



Library Advisory Commission (LAC)

Monday, December 12, 2016
Aptos Branch Meeting Room
7695 Soquel Drive, Aptos, CA 95003

6:30 PM Public Meeting

- 1. Roll Call**
- 2. Approve Agenda of December 12, 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. Library Director's Report (P. 3-4)**
- 5. Member Reports**
- 6. Consent Agenda**
 - A. Approve minutes of November 14, 2016 (P. 5-6)
- 7. General Business**
 - A. Strategic Plan – Janis O'Driscoll
 - B. Library Reorganization (P. 7)
 - C. Downtown Library Proposal (P. 8-26)
 - D. Other Facilities Projects Updates
 - E. Naming Rights Policy (P. 27-28)
 - F. Board Meeting Calendar for 2017 (P. 29)

8. Adjournment

The Library Advisory Commission will adjourn to its next regular meeting on Monday, January 23, 2016 at 6:30 PM at the Scotts Valley Branch Library located at 251 Kings Village Road, Scotts Valley, CA 95066.

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 Director's Report – December

Strategic Planning

The Strategic Planning processes continue. Over 400 individuals participated in the community input and community conversation processes. Results are being tabulated. The public has consistently requested more hours. The Library Advisory Committee has endorsed the following Mission and Vision statements:

Mission - Connect, Inspire, Inform

Vision - Transform lives & strengthen communities

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

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. Preliminary discussion have centered the history related to organizational changes that occurred during the last recessionary period.

Friends of the Library

The Friends of the Library approved the movement of their office in the front of the Downtown Branch the administrative office suite in December.

Digital Access

Santa Cruz Public Libraries have just won a grant from the Pacific Library Partnership to provide add super Wifi. Grants are highly competitive and focused on innovative ideas for improving communities through accessible technology. Special recognition goes to Lynne Sansevero and the Library Information Technology Staff for their hard work.

Downtown Branch

The downtown staff met as group with the Library Director on November 17th to discuss homelessness and the increasing number of security issues at the branch. A two prong strategy is being developed. Library staff are meeting with homeless patrons and regional advocates to better understand the Library's role in addressing community needs. A small group of staff are rewriting the Library's code of conduct to add a level of specificity to address particular concerns. The Library is working more closely with the City of Santa Cruz on enforcement issues. The branch manager has been selected to serve on a City committee dealing with downtown safety issues.



Library Advisory Commission
(LAC)

Regular Meeting Minutes

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

6:33 PM Public Meeting

1. Roll Call

Present: Vice-Chair Deb Tracy-Proulx, Commissioner Martha Dexter, Commissioner Barbara Gorson, Commissioner Nancy Gerdt

Absent: Chair Sean Campbell, Commissioner Ellen Campos, Commissioner Cindy Jackson

Staff: Library Director Susan Nemitz

2. Approve Agenda of November 14, 2016

Commissioner Dexter moved, seconded by Commissioner Gorson

That the Board approve the Agenda of November 14, 2016

UNANIMOUS

Absent: Campbell, Campos, & Jackson

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.

A member of the public, J Brocklebank, commented on the food and drink policy of the library.
A member of the public, M Lewis, commented on the food and drink policy of the library.

4. Consent Agenda

A. Approve minutes of October 17, 2016 (P. 3-5)

Commissioner Gorson moved, seconded by Commissioner Dexter

That the Board approve consent item A. Approve minutes of October 17, 2016

UNANIMOUS

Absent: Campbell, Campos, & Jackson

5. Member Reports

Commissioner Gorson: Quick update on Capitola. City Council approved an architect, Noll and Tamm.

6. Library Director Report (P. 6-8)

Will be providing written reports from now on. Overview of Library Accounting, Sales Tax, Fund Balance, Strategic Balance, Reorganization, Labor Management Committee, and Friends of the Library.

7. General Business

A. 21st Century Library Tour Presentation – Barbara Gorson (P. 9-39)

Approximately a 40 minute long power point presentation about the different libraries that were toured and general research of different designs for libraries.

A member of the public, J Brocklebank, commented on the future designs of SCPL's libraries.

A member of the public, M Lewis, commented on the noise level of SCPL's current libraries.

B. Strategic Planning Update

All the data from Staff Input, Community Meetings, Surveys, and the One on One Conversations are being collected and prepared to be reviewed by those who volunteered to read them.

8. Board Meeting Calendar (P. 40)

Board Meeting Calendar for 2017 will be finalized next meeting when there are more Commissioners present.

