



Library Advisory Commission (LAC)

Monday November 14, 2016
Downtown Branch Meeting Room
224 Church Street, Santa Cruz, CA 95060

6:30 PM Public Meeting

1. Roll Call
2. Approve Agenda of November 14, 2016
3. Oral Communications

Any member of the audience may address the Board on any matter either on or off the agenda that is within the Board's jurisdiction. Note, however, that the Board is not able to undertake extended discussion or act on non-agendized items. Such items can be referred to staff for appropriate action which may include placement on a future agenda. If you intend to address a subject that is on the Agenda, please hold your comments regarding that item until it is before the Board so that we may properly address all comments on that subject at the same time. In general 3 minutes will be permitted per speaker during Oral Communication; A MAXIMUM of 30 MINUTES is set aside for Oral Communications at this time.

4. Consent Agenda
 - A. Approve minutes of October 17, 2016 (P. 3-5)
5. Member Reports
6. Library Director Report (P. 6-8)
7. General Business
 - A. 21st Century Library Tour Presentation – Barbara Gorson (P. 9-39)
 - B. Strategic Planning Update
8. Board Meeting Calendar (P. 40)
9. Next Meeting

The next regularly scheduled meeting is on December 12th at 6:30 PM
10. Adjourn

The Library Advisory Commission will adjourn from the regular meeting of November 14, 2016 to its next regular meeting of December 12th at 6:30 PM at the Aptos Branch Library located at 7695 Soquel Drive, Aptos, CA 95003.

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email library_admin@santacruzpl.org.



Library Advisory Commission
(LAC)

Regular Meeting Minutes

Monday October 17, 2016
Downtown Branch Meeting Room
224 Church Street, Santa Cruz, CA 95060

6:30 PM Public Meeting

1. Roll Call

Present: Chair Sean Campbell, Vice-Chair Deb Tracy-Proulx, Commissioner Martha Dexter, Commissioner Barbara Gorson, Commissioner Ellen Campos, Commissioner Cindy Jackson, Commissioner Nancy Gerdt

Staff: Library Director Susan Nemitz

2. Approve Agenda of October 17, 2016

Commissioner Dexter moved, seconded by Commissioner Campos

That the Board approve the Agenda of October 17, 2016 as amended:

- **7. General Business item B. 21st Century Library Tour Presentation - Barbara Gorson will be postponed**

UNANIMOUS

3. Oral Communications

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None

4. Consent Agenda

A. Approve minutes of September 19, 2016 (P. 3-5)

Commissioner Gorson moved, seconded by Commissioner Gerdt

That the Board approve consent item A. Approve minutes of September 19, 2016

UNANIMOUS

5. Member Reports

Commissioner Gorson: Quick update about Capitola. Thursday October 20th, panel meeting to interview and decide on the architect. Six firms returned the RFQ and 3 were invited for the final interview.

Commissioner Gerdt: Update about Felton. Felton Friends will be putting up a new website. Group to discuss and imagine what the other space may look like.

Commissioner Campos: Information about an event for Scotts Valley on Saturday October 22 at 4pm. A fundraiser to raffle off a handmade quilt and the proceeds will go to a foster care program.

6. Library Director Report

The County is putting together a group of people together to talk about the county's smaller projects. The City of Santa Cruz is hiring Group 4 to do a conceptual design. Staff Day was on October 10, 2016.

7. General Business

A. Strategic Planning Process – Janis O’Driscoll (P. 6-37)

On Staff Day there was a panel that gave the staff a chance to hear how the interactions were like during the conversations used for the Strategic Planning Process. The staff was given the opportunity to go out and hold their own conversations. LIT put together a site for everyone to enter their conversations for an easy way to collect all of the data.

Community meetings will be starting. One meeting will be held at all 10 branches. These meetings and conversations will be going on from now until November 10th.

Overview of the timeline on P6 of the packet.

Connect, Inspire, & Inform will become the mission statement. Vision statement will remain the same. The old mission statement will be dropped.

~~B. 21st Century Library Tour Presentation – Barbara Gorson~~

8. Board Meeting Calendar

9. Next Meeting

The next regularly scheduled meeting is on November 14th at 6:30 PM

10. Adjourn

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Respectfully submitted,

Ivan Sumano-Vargas, Clerk of the Commission

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Library Director's Report – November 2016

Library Accounting

The Library, County and City met to discuss the Library's desire to move to:

- A new chart of accounts format that uses branches and not operations as departmental reference points;
- A consolidation of funds; and
- Development of a new budget format.

The new chart of accounts will be ready by January 2017 in preparation of the FY2018 budget development.

The Library currently uses Funds 951 through 961. The current proposal moves to two funds; one for operations and a second for restricted funds (e.g. gifts, donations, bequests, and reserves). In order to keep history of prior transactions and to reduce the quantity of old legacy accounts within Fund 951, the Library will use new fund numbers. Moving to a consolidated fund perspective will allow for readily accessible financial data through EZ Eden and the ability to print revenue/expenditure reports that present the entire financial picture.

The group will present a rough mock-up of this budget format at the February 2017 board meeting. The budget form will include:

- An organization chart
- A director's budget message
- Data on financial trends, budgetary changes and forecast assumptions
- Position listings
- Operational metrics
- Proposed budget with Actual, current year adopted, current year estimated actuals and proposed budget
- Budgetary narrative of each Library department
- Budgetary policies
- Facility projects, debt service and tax lien
- Capital/Equipment purchases

Sales Tax

Receipts from the Library Sales Tax were .8% less than projected.

Fund Balance

The 2016 Library Fund balance will be available in December 2016. The level is expected to be quite large due to the following:

- The LJPB approved a reduction in the Reserve Fund Plan from 16.7% to 15% of revenues.
- The LFFA voted to reimburse the library for the elections costs associated with Measure S.
- The FY16 professional services contract between the Library and the City was reduced.
- Two senior manager positions were vacant for over a year.
- FY16 Expenses came in less than expected

The Library will bring a spending plan to the JPA in January for your approval.

Strategic Planning

Strategic Planning processes continue. The Library Advisory Commission along with staff members on the strategic planning committee are attempting to interview over one-hundred residents of Santa Cruz County using a methodology that focuses on communities recommended by the American Library Association. Preliminary findings have been positive. Many of the City Council and Board of Supervisors members have been interviewed.

Activity	Assessment	Input	Analysis	Recommendations
Timeline	September – November 15	October 15 – November 15	November 15 - December 15	January
Outputs	<ul style="list-style-type: none"> • Trends • Demographics • Resources • Use 	<ul style="list-style-type: none"> • Community Conversations • Community Meetings <ul style="list-style-type: none"> ○ 10/19 B40 ○ 10/20 GP ○ 10/25 LSB ○ 10/26 BC ○ 10/27 Aptos ○ 11/ 1 Capitola ○ 11/5 DT ○ 11/6 LO ○ 11/9 Felton ○ 11/10 SV 	<ul style="list-style-type: none"> • SP Long • Staff Review • Mission/Vision 	<ul style="list-style-type: none"> • SP Short
Milestones	<ul style="list-style-type: none"> • JPA 9/1 • LAC 9/19 	<ul style="list-style-type: none"> • JPA 11/3 • Staff Day 10/10 • LAC 10/17 	<ul style="list-style-type: none"> • JPA 12/1 • LAC 11/14 • LAC 12/12 	<ul style="list-style-type: none"> • JPA 1/5 • LAC 1/23

Staff are also meeting with community members at each of the ten libraries. At this writing, all but one of these meetings have taken place.

- Wed OCT 19 • 2:30pm [Branciforte Library](#) 230 Gault St. SC
- Thu OCT 20 • 4:00pm [Garfield Park Library](#) 705 Woodrow Ave. SC
- Tue OCT 25 • 7:00pm [La Selva Beach Library](#) 316 Estrella Ave. LSB
- Wed OCT 26 • 7:00pm [Boulder Creek Library](#) 13390 West Park Ave. BC
- Thu OCT 27 • 6:00pm [Aptos Library](#) 7695 Soquel Dr. Aptos
- Tue NOV 1 • 7:00pm [Capitola Library](#) 2005 Wharf Rd. CAP

- Sat NOV 5 • 10:00am [Downtown Library](#) 224 Church St. SC
- Sun NOV 6 • 2:00pm [Live Oak Library](#) 2380 Portola Ave. SC
- Wed NOV 9 • 7:00pm [Felton Community Hall](#) 6191 Hwy 9 FEL
- Thu NOV 10 • 7:00pm [Scotts Valley Library](#) 251 Kings Village Rd. SV

All library staff were invited to a professional development day on October 10 at the Happy Valley Conference Center. Martin Bernal and Jenny Haruyama greeted and thanked the staff for their hard work. Staff learned about the financial health of the organization, its use by the public and major trends in public libraries. They also discussed the strategic plan and new initiatives in the Library. Martha Dexter presented her experience with the one-to-one community conversations.

