

Sophie Hahn
Councilmember District 5

CONSENT CALENDAR
July 27, 2021

To: Honorable Mayor and Members of the City Council

From: Councilmember Sophie Hahn

SUBJECT: Appointment of Beverly Greene to the Board of Library Trustees

RECOMMENDATION

Adopt a Resolution appointing Beverly Greene to the Board of Library Trustees (“BOLT”) for a term of four years beginning August 31, 2021.¹

FISCAL IMPACTS OF RECOMMENDATION

No fiscal impacts.

CURRENT SITUATION AND ITS EFFECTS

At the July 7, 2021 regular meeting of the Board of Library Trustees, Trustees voted unanimously to recommend that the City Council appoint Beverly Greene for a 4-year term on the Board.

BACKGROUND

Pursuant to Section 30 of the Charter of the City of Berkeley, “[f]ive Library Trustees shall be appointed and may be removed by a vote of five members of the Council.” BMC Section 3.04.010 further provides that “[t]he term of office of the members of the board shall be four (4) years.” In addition, it is traditional that BOLT formally recommends to the City Council a preferred candidate for appointment.

The process BOLT undertakes to identify and recommend a candidate is to broadly promote the Board vacancy to the general public, review questionnaire responses, interview all candidates at a public meeting or meetings, and vote to recommend an applicant to the City Council for appointment. The current vacancy was created when a BOLT member’s first four-year term ended on April 3, 2021 and they did not seek reappointment for a second term. The vacancy was widely publicized and the City Clerk’s Office of the City of Berkeley received 27 applications from interested candidates by the June 1, 2021 deadline, indicating a record high level of community interest in serving our libraries as a Trustee. 19 applicants were interviewed at BOLT Special Meetings on June 14 and June 21, 2021. The remainder of applicants either withdrew their applications or declined to be interviewed. At the July 7, 2021 regular BOLT meeting Trustees discussed the candidates, noting the many generous, highly qualified individuals who applied and were interviewed.

¹ The BOLT resolution recommended September 15th, 2021 as the start date for the term. The change to August 31st, 2021 in this Resolution is to allow the new Trustee to participate in the next BOLT meeting which takes place on September 1, 2021.

After thoughtful consideration, BOLT voted to approve Resolution No. R21-104 (Attachment 2), unanimously recommending that the City Council appoint the preferred candidate, Beverly Greene, to the Board of Library Trustees.

ENVIRONMENTAL SUSTAINABILITY

Not applicable.

RATIONALE FOR RECOMMENDATION

The City Council needs to appoint a new Trustee for a 4-year term to fill the current vacancy, fulfilling the Charter requirement that the Board consist of five members. Beverly Greene has been unanimously recommended by the BOLT and exceeds the stated qualifications and experience desired in a Trustee, including (1) a demonstrated commitment to equity, diversity and inclusion, (2) executive leadership, business, financial and administrative skills, (3) leadership experience in community-based, non-profit, or government agencies, and (4) strong public library advocacy and a passion for lifelong learning and community engagement.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Sophie Hahn, Berkeley City Council District 5 and Trustee, Board of Library Trustees
510-981-7150

Attachments:

1. Resolution to Appoint Beverly Greene to the Board of Library Trustees
2. Board of Library Trustees Resolution No. R21-104
3. Beverly Greene BOLT application
4. BOLT Selection Criteria Summary

RESOLUTION NO. ##,###-N.S.
APPOINTMENT OF BEVERLY GREENE TO THE BOARD OF LIBRARY TRUSTEES

WHEREAS, the Board of Library Trustees consists of five members appointed by the City Council to serve four-year terms; and

WHEREAS, the Board of Library Trustees currently has an open position to be filled by the City Council; and

WHEREAS, the Board of Library Trustees undertook a robust recruitment effort to identify a candidate to recommend for appointment by the City Council to fill the current opening on the Board; and

WHEREAS, at a regular meeting of the Board of Library Trustees on July 7, 2021, the Trustees voted unanimously to recommend Beverly Greene be appointed to the Board of Library Trustees to serve a four-year term; and

WHEREAS, Beverly Green exceeds the qualifications, experience, and passion for public libraries desired in a Library Trustee.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that Beverly Greene be appointed to a four-year term on the Board of Library Trustees beginning on August 31, 2021.

BOARD OF LIBRARY TRUSTEES

RESOLUTION NO: R21-104

**RECOMMENDATION TO THE CITY COUNCIL OF THE CITY OF BERKELEY
REGARDING THE PREFERRED CANDIDATE TO FILL THE TRUSTEE VACANCY
ON SEPTEMBER 15, 2021 ON THE BOARD OF LIBRARY TRUSTEES**

WHEREAS, Trustee Hunts' first four year term ended on April 3, 2017; and

WHEREAS, during the April 7, 2021 meeting of the Board of Library Trustees, the Board instructed staff to begin solicitation for applications to fill the upcoming vacancy; and

WHEREAS, the Board of Library Trustees directed staff to issue a press release, advertise on website, at all library locations, in newsletter, and as an insert with City Councilmember communications to constituents.