9. Next Meeting

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

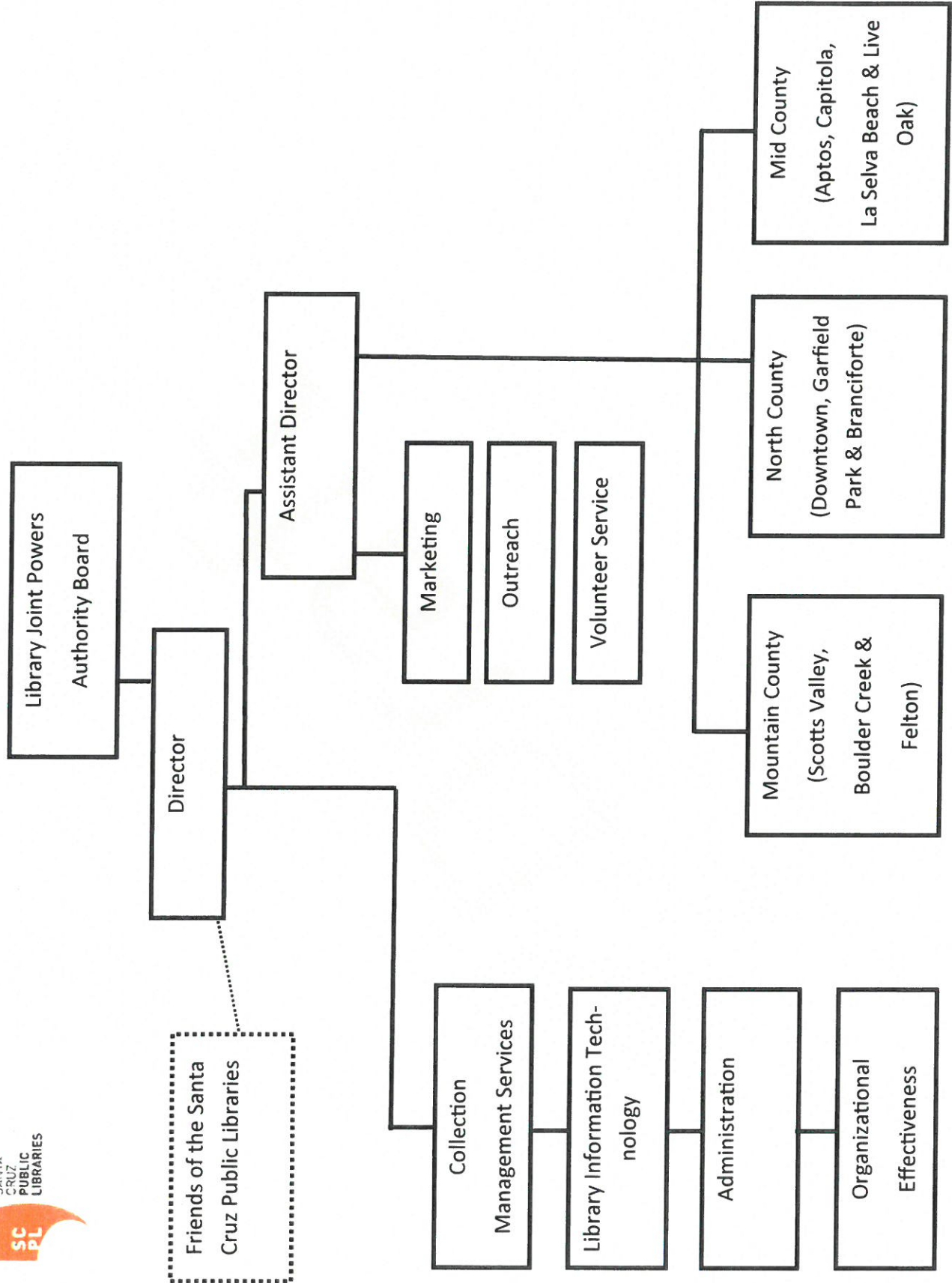
10. Adjourn

The regular meeting adjourned at 8:05PM

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.

Respectfully submitted,
Ivan Sumano-Vargas, Clerk of the Commission

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CITY COUNCIL AGENDA REPORT

DATE: November 22, 2016

AGENDA OF: December 6, 2016

DEPARTMENT: Library, Public Works

SUBJECT: Downtown Library and Parking Garage Feasibility Study (PW)

RECOMMENDATION: Consider the Feasibility Study results for a new Downtown Library and Parking Garage Project at City Lot #4 (parking lot bounded by Cedar, Cathcart, and Lincoln Streets) and direct staff to:

1. Form a Downtown Library Advisory Committee to advise the City Council, Library Board, and Library Director on the design of a new Downtown Library;
 2. Form a Farmers Market Working Group to develop recommendations regarding the development of a new permanent site for the Downtown Farmer's Market;
 3. Form a Downtown Commission Subcommittee to recommend a supporting parking rate structure to fund the project; and
 4. Direct staff to bring back required actions including a workplan, outreach plan, and funding plan for the project.
-

BACKGROUND: A convergence of circumstances and opportunities has developed recently making it possible for the City to move forward to address several significant needs in Downtown: (1) construction of a new state-of-the-art Downtown library branch; (2) construction of a new much needed parking facility; and (3) the development of a permanent Farmer's Market site.