Reorganization

The Library is undergoing a major reorganization. Two of five senior leaders are retiring. Budget reductions have resulted in few middle management positions eliminating traditional career pathways. All librarians and information specialists are currently housed downtown. They spend a great deal of time traveling between branches. A majority of the staff agree that the organization is too centralized and that the assignments of Librarians and Information Specialists are too narrow.

The Library is working with the City of Santa Cruz to reclassify four current positions, increasing responsibilities of two and decreasing the responsibilities of two. The Library would like to reinstate the Librarian III and Assistant Director positions.

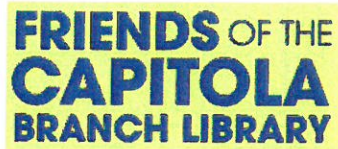
A staffing study has been completed and employee interests have been reviewed. In the next several weeks, many staff people will move their offices to branches (depending upon the availability of office space). These staff will be assigned reference, programming and in some cases selection responsibilities. The administration is viewing this change as a three-month pilot project and it will be evaluated at the end of that time period.

Labor Management Committee

The library unions currently meet monthly with the City of Santa Cruz and quarterly with JPA representatives. Union representatives have agreed to begin meeting monthly with Library Director to get out in front of organizational change issues.

Friends of the Library

A proposal to the Friends of the Library office in the front of the Downtown Branch to move the administrative office suite in December is being considered. The Library and Friends will create a Memo of Understanding memorializing expectations. Their current space would be allocated to a new grant-funded program aimed at Veterans.



Design Possibilities for a Modern Library in Capitola

by Toni Campbell, Gayle Ortiz and Barbara Gorson

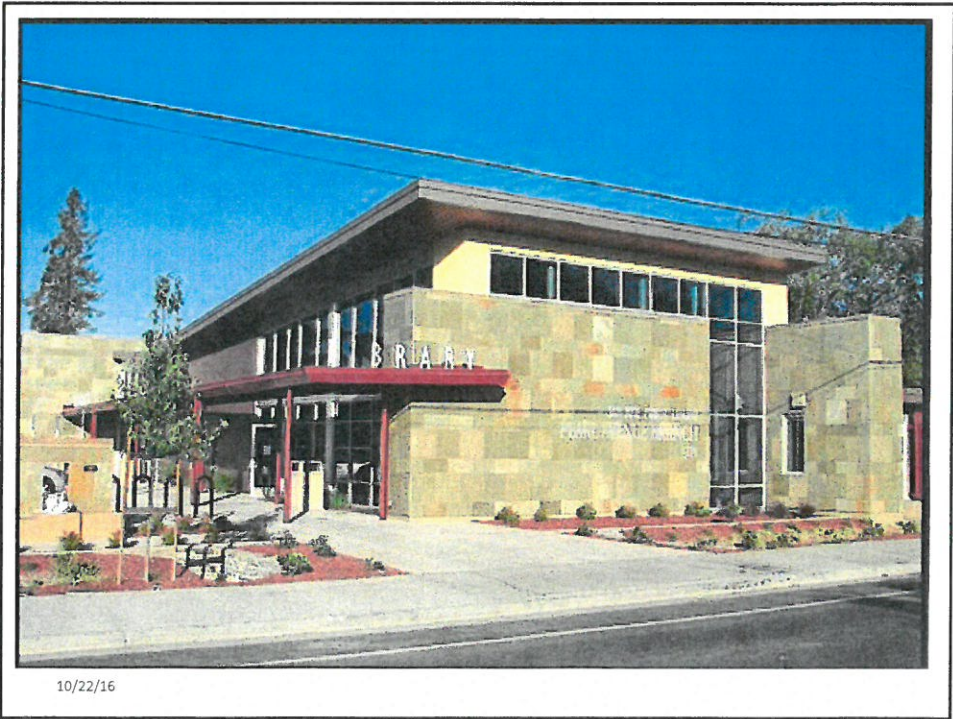
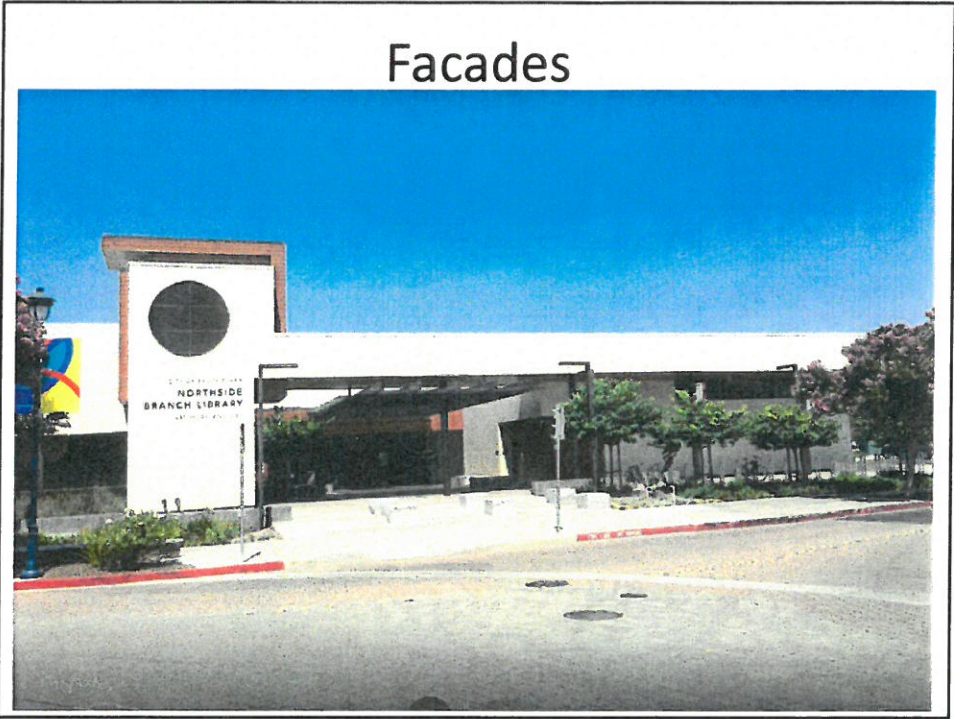
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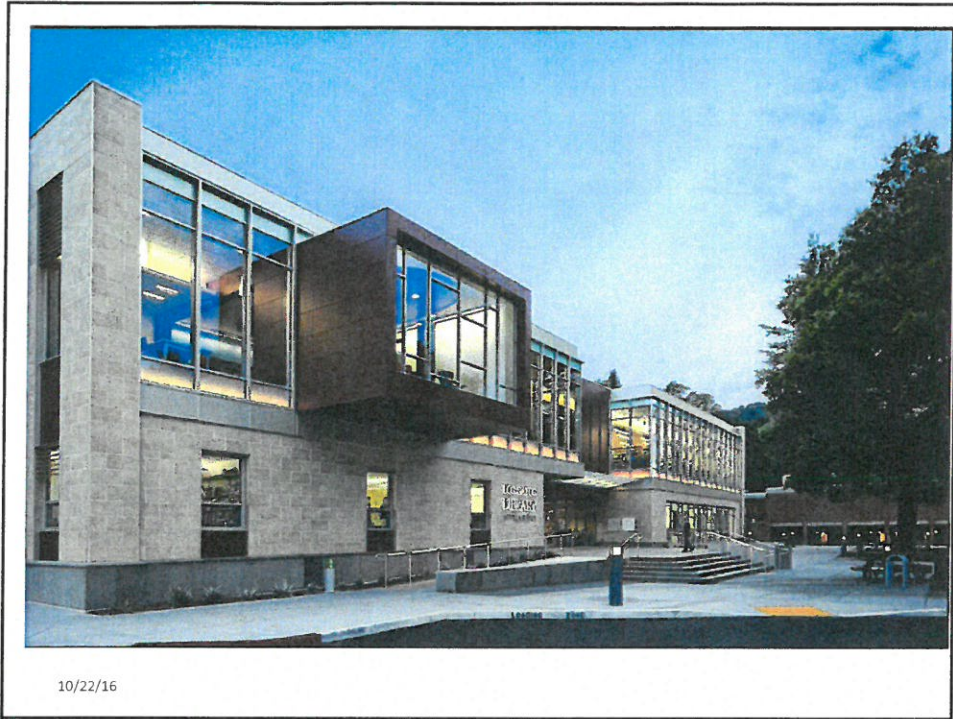
Introduction

- To imagine what is possible, you need to experience a modern library.
- Tour of four recently built libraries (Santa Cruz Scotts Valley Branch, Los Gatos Library, Santa Clara Northside Branch, San Jose Pearl Ave Branch)
 - Libraries reflect their surroundings and their role in the community
 - Different communities, environments and design styles
 - But some common themes emerged
- Images of these four libraries are supplemented with images of libraries (found on the internet) which showed additional possibilities.