WHEREAS, the City Clerk's Office of the City of Berkeley received 27 applications from interested parties; and

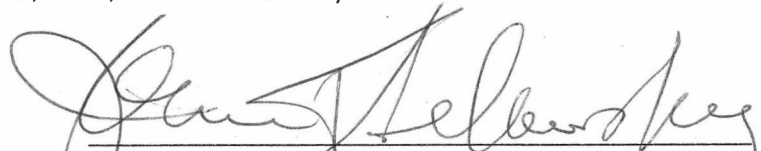
WHEREAS, the Board of Library Trustees interviewed 19 of the applicants during the special meetings on June 14 and June 21, 2021; and

WHEREAS, the Board recommends Council set the conditions for this appointment as a 4-year term with the effective dates of September 15, 2021 to September 14, 2025.

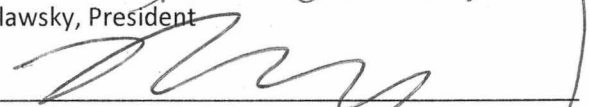
NOW, THEREFORE, BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley recommends to the City Council of the City of Berkeley that the preferred candidate, Beverly Greene, be appointed to the Board of Library Trustees beginning September 15, 2021.

ADOPTED by the Board of Library Trustees of the City of Berkeley during a regular meeting held on July 7, 2021.

AYES:	Trustees Davenport, Hahn, Roth and Selawsky
NOES:	none
ABSENT:	none
ABSTENTIONS:	none



John Selawsky, President



Tess Mayer, Director of Library Services
Serving as Secretary to the Board of Library Trustee

AFFIDAVIT OF RESIDENCY*

I, Beverly Greene, hereby declare, under penalty of perjury, that I am a resident of the City of Berkeley. I understand that, with the exception of a temporary relocation outside of Berkeley not to exceed six months, I may no longer serve on a Berkeley Commission should this cease to be true.

Signature of Applicant: *Beverly Greene* Date: 5/27/21

*Not required for Police Review Commission, Loan Administration Board, Elmwood BID, Solano BID, or BUSD appointees

Return this form to the City Clerk Department: 2180 Milvia Street, Berkeley, 94704



APPOINTMENT FORM - BOARDS AND COMMISSIONS
(For Mayor and Council use only)

MAYOR/COUNCILMEMBER _____

NAME OF APPOINTEE _____

RESIDENCE ADDRESS
Street _____ City _____ Zip _____

BUSINESS NAME/ADDRESS
Name _____

Street _____ City _____ Zip _____
EMAIL ADDRESS _____

OCCUPATION/PROFESSION _____

HOME PHONE: _____ BUSINESS PHONE: _____

Check appropriate box: New Appointment Reappointment Temporary Appt.

Temporary Appt.: From (date) _____ To (date) _____
(only if appointing for more than one meeting)

Please send mail to: Home Business

Please indicate the name of the board/commission to which you are appointing this individual

Board/Commission Name: _____

*****Please indicate the SPECIAL CATEGORY being fulfilled, if appointment is to ANY of the following boards or commissions:** Elmwood BID Advisory Board, Human Welfare & Community Action Commission, Loan Administration Board, Solano Avenue BID Advisory Board.

Special Category _____

Signature: _____ Date: _____
Mayor/Councilmember

For Mayor/Councilmember and City Use Only:

Interview Date	Appoint. Date	Process Date



SUPPLEMENTAL QUESTIONNAIRE
FOR THE
BERKELEY BOARD OF LIBRARY TRUSTEES

In addition to filling out the "Application for Appointment to Berkeley Boards and Commissions", candidates are requested to provide additional information to assist the Board of Library Trustees in their process to recommend names to the City Council.

1. Describe your interest in serving as a Library Trustee.

I am interested in serving as a Library Trustee to assist in ensuring the long term viability of the Berkeley Public Library for all who need it for all of its various uses. Libraries provide a very basic function in a civil society by providing historical as well as new non-fiction information along with fiction and poetic writings. I can support the Library as a viable ongoing financial concern to make sure the resources are there to support the basic functions of a library. I have experience that will be helpful to the administrative leadership of the library. I develop policies and administrative regulations in my current position. I am responsible for budgeting in my current position, have had P&L responsibility and would love to volunteer that experience for the library.

2. What qualities do you consider necessary for an effective Trustee, and how do you demonstrate those qualities?

An effective Trustee must be dedicated to making sure that the resources that public libraries provide are available to the public. An effective Trustee would have effective policy development skills and experience, leadership hiring experience, and be able to budget the allotted resources effectively to ensure an ongoing operation. I've demonstrated those qualities in my current position at a \$475 million public transit agencies, and across a range to the \$1.5 million Small Press Distribution budget in the early 2000's. I've been effective in managing revenue programs and initiating new merchandising strategies to increase revenues through new channels.