Downtown Library Branch

In 2013, the Santa Cruz Public Libraries created a Facilities Master Plan to evaluate current library structures and make recommendations for change. The Master Plan identifies the Santa Cruz Downtown Library as a critical resource for the entire region housing a number of special collections (genealogy, history and music), holding the largest print collection and maintaining the strongest patron use in the public library system. The Santa Cruz Public Library Master Plan did not recommend expanding the downtown library beyond a footprint of 44,000 square feet, but it did recommend extensive renovation or preferably complete replacement of the downtown building due to deferred maintenance, failing infrastructure, and a lack of accessibility. In June 2016, voters approved Measure S, a \$67 million library bond measure, of which approximately \$25 million is available to renovate City of Santa Cruz branches.

Replacement of the Downtown Library building provides the opportunity to:

- Develop 21st century learning environments with appropriate technology.
- Create an energy-efficient, environmentally friendly facility.
- Improve staff productivity through work-flow enhancements.
- Participate in a multi-use facility with agencies to organizations that enhance the library user's experience (coffee shops, business support activities, parking).
- Improve the connection with Pacific Avenue and local businesses serving as an anchor institution to bring residents Downtown.

Replacing the Library on another site would avoid the cost and inconvenience of creating a temporary facility while the new Library is being built. Building a new Library on a shared-use site avoids the high cost of land and the difficulty in finding another sufficiently sized parcel. In the Downtown a parcel of this size, if it was available, could exceed \$8 million in acquisition costs. It is also important to point out that there is urgency in moving forward timely with the library projects because the longer it takes to construct, the more expensive it will be, and therefore less can be accomplished with the limited Measure S bond funds.

Parking Garage

The construction of an additional parking structure has been anticipated for some time as Downtown recovery and development has progressed. Parking Lot #4, along Cedar Street between Cathcart and Lincoln Street, has been a focus for siting a new parking structure since 2002 when the Front and Cedar Street Assessment analyzed the possibility of consolidating several parking lots along Cedar Street and facilitating mixed use projects on the vacated lots.

In 2004 the Cedar/Church – Cedar/Cathcart Feasibility was completed. The feasibility study analyzed the cost of building the next downtown parking structure at two locations: the current Cedar/Church garage (Lot 3) and the Cedar/Cathcart surface lot. After discussing the two sites' comparative costs and the current parking need in the southern portion of Downtown, staff recommended to the Downtown Commission that Cedar/Cathcart be the preferred site.

A work program for the new structure was developed by a subcommittee of the Downtown Commission, and was approved by City Council on April 26, 2005. The Downtown Commission (DTC) considered recommendations and staff input on the options of funding a new parking structure on multiple occasions and at a joint study session with City Council on May 6, 2008. At the May 6 study session, staff was given direction to begin the design/development process for the new structure, and Staff subsequently developed the Request for Qualifications (RFQ). Ultimately, due to the impending City budget deficit, severe economic downturn, and staff furloughs, City Council deferred action of this item.

A combination of factors has now made the need for a parking facility more urgent. : The economy is recovering and with it additional commercial and affordable housing development is anticipated. New housing will require more parking in the Downtown. In addition, existing surface lot parking spaces (90 spaces) at the Calvary Church parking lot (Lot 5) are expected to be lost to a senior housing development planned to occur within 2 to 3 years. Currently, all three City

Garages have waitlists and are consistently at capacity every weekday between 12 pm and 4 pm. The combined waitlist totals represent requests by 501 persons or businesses, many for multiple permits, for drivers that live or work in the downtown (District). Additionally, the loss of Lot 5 will require finding a new home for 120 existing permit holders. The Downtown Parking District is modeled to reach a shortfall of 700 spaces at full General Plan build-out (prior to Downtown Recovery Plan amendments).

Downtown Farmers' Market and Santa Cruz Antique Faire

Santa Cruz Community Farmers' Markets came together in the fall of 1990 after the 1989 Loma Prieta earthquake. The Downtown Farmers' Market was initially established as a redevelopment tool, to bring people Downtown after the earthquake to enjoy locally grown organic produce. In 1995, the Santa Cruz Farmers' Market reorganized and became a non-profit under the name Santa Cruz Community Farmers' Market (SCCFM) which operates a number of farmer's market in the County. It is now the largest and oldest farmers' market in the City, celebrating 26 years, and has become an integral part of Downtown's vibrancy, and an important outlet for local farmers to sell their produce.

The Downtown Farmers' Market initially existed at several locations in the Downtown. Beginning in around 1996, the market began to operate in Lot 4 and then expanded to a larger footprint in 2000. Because development on Lot 4 has always been a possibility, the market has wanted to establish a more permanent location and infrastructure in the Downtown. The development of the Library/Parking Garage project provides an opportunity to accomplish this goal, in concert with the City and other stakeholders.