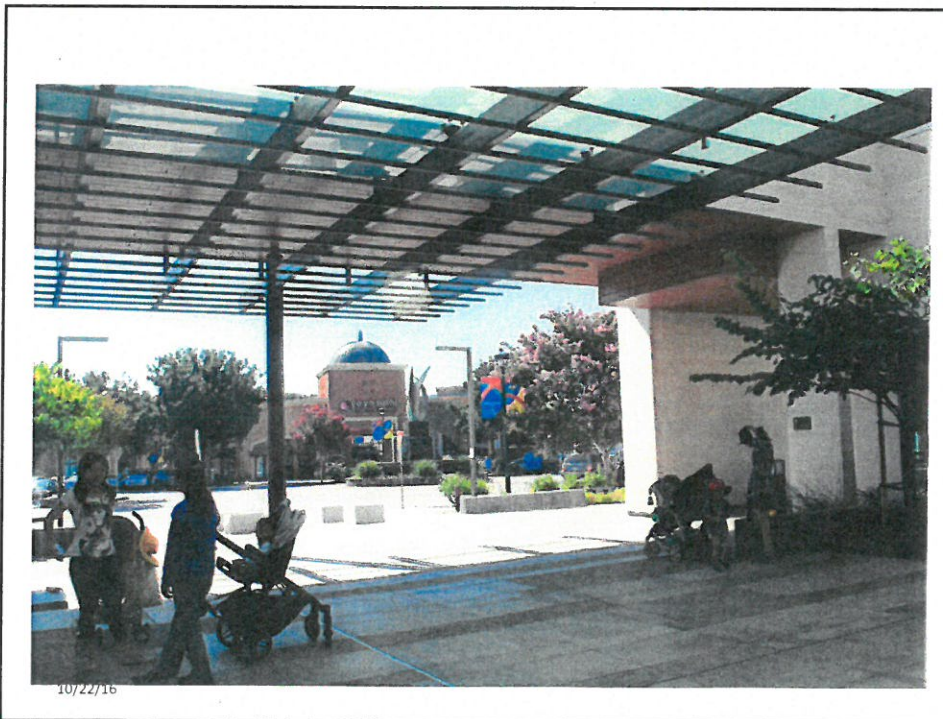
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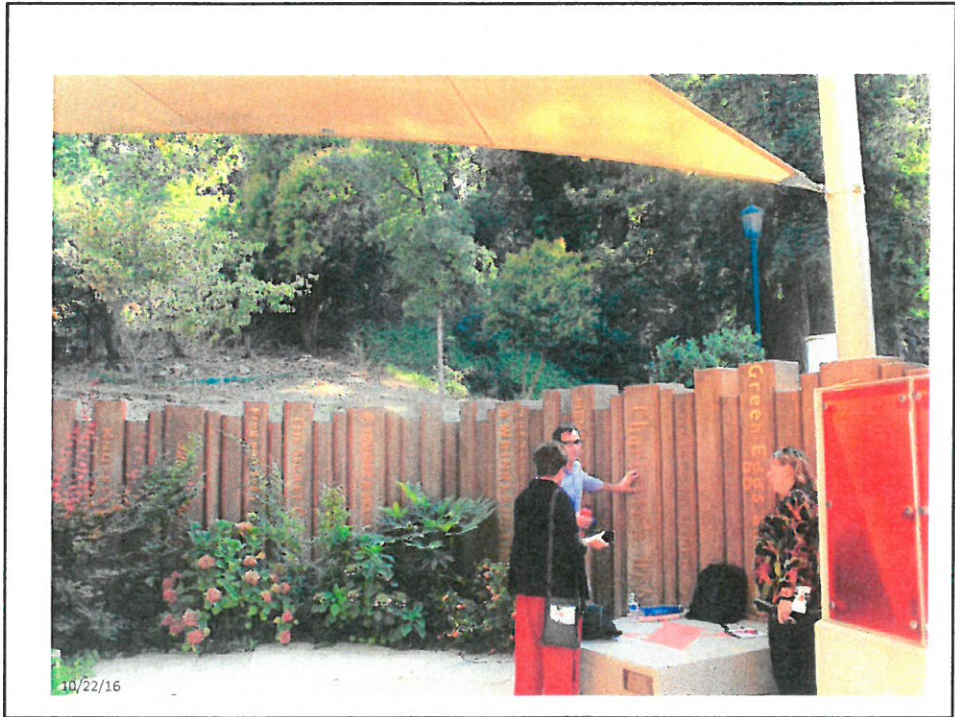
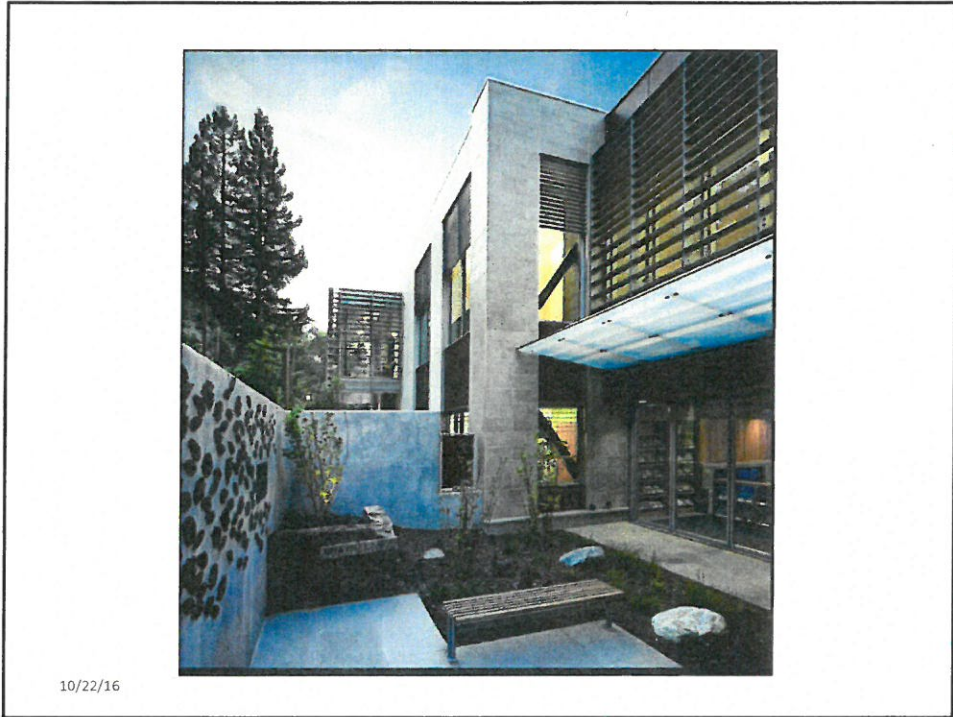
Facades





Exterior Spaces







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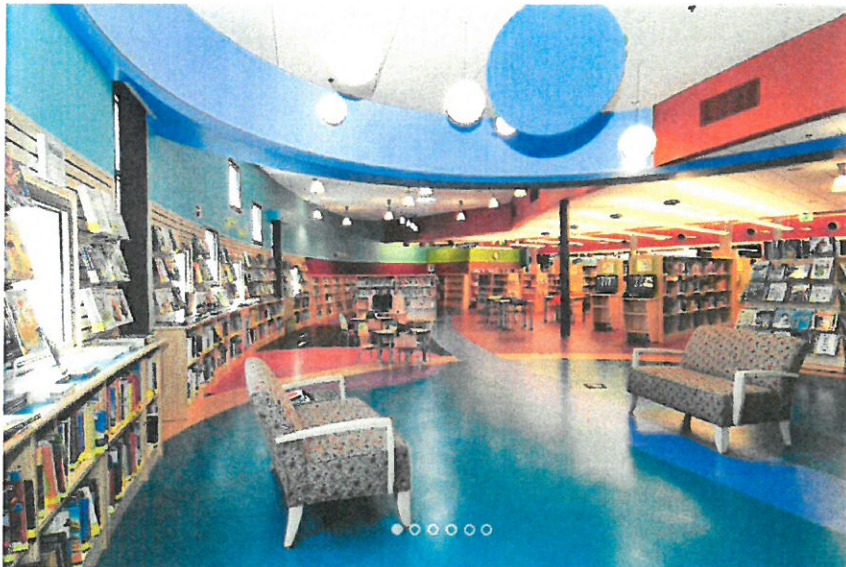
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Exterior Space Ideas/Discussion:

- Bike racks – think about having artist design
- Drive thru book drop off on Clares
- Be aware of skateboarders when design outside
- Consider a water feature that doesn't use water but could be a sound attenuation feature. Sound of water, look like a fountain but not have any water – find an artist to create it.