3. Provide examples of current or previous community service and leadership roles.

I am currently the Chairperson of the California Transit Association's (CTA) Inclusive, Diversity & Equity Task Force; a member of the Berkeley Transportation Commission; a member of the Church by the Side of the Road's Marcus Foster Scholarship Committee; National Board Director of the Conference of Minority Transportation Officials (COMTO); Membership Committee Secretary for the American Public Transit Association; CTA Vice Chair of the State Legislative Committee; Member of the Berkeley Bay Area Alumni Chapter of Delta Sigma Theta; Former COMTO Northern California Chapter President; Former Treasurer of Small Press Distribution; Former Treasurer of the National Coalition of 100 Black Women's Oakland Bay Area Chapter, etc.

4. What do you see as the Library's role in the community now and in the future?

The Library must continue to exist for all that need its resources. Especially now that the economical circumstances continue to bifurcate our society, we must assure that Library resources are available to all sectors of the public. Libraries serve as community centers. People are able to gain literacy skills in libraries. People can use the digital and printed resources. All of these aspects and more must continue to exist for all of the community's users regardless of income, race, creed, color, physical ability, sexual orientation or anything else that signals the diversity of our society. Libraries are pivotal to the future.

*Please return this form and the **Application for Appointment to Berkeley Boards and Commissions**
to the Office of the City Clerk*

Beverly D. Greene

Beverly Greene is the Executive Director of External Affairs, Marketing & Communications at the Alameda – Contra Costa Transit District (AC Transit) responsible for communicating with external stakeholders regarding District service, programs and projects. She leads the Federal & State Legislative Affairs, Community Relations, Marketing, Communications, Customer Service, and Print Departments. She sets strategic direction for positive communications and relationships with riders, policy makers, and key stakeholders.

She was elected to the Council of Presidents Representatives and serves on the National Conference of Minority Transportation Officials (or COMTO) Board of Directors. She is the California Transit Association Chair of the Task Force on an inclusive, diverse and equitable association or IDEA Task Force, is the Vice Chair of the CTA State Legislative Committee and serves on the Federal Legislative and Finance & Management Committees along with the New Mobility Task Force. She serves as the American Public Transportation Association Secretary of the Membership Services Committee, and is a member of the Legislative Committee.

Ms. Greene is a lifelong learner and is a graduate of Leadership APTA, the ENO Transit Senior Executive Program, Leadership Oakland, the WTS Executive Women's Leadership Seminar, and Emerge California.

Beverly received a B.S. in Business Administration from the University of Southern California, a M.B.A. from the UCLA Anderson School of Management, and was the recipient of a Dow Company Corporate Fellowship to study the intersection of commerce and government at The Washington Campus Consortium.

She is especially proud that AC Transit has been recognized as the winner of the 2020 Grand AdWheel Award for the, "Best Marketing and Communications Educational Effort," by the American Public Transportation Association for its "AC Transit Bus Operator and Mechanic Recruitment Campaign."

Ms. Greene has led several initiatives to secure support and funding for AC Transit capital projects and operations. In 2018, her efforts resulted in the inclusion of \$260 million available to AC Transit in the Regional Measure 3 transportation expenditure plan to support Regional Express Bus, Core Capacity Transit Improvements, and Rapid Bus Improvements. She directed the successful AC Transit 2016 Measure C-1 public education and information campaign to inform voters about its parcel tax reauthorization that will generate more than \$600 million over 20 years and passed with over 82% voter approval.

Her career includes serving as a Special Legislative Assistant to former California Assembly Speaker Willie L. Brown, Jr. and private sector marketing positions at Clorox; NetNoir.com, an internet startup; and The Learning Company, a Silicon Valley consumer software company. She is a recipient of "The New Generation Award", a "Madam C.J. Walker Advocacy Award", an "Extra Mile Tommy Award," and was recognized as one of the "Sun Reporter Talented 25".

Board of Library Trustees, Selection Criteria Summary

Desired Qualifications:

- Candidates should be public library champions, passionate about lifelong learning and community engagement.
- A demonstrated commitment to equity, diversity and inclusion is essential.
- Candidates with executive leadership, business, financial management and/or administrative skills are encouraged to apply.
- Candidates with leadership experiences in community-based, non-profit, or government agencies

General Qualifications

- Demonstrated interest in and enthusiasm for the library
- Readiness to devote time and effort
- An open mind coupled with respect for the opinion of others and, a steadfast belief in intellectual freedom and privacy.
- Ability to plan creatively.
- Courage to withstand pressures and resist influences based on prejudice
- Ability to analyze the business and administrative procedures, and to be part of the accountability process to the public and provide oversight.
- Possession of common sense
- Reflects the diversity of the Berkeley community, including a diversity of experiences working in different sectors of the community as well as age, ethnicity, religion, gender identities, abilities, and sexual orientation
- Willing and able to work with management, staff and the union.

Practical background and/or direct experience in one or more of these areas is desirable:

- Involvement in community organizations
- An understanding of local government operations, of public boards, and commissions; previous experience highly valued
- An interest in long-range planning
- Personal experience in one or more of these areas:
 - Education
 - Architecture/Construction Accounting/Finance Business
 - Personnel management Technology Law/Government
 - Humanities
 - The Arts
- Availability and openness to the public