The Santa Cruz Antique Faire would also have to be accommodated. The Faire has operated since 1993 and takes place on Lincoln Street between Pacific and Cedar, but also partially uses Lot 4. The Faire operates on the second Sunday of every month from 8 am - 6 pm. Vendors offer an eclectic blend of antiques and unique items, vintage clothing, collectibles and other items.

DISCUSSION: Library and Public Works (PW) staff met in September to discuss the feasibility of siting a new Library Main Branch at the current site of Parking Lot 4, on Cedar Street between Lincoln and Cathcart Streets. The result was to procure a concept level feasibility study. The study was needed to verify that this site can support the subject shared-use, prior to developing a concept to bring to City Council for consideration and seek direction toward the next steps.

The Downtown Library and Parking Structure Feasibility Study was performed under the basic assumption of gaining a 44,000 square-foot first floor area, as recommended by the Library Master Plan, with enough area remaining to access parking above. Maintaining this ground floor area requires that speed ramps are utilized to access the upper level parking. The speed ramps allow dual access, from both Cathcart and Lincoln streets, with a minimum loss of ground floor Library area. The Feasibility Study verifies that the site could work for a Library/Parking shared use project. The concept plan identifies 34,000 SF of "high-ceilinged" Library and 8,000 SF of

standard to high (area under parking above) Library, all on the ground floor, in conjunction with a 640 space parking garage above.

The concept structure would reach 70 feet in height which is equivalent to the heights allowed along Pacific Avenue, and the height of the neighboring University Town Center Building. In order to continue the same height for this proposed project area an amendment to the Downtown Recovery Plan (DRP) will be required.

While the parking garage could incorporate up to 632 parking spaces, the net new number of parking spaces created by the project is 375. This calculation factors in the 135 public and 8 private surface lot parking spaces already existing on Lot 4, as well the likely loss of 90 spaces on Lot 5 (Calvary Church) that the City has leased for many years. In addition, 24 spaces will be lost from the sale of Lot 23 (Front and Laurel), site of future housing development.

A combined Library/Parking Facility has significant advantages including:

1. Overall project is less expensive than pursuing both projects independently. The Library Bond Measure did not allocate sufficient funding for either a remodeling project or new project, anticipating the need for gap funding. By combining these two projects, the funding gap is significantly reduced.
2. There are savings by not needing separate parking for the library. Typically a new construction project of this size would require additional parking in the range of 100 spaces.
3. The site has ideal dimensions for a very efficient parking garage thus making it more cost effective to construct.
4. Given that the City owns these parcels, it makes the project less expensive and much less complicated as there is no site acquisition and assembly that is required. It also makes for a reduced project timeline, thus more efficiently meeting the voter mandate to upgrade library facilities within the allocated bond funds.
5. The project frees up existing Downtown Library site for other uses.
6. It is an ideal location for both library and parking. There are no other parcels in the Downtown that can accomplish this. Having convenient parking will be a benefit to the library and its regional users.
7. Mixed use structure makes for a better Downtown. A mixed-use project makes for a higher and better use of land and meets the City's Smart Growth and Climate Action principles. Surface parking lots are an inefficient use of land.
8. Library makes a great and attractive ground floor use. A single level library with significant street frontage provides for much improved library operations as well as the opportunity for the library to provide emerging 21st century library services.

Given the significant advantages of such a mixed-use development project in our Downtown, and recognizing the need to address the needs of the Downtown Farmers' Market and Antique Faire, it is recommended that the City Council direct the City Manager to:

1. Work with the Library Director, Library Commission, and Library Board to establish a Downtown Library Advisory Committee to help with the design of a new library.

SUBJECT: Downtown Library and Parking Garage Project
DATE: December 6, 2016
PAGE: 2

2. Work with the Downtown Farmers' Market to form a Working Group charged with the identifying a new permanent location for the farmers' market. The group would also work with the Antique Faire to accommodate their needs.
3. Request that the Downtown Commission establish a Committee that would develop and recommend a supporting parking rate structure.
4. Bring back to City Council required actions including a workplan, outreach plan, and funding scenarios to move the project forward.

FISCAL IMPACT: The rough order of magnitude (ROM) projections of probable cost for the basic shell and parking structure is \$33-37 million, the Library build-out is \$23-27 million, and the potential 2nd and 3rd floor tenet spaces is \$3-4 million. These estimates include both hard (construction, furnishings, equipment, etc.) and soft costs (design, project management, permits, etc.), are budget estimates and contain a contingency of 10% and an additional 12% for price escalation.