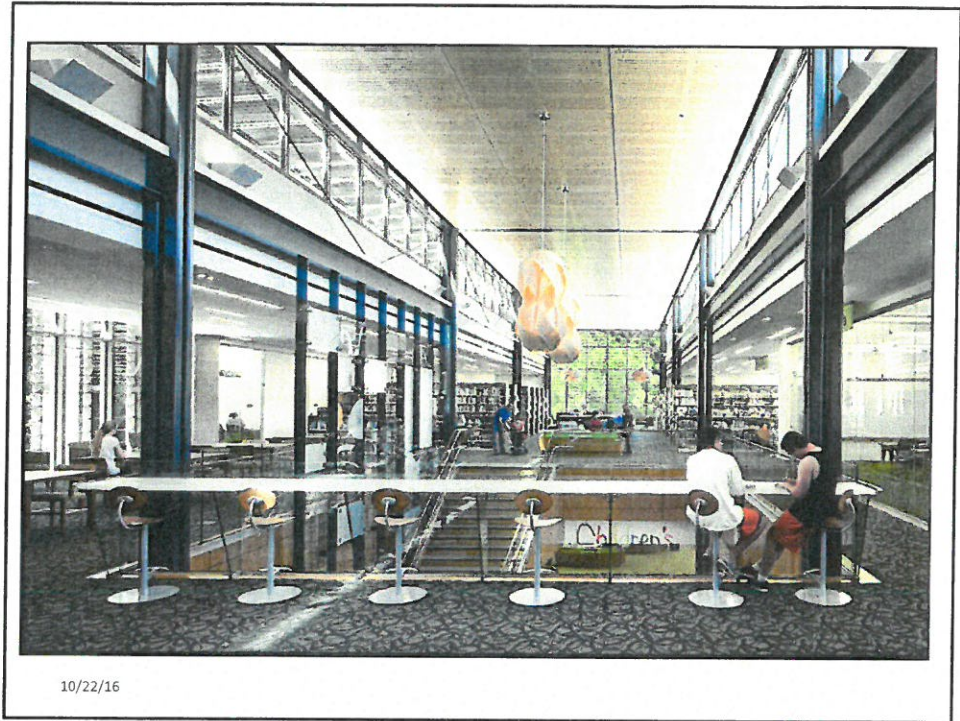
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Color & Light

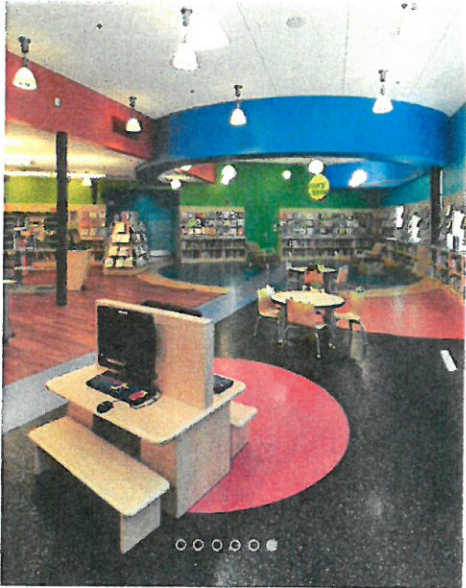


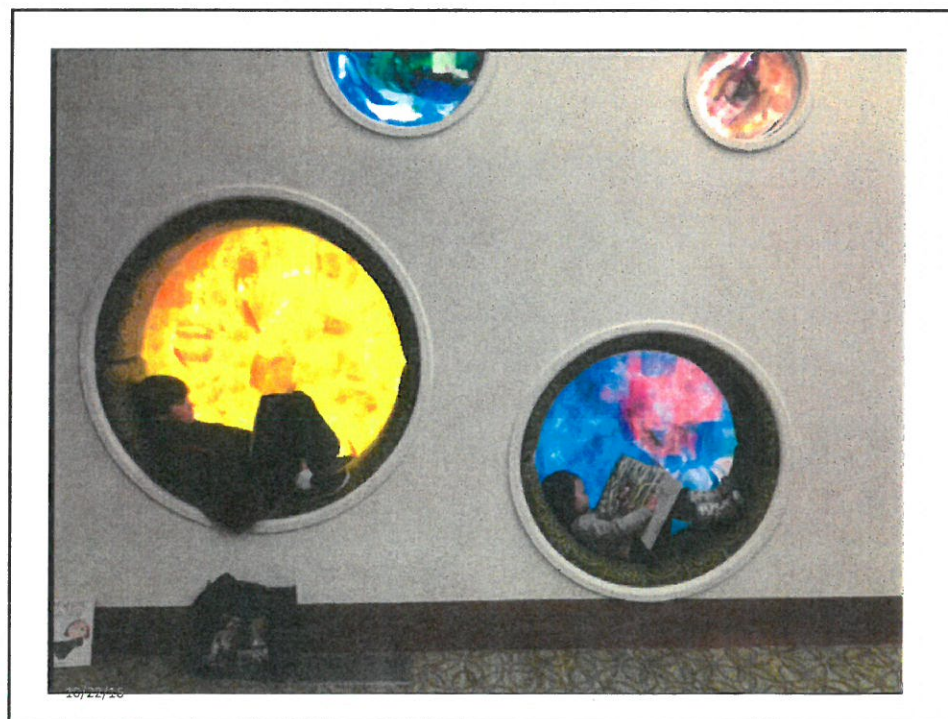
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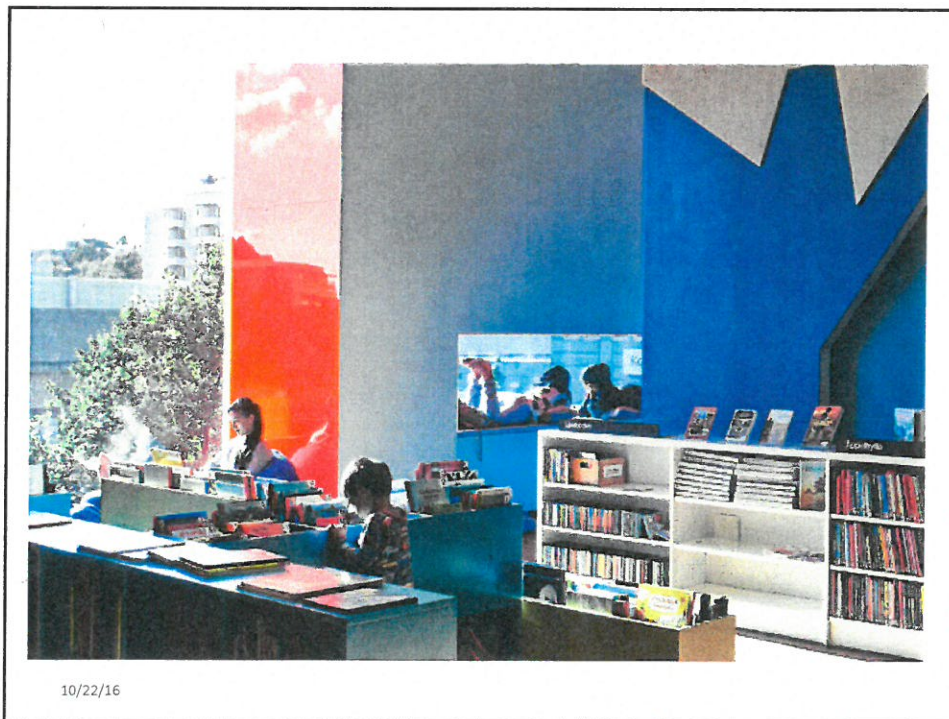
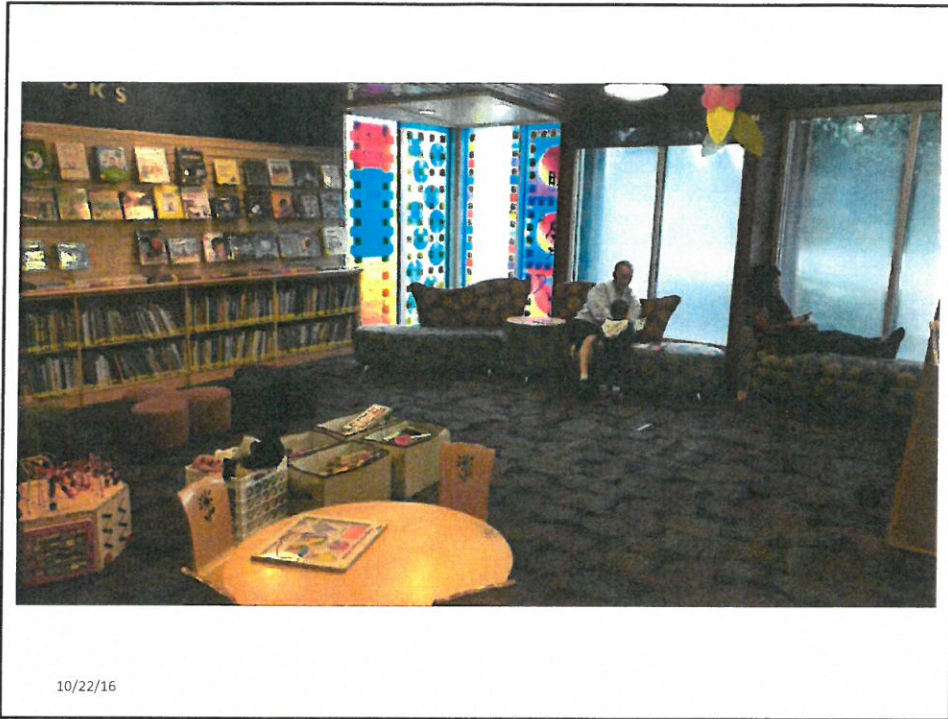


