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**Rex Richardson**  
Long Beach City Councilmember, 9th District

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**Date:** January 19, 2016

**To:** Honorable Mayor Robert Garcia and Members of the City Council

**From:** Councilmember Rex Richardson, Ninth District *RR*

**Subject:** **Rescind and reconsider recommendation to consider naming the new north branch library- the "Michelle Obama Neighborhood Library"**

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**RECOMMENDATION:**

Adopt a motion, pursuant to Section 54960.1 of the Government Code to rescind any discussion, deliberation or concurrence that may have occurred outside a duly noticed public meeting regarding consideration of naming the new North Branch Library, the "Michelle Obama Neighborhood Library."

Rescind the action taken by the City Council on December 22, 2015, to consider naming the new North Branch Library, the "Michelle Obama Neighborhood Library," in honor of her contributions to youth, education, literacy, and the United States and referring this item to the Housing and Neighborhoods Committee for consideration;

Reconsider and approve recommendation to request City Council to consider naming the new North Branch Library, the "Michelle Obama Neighborhood Library," in honor of her contributions to youth, education, literacy, and the United States and refer this item to the Housing and Neighborhoods Committee for consideration;

Request Library Services Department and Department of Parks, Recreation and Marine to conduct further outreach to engage youth and library patrons around the naming of the library; and

Direct City Manager to work with the White House to invite the First Lady to the City of Long Beach for a naming dedication ceremony if approved.

**Discussion**

This item was brought forward by my office at the December 22, 2015 City Council meeting. It has come to my attention that a tweet from my twitter account seeking support of this agenda item was mistakenly sent to four of my colleagues on the City Council immediately prior to the December 22, 2015 Council meeting.



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In order to comply fully with the Brown Act, I am requesting Council take the following action to cure any possible violation of the Brown Act by rescinding the previous action and properly scheduling this matter for reconsideration by the City Council.

Rather than restating the prior discussion, if the City Council rescinds the prior action, the December 22, 2015 Council letter is attached (Attachment A) for reference in considering this recommendation.

### **Fiscal Impact**

The estimated fiscal impact is \$30,000-\$40,000. Potential costs include architectural services to design library branch signs and plaques with new name, increased cost of larger signs and plaques, reprinting branch publications, and relabeling the library collections for the new library. Ninth District one-time funds may be utilized to cover costs if no other city resources are deemed available.



**Rex Richardson**  
Long Beach City Councilmember, 9th District

**Date:** December 22, 2015

**To:** Honorable Mayor Robert Garcia and Members of the City Council

**From:** Councilmember Rex Richardson, Ninth District  
Vice Mayor Suja Lowenthal, Second District  
Councilwoman Suzie Price, Third District  
Councilmember Al Austin, Eighth District

**Subject:** **Naming the new north branch library- the "Michelle Obama Neighborhood Library"**

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**RECOMMENDATION:**

Request the City Council to consider naming the new north branch library, the "Michelle Obama Neighborhood Library," in honor of her contributions to youth, education, literacy, and the United States and refer this item to the Housing and Neighborhoods Committee for consideration;

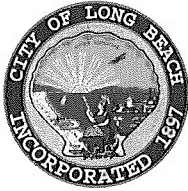
Request the Library Services Department and the Department of Parks, Recreation and Marine to conduct further outreach to engage youth and library patrons around the naming of the library; and

Direct the City Manager to work with the White House to invite the First Lady to the city of Long Beach for a naming dedication ceremony if approved.

**Discussion**

Slated to open in the late summer of 2016, the North Branch Library will be the largest neighborhood branch library in the city and serve as state-of-the-art focal point for North Long Beach. The 25,000 square foot facility will offer educational opportunities, such as an expanded children's library, a story time theater space, a teen center and community center with spaces for large and small gatherings.

According to City of Long Beach administrative policy (AR8-7), "City-owned land, buildings and facilities will not normally be named after living persons unless the City Council deems it appropriate to take such action on the basis of a significant contribution, monetary or otherwise, which warrants a deviation from this policy guideline." The First Lady Michelle Obama most certainly meets the exception to this policy. Naming the library after Mrs. Obama will create not only a source of local pride, but national pride. The naming would be a historic first for Long Beach as the only library in the city named after a person of color.



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Mrs. Obama is the first African-American First Lady of the United States, and is a role model for women and young girls everywhere. Her life work as an advocate for poverty awareness, higher education and health living supports the values of the Long Beach community. In addition, she is strongly committed to improving outcomes for young people and those most at-risk.

Growing up on the South Side of Chicago, First Lady Michelle Obama shares many similarities with the youth of North Long Beach and is a shining example of who they can become with hard work and a dedication to their education. A product of public schools, Mrs. Obama studied hard and earned degrees at Princeton and Harvard Law School. She spent her career as a lawyer, the executive director of an Americorps program encouraging youth to pursue careers in public service, and in higher education.