Prepared by: Scott Ruble, Principal Management Analyst

Submitted by:

Approved by:

Mark R. Dettle
Director of Public Works

Martin Bernal
City Manager

Attachments:



City of Santa Cruz Downtown Library and Parking Garage Feasibility Study

City Council Study Session
12.06.2016

GROUP A

1



AGENDA

1. Project Site & Background
 2. Library Feasibility
 3. Parking Garage Feasibility
 4. Urban Design Opportunities
 5. Preliminary Cost Model
- Direction / Next Steps

2



1. PROJECT BACKGROUND

Project Site

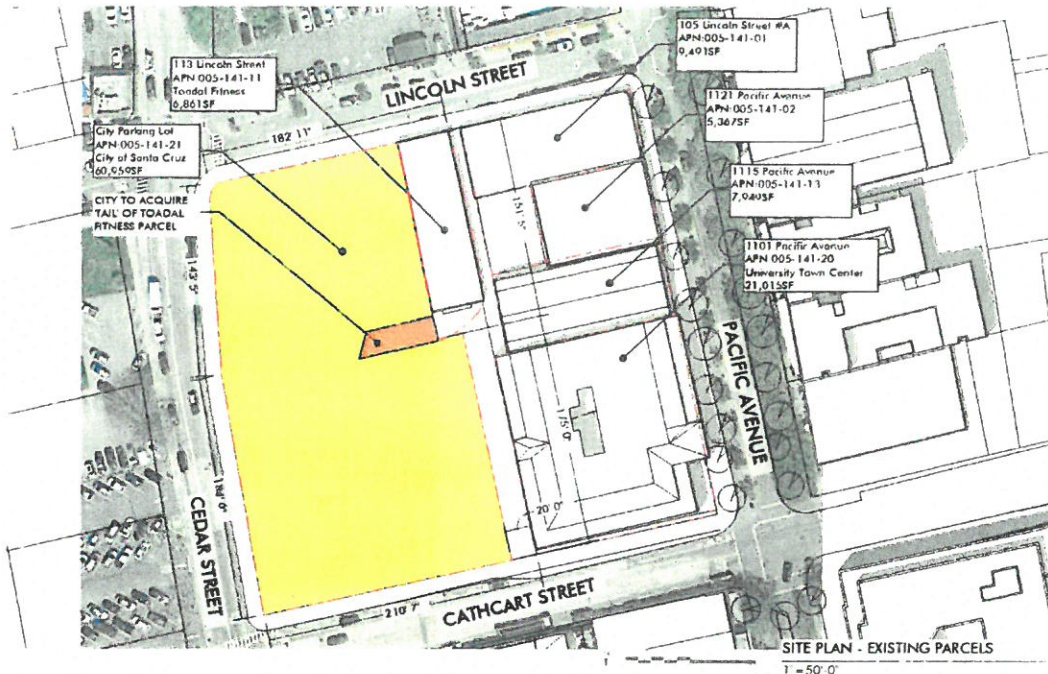
2002 Front/Cedar Study

3



Proposed Site

SANTA CRUZ LIBRARY AND PARKING



Proposed Site

5 SANTA CRUZ LIBRARY AND PARKING

City of Santa Cruz Front & Cedar Street Assessment



Base Map
SITE 2

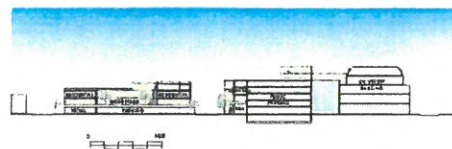
January 17, 2002

16

City of Santa Cruz Front & Cedar Street Assessment



SKETCH - Looking East down Lincoln



SECTION - East-West

SITE 2

2002 Study

6 SANTA CRUZ LIBRARY AND PARKING



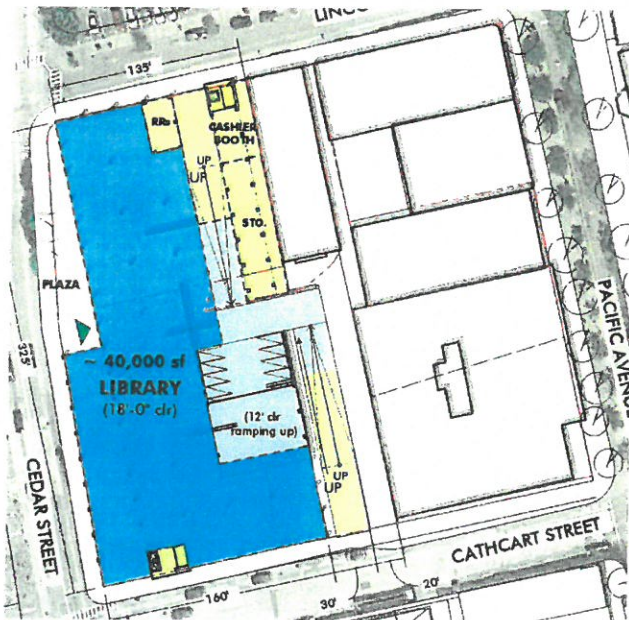
2. LIBRARY FEASIBILITY

Floor Plates

Bubble Diagrams

Mixed-Use Precedent Projects

7



Library First Floor Plan
 + 32,000GSF at 18'-0" Clear Height
 + 8,000GSF under ramp sloping up from 12'-0" Clear Height