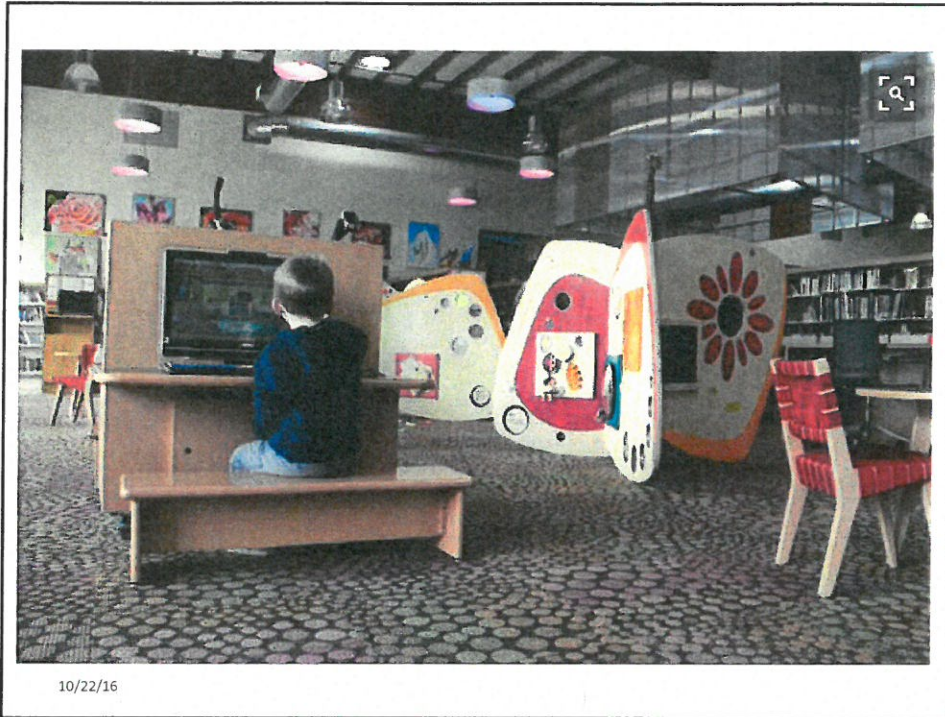


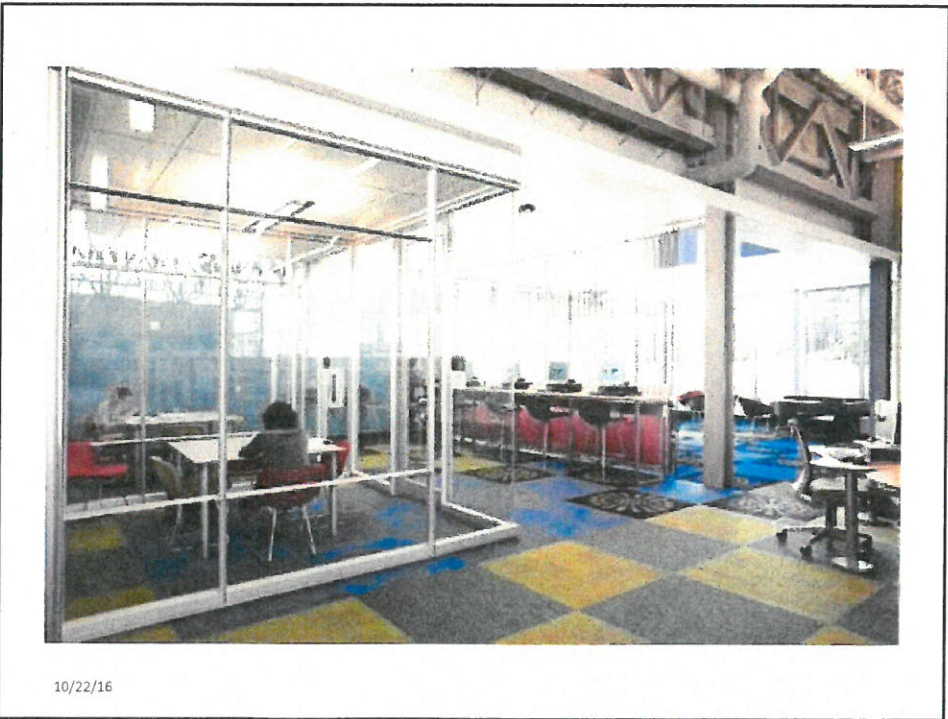
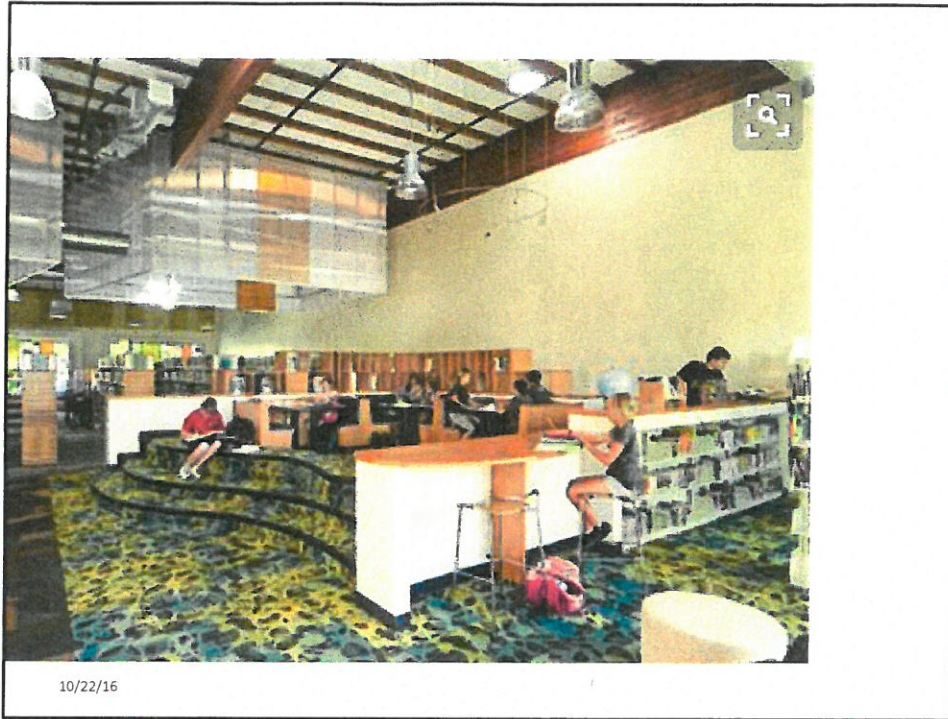
Children and Teen Regions