As First Lady, Mrs. Obama has continued her efforts to support and inspire young people. Her main initiatives have been Let's Move, Joining Forces, and most recently, Reach Higher, a campaign to encourage youth to pursue their education beyond high school. The Reach Higher Initiative is directly in alignment with the library and the continued Uptown Renaissance. The new library is a catalyst that will transform the surrounding neighborhood with enriched academic opportunities and increased civic engagement. Naming the library after First Lady Michelle Obama will serve as inspiration to encourage youth to reach higher towards their goals by utilizing the services this facility will offer for many years to come.

The North Long Beach community has shown strong support for the new north branch library, and is eagerly anticipating its opening. The Ninth District Council office was initially approached by youth from the Jordan High School WRAP Program to consider naming the library after First Lady Michelle Obama. The Ninth District Council office further discussed this idea with youth from Hamilton Middle School and the Andy Street Community Association. While initial outreach has been strong, more outreach should be conducted to build consensus within the community.

In addition, the naming of the library after First Lady Michelle Obama has support from the following community leaders and neighborhood association presidents:

- Hon. Steven Neal  
Former Ninth District Councilmember
- Board Member Megan Kerr  
Long Beach Unified School District
- LaVerne Duncan, Executive Director  
Andy St. Community Association



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- Debra Shelton, President  
College Square Neighborhood Association
- Dan Pressburg, President  
Deforest Park Neighborhood Association
- Eileen Oien, President  
St. Francis Neighborhood Association
- Jeff Rowe, President  
Grant Neighborhood Association
- Hilda Gaytan, Chair  
Hamilton Neighborhood Association
- Otis Hogan, Co-President  
Houghton Park Neighborhood Association
- Julia Brown, President  
Longwood Neighborhood Association
- James McWhorter, Co-President  
Ramona Park Neighborhood Association
- Jimmy Murray, President  
Starr King Neighborhood Association

### **Fiscal Impact**

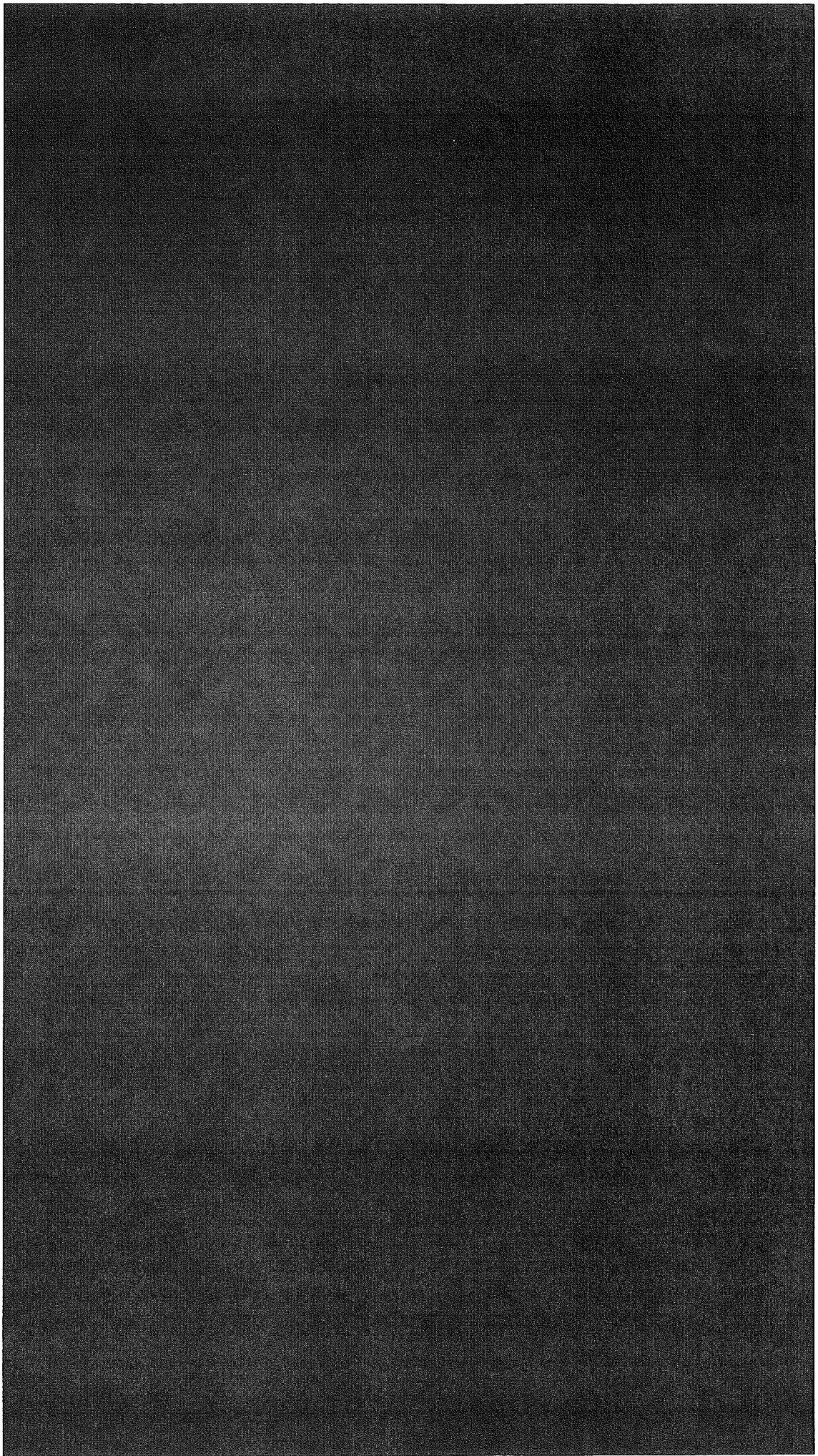
The estimated fiscal impact is \$30,000-\$40,000. Potential costs include architectural services to design library branch signs and plaques with new name, increased cost of larger signs and plaques, reprinting branch publications, and relabeling the library collections for the new library. Ninth District one-time funds may be utilized to cover costs if no other city resources are deemed available.