Santa Cruz Downtown Library

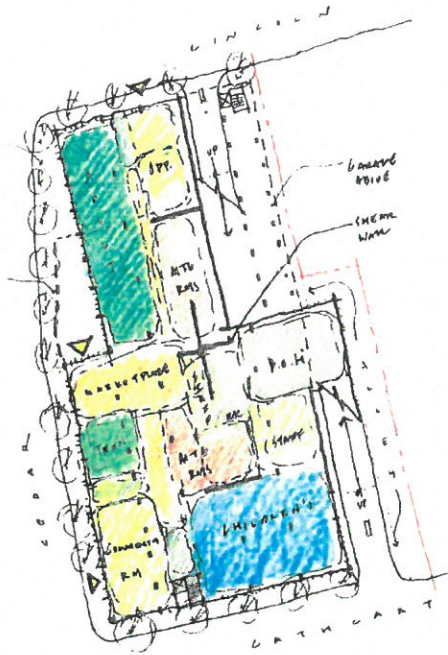
- Storefront windows on 3 sides connect library to downtown
- Tall ceilings create spacious interiors and bring in ample natural light
- Wide column spacing create flexible interiors
- Single story easy for public to use and staff to operate.
- Single story is more efficient use of space
- Service access via alley

▪ Opportunity for a great new downtown library!

Library Opportunity

8

SANTA CRUZ LIBRARY AND PARKING



SC DT Library Initial Bubble Diagram Notes

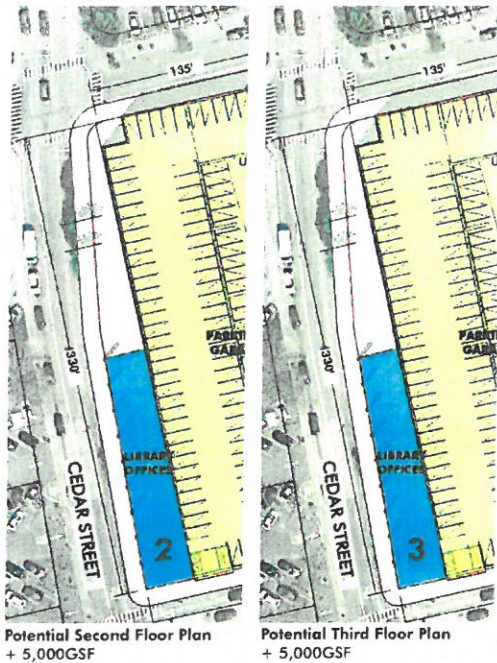
- Potential for 1-story up to a 3-story facility with upper level meeting rooms and offices if desired
- Potential independent after-hours access to community rooms, opportunity spaces
- Public spaces along Lincoln, Cedar, + Cathcart street frontages
- Back-of-house and staff space under parking ramp

Bubble Diagram

9 SANTA CRUZ LIBRARY AND PARKING



1.0 SANTA CRUZ LIBRARY AND PARKING

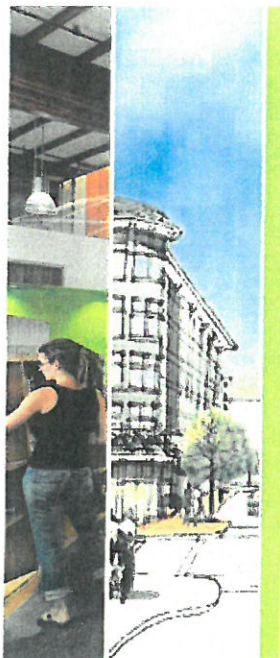


Upper Floor Tenant Spaces

- ~5,000 sf /floor
- Could use one set of parking elevator and stair
- Possibly suitable for Library HQ or other tenant spaces