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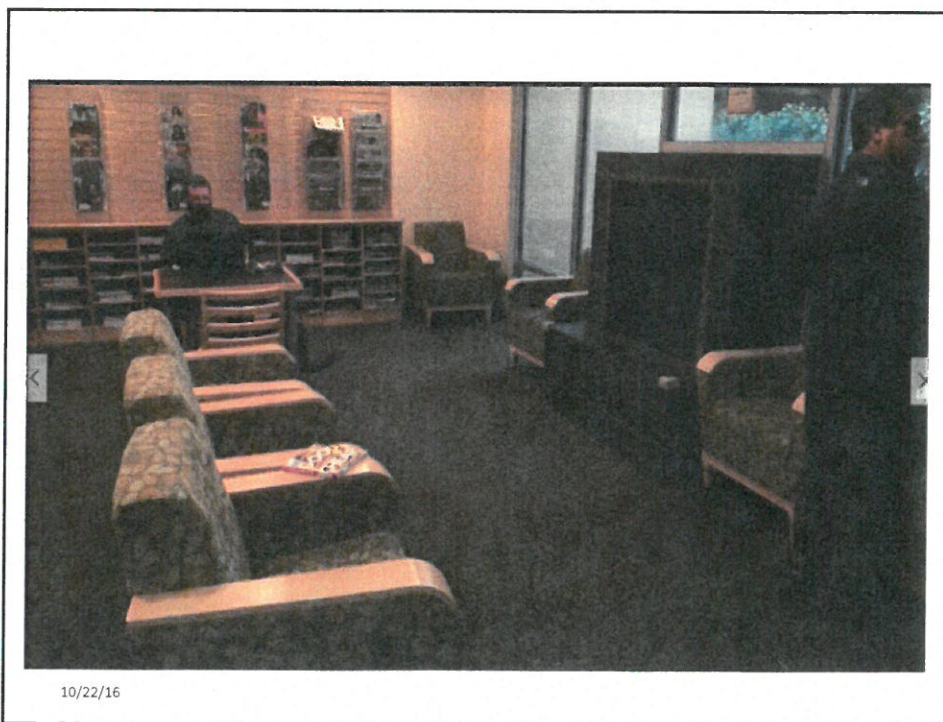
Spaces for Work/Study/Reading



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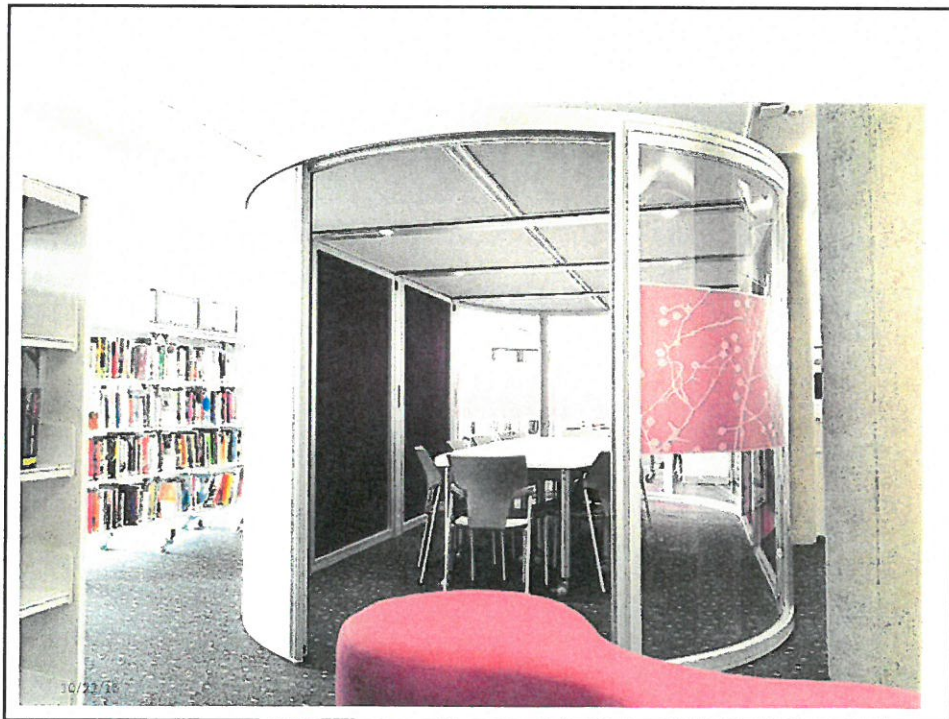


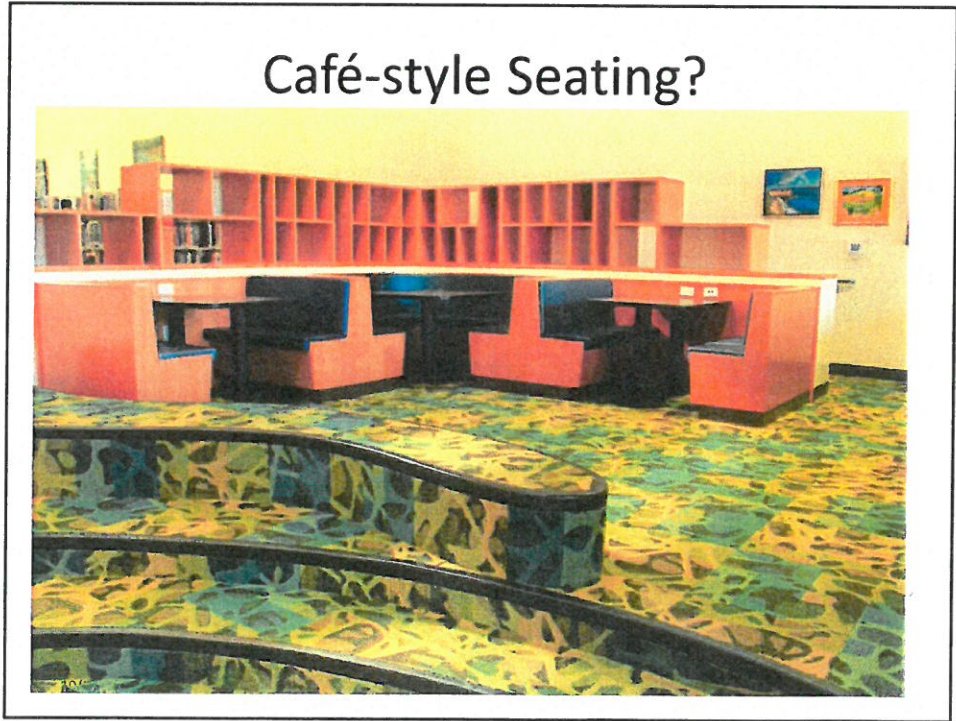
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Unusual Space Options







