continued awareness outreach on public transit.