Upper Floor Tenant

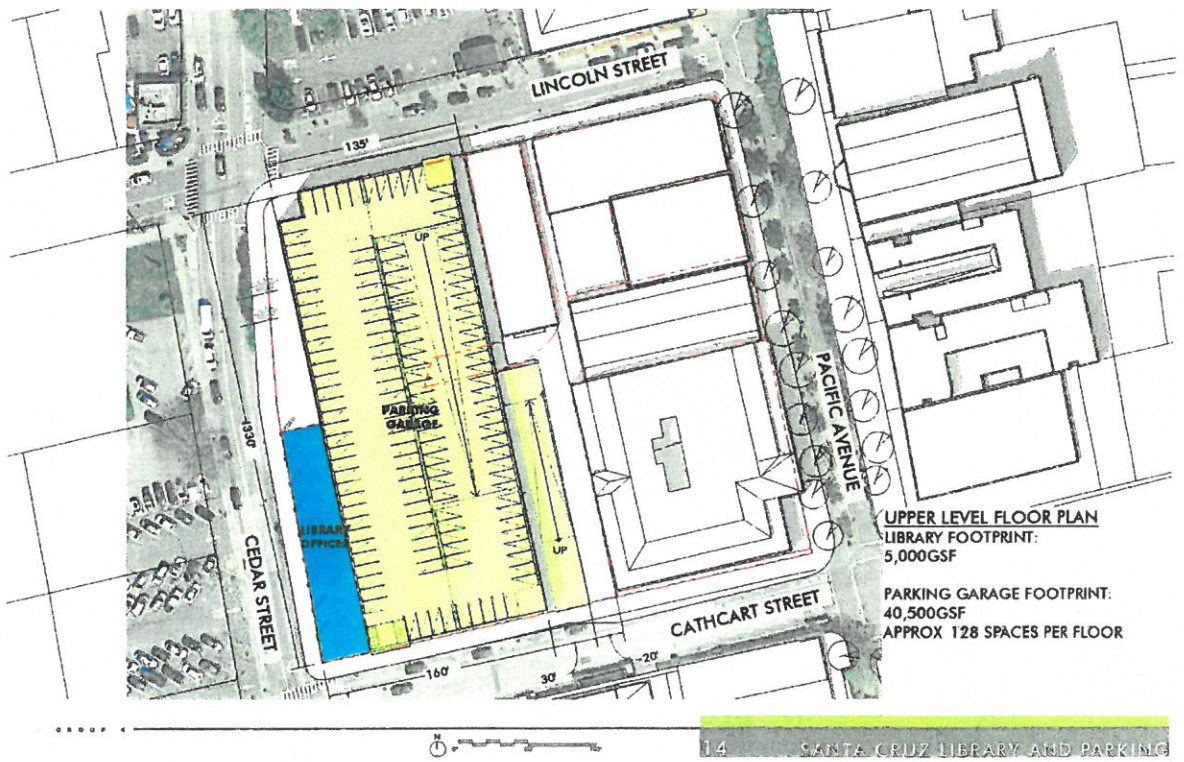
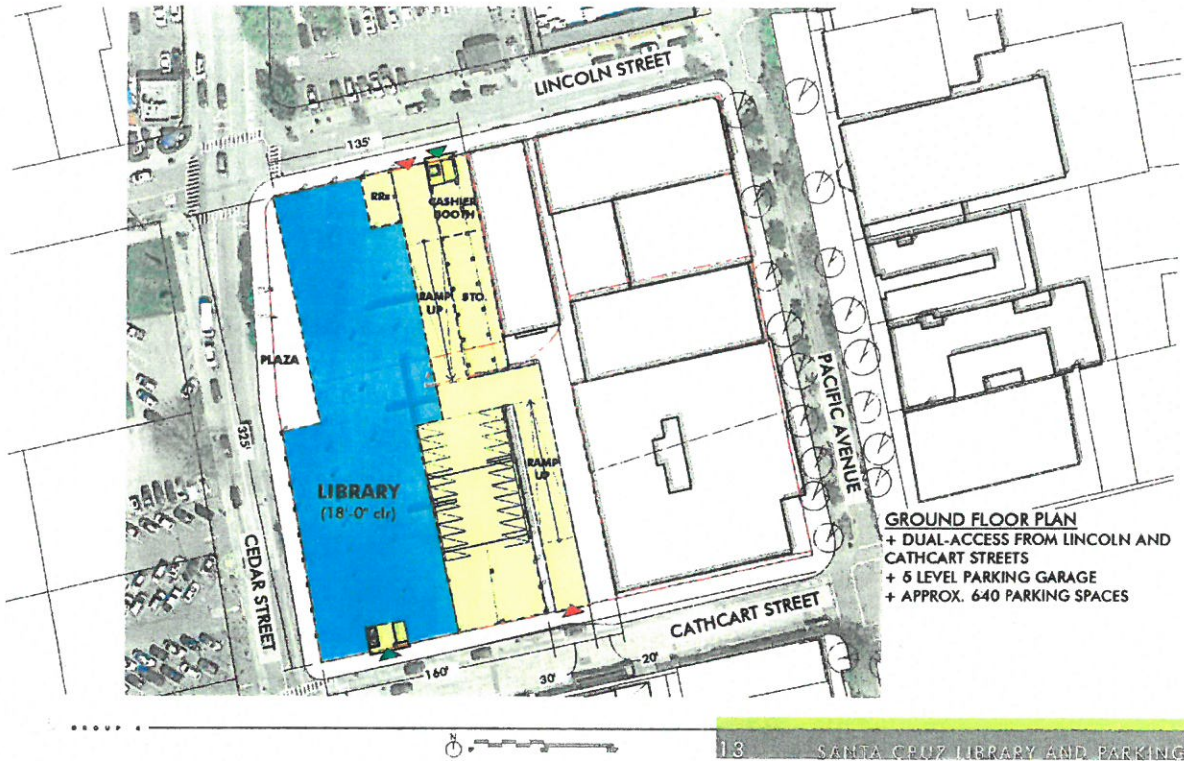
11 SANTA CRUZ LIBRARY AND PARKING