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Donor Recognition

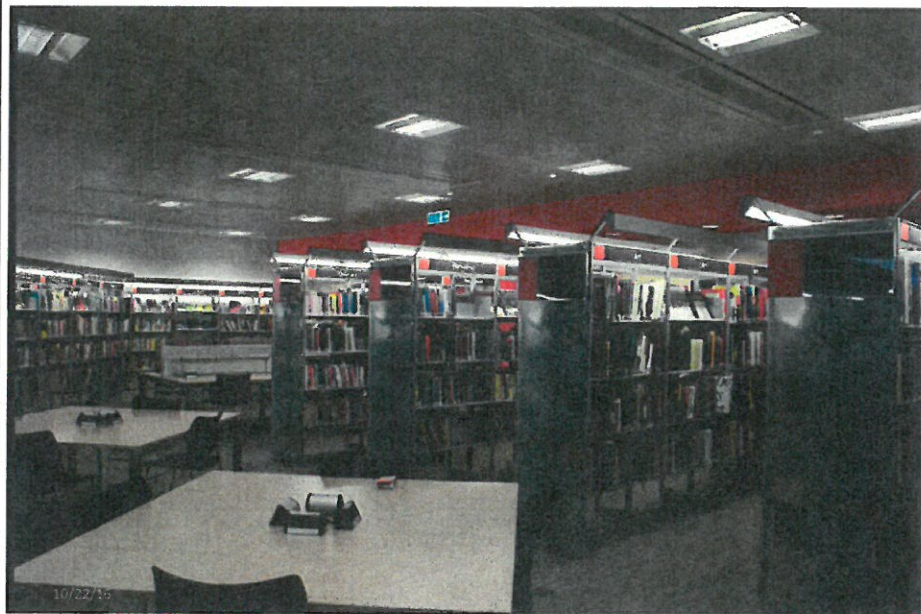


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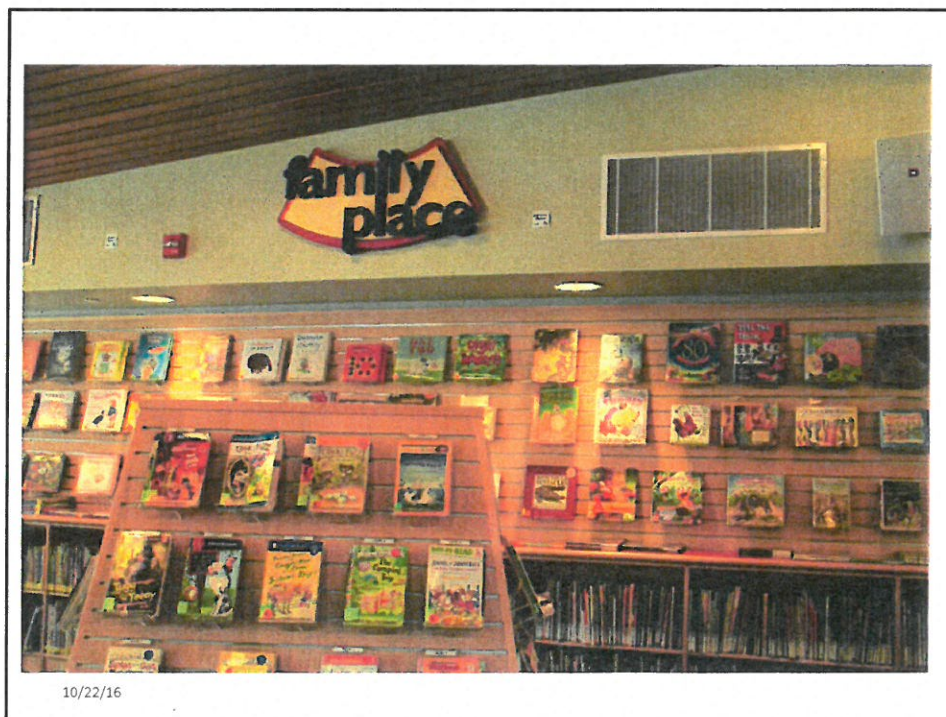
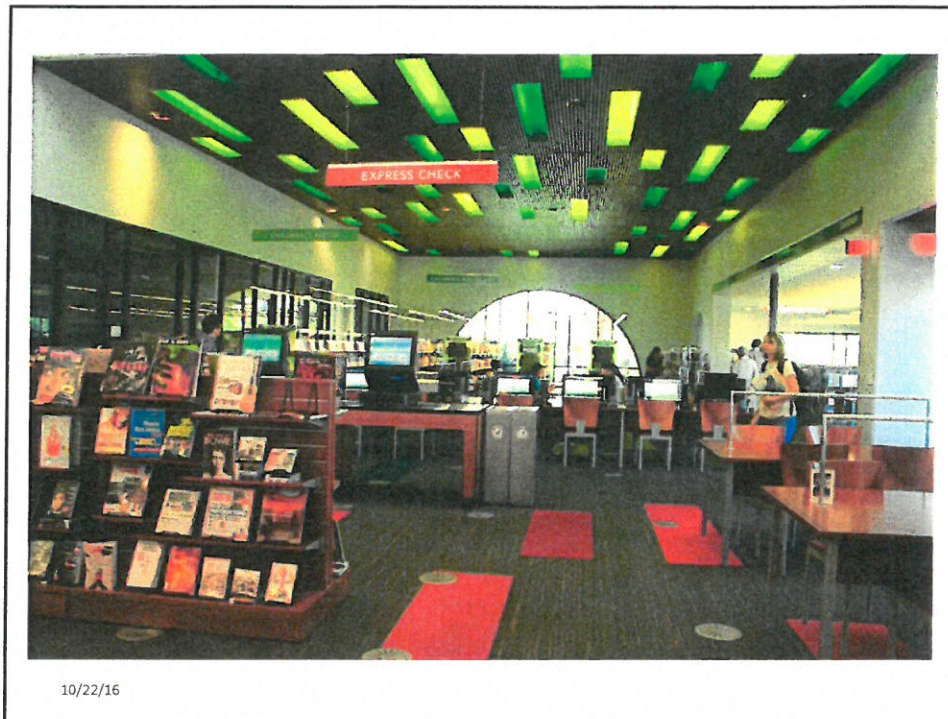
Think About Shelving



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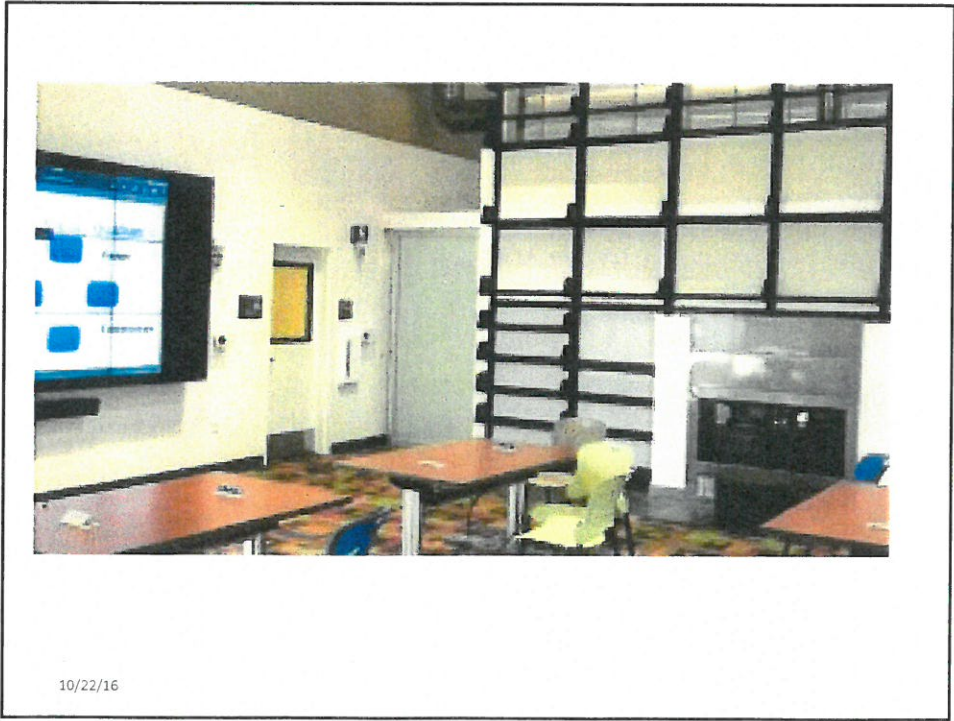
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Meeting/Community Room/Programming Space