***NORTH LIBRARY PROPOSED NAMING:***

**THE MICHELLE OBAMA  
NEIGHBORHOOD LIBRARY**

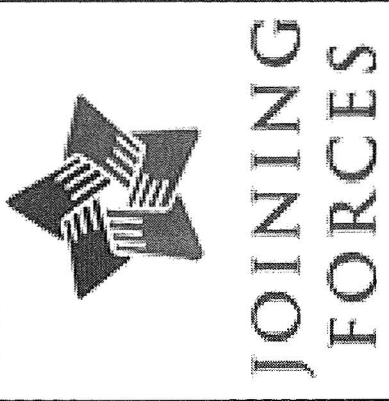
# **NORTH LIBRARY PROPOSAL**

- How did we get here?
- Conversations with youth
- Neighborhood association president and community leader conversations
- Further research on the First Lady





# FIRST LADY MICHELLE OBAMA



LET \*  
GIRLS  
LEARN

# CURRENT INSTITUTIONS

- Coolidge Park
- Davenport Park
- Deforest Park
- Houghton Park
- Ramona Park
- Grace Park
- Scherer Park
- Dooley Elementary
- Ulysses S. Grant Elementary School
- Starr King Elementary School
- Bret Harte Elementary School
- Hamilton Middle High School
- David Starr Jordan High School
- Colin Powell Elementary School
- McKinley Elementary School
- Perry Lindsey Middle School
- Lindbergh Middle School
- Jane Addams Elementary School
- North Neighborhood Library

# CURRENT INSTITUTIONS

- 11% are named after women
- 11% are named after people of color
- Of those named after individuals, 63% are named after national figures

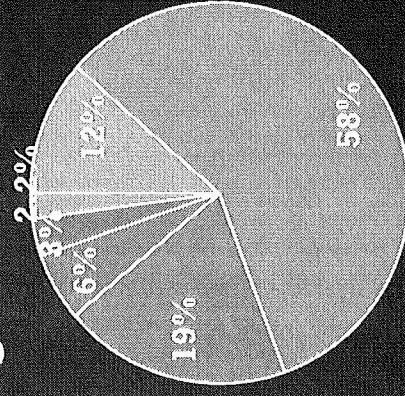
# 90805 DEMOGRAPHICS

- Approximately 30% of population are youth (27,924)
- 90805 has the youngest population in the entire city
- Our youth are extremely diverse:
  - 63% Latino
  - 21% African American
  - 9% Asian
- 93% of youth are of color

# NORTH LONG BEACH TODAY

- Continued Uptown Renaissance
  - North Library
  - Fire Station 12
  - Houghton Park Conceptual Plan
  - Houghton Park Community Center in design
  - Major Atlantic Avenue development

Length in Residence



■ Moved in 2010 or later   ■ Moved in 2000 to 2009  
■ Moved in 1990 to 1999   ■ Moved in 1980 to 1989  
■ Moved in 1970 to 1979   ■ Moved in 1969 or earlier

# **NEXT STEPS**

1. Direct outreach with library patrons and park program participants
2. Housing and Neighborhood Committee Meeting
3. District 9 Community Forum