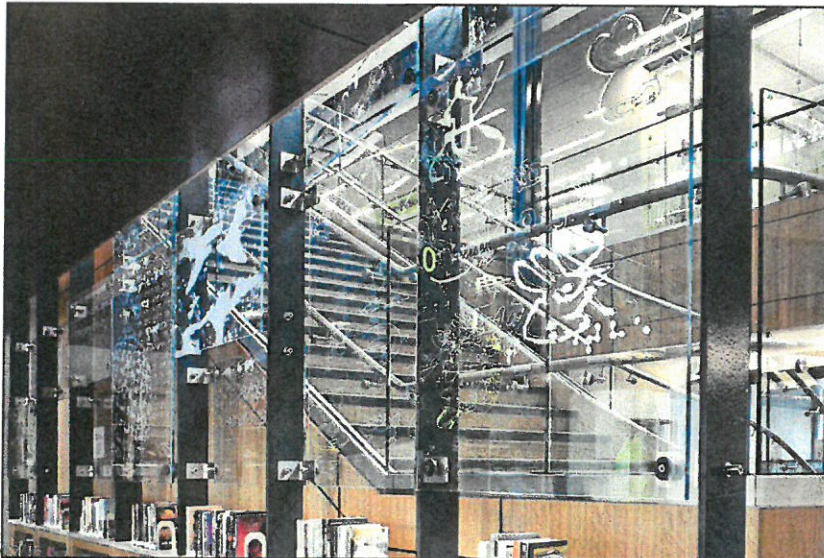




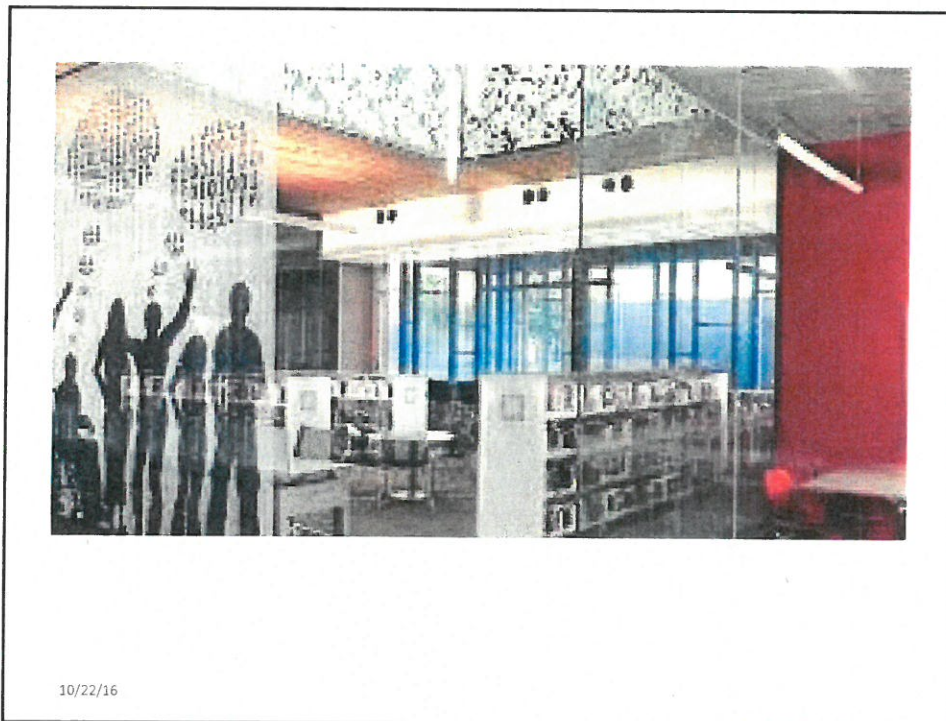


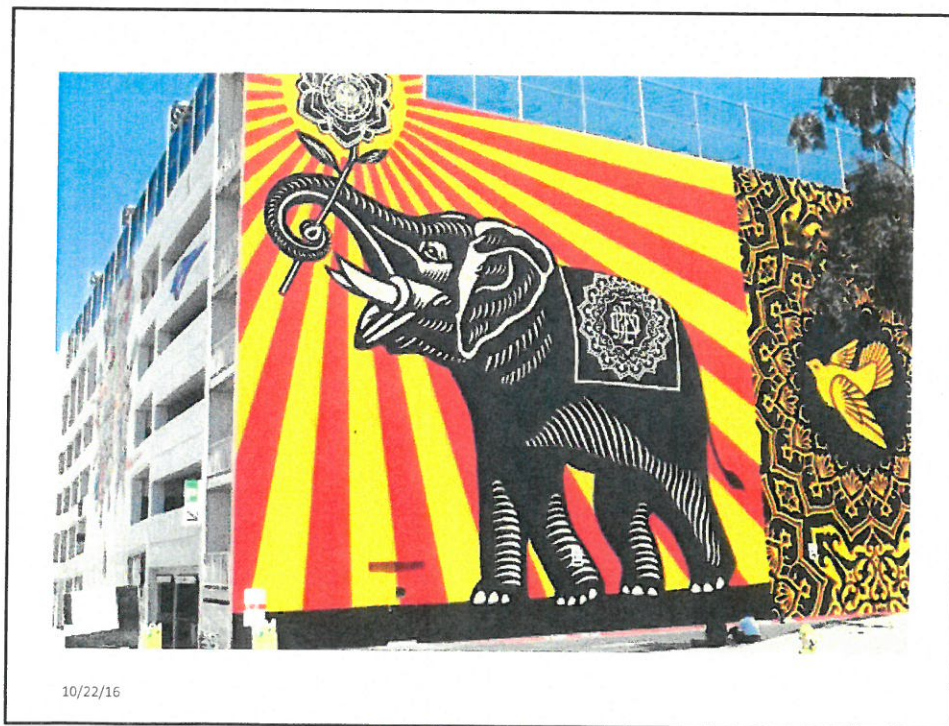
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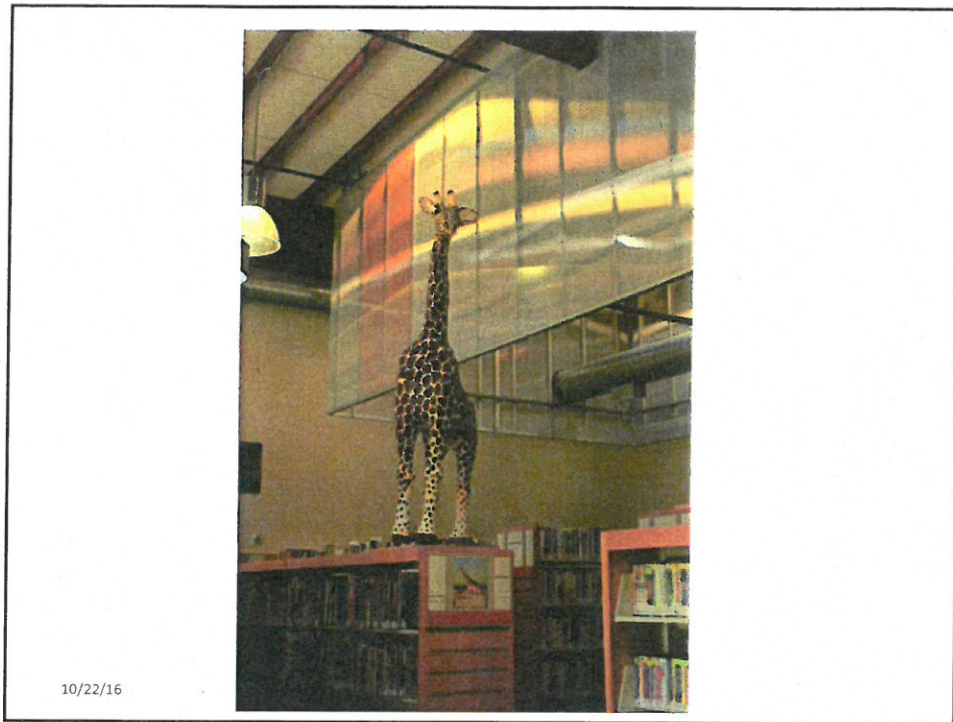
What Might Be Possible for Public Art?

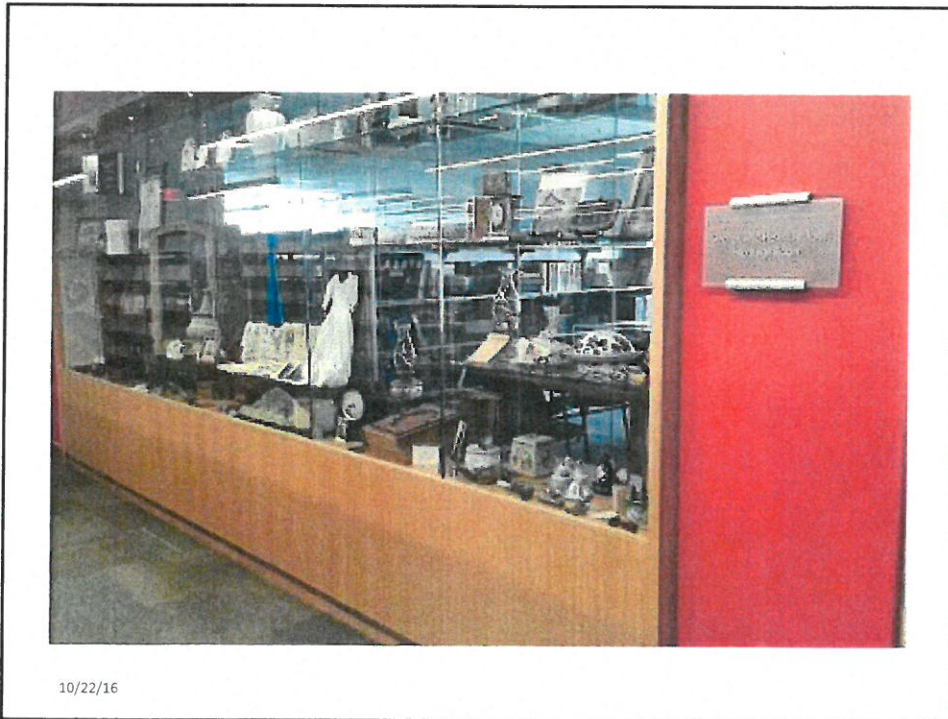


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A Weather Station?



10/22/16

General impressions/considerations

- Think about how we want to “brand” our library. “Fast, Friendly, Family Library” is one example.
- Noise was an issue raised at each of the branches. Need to consider how to attenuate the noise levels thru the design of the library.
- Use of varied materials: glass, wood and metal was preferred
- Libraries of today are learning places, where learning is accomplished through reading, viewing, listening and doing (e.g. maker spaces, media labs, sewing machines, instrument rental)
- Two story or one story? One story is more efficient, less costly to build and operate; and neighbors prefer one story.

10/22/16

Summary of concepts

- Multipurpose
- Flexible
- Outdoor spaces
- Natural light – open and airy spaces
- Glassed in spaces; movable walls
- Bright colors and diverse furniture designs and arrangements
- Public art!

10/22/16

Some Online Resources

- <https://americanlibrariesmagazine.org/2015/09/01/2015-library-design-showcase/>
– 2015 library design showcase
- <http://www.dezeen.com/2016/04/13/aia-american-institute-architects-seven-winners-library-design-awards-usa/>
– American Institute of Architects 2016 library design award winners
- <http://designinglibraries.org.uk>
– UK center for library design
- <https://www.google.com/search?q=award+winning+library+design&espv=2&biw=1409&bih=944&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwjMnpOz1LfPAhUT5GMKHZ8DDqkQsAQIlw&dpr=1>
– Dozens of images (mostly) of award-winning libraries

10/22/16

Library Advisory Commission Meeting Calendar for 2017

Every third Monday of the month (except January and February due to holiday closure)

January 9

February 13

March 20

April 17

May 15

June 19

July 17

August 21

September 18

October 16

November 20

December 18

Locations to be determined