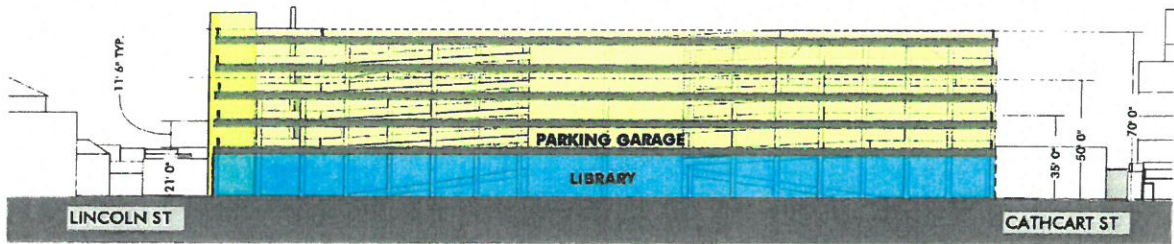
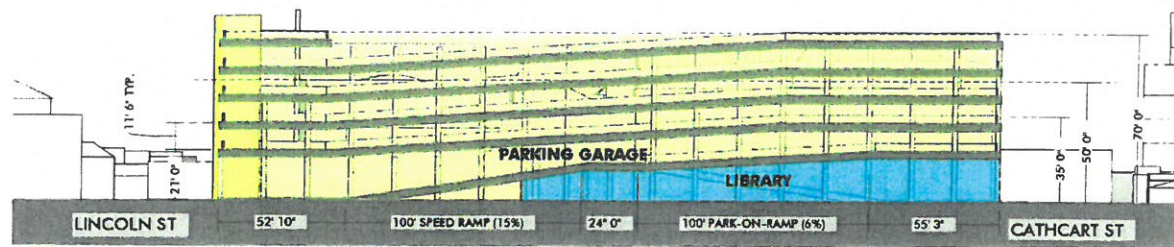


3. PARKING GARAGE

Parking Garage Plans

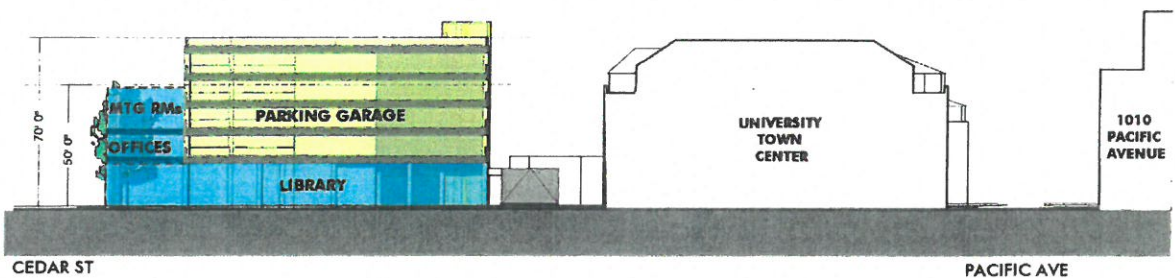
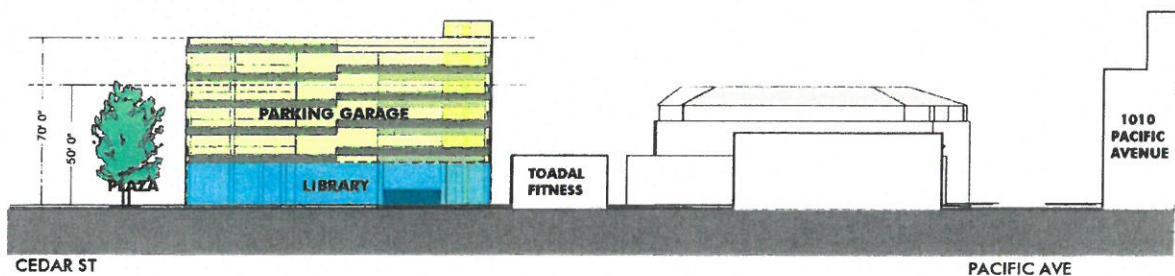
Parking Garage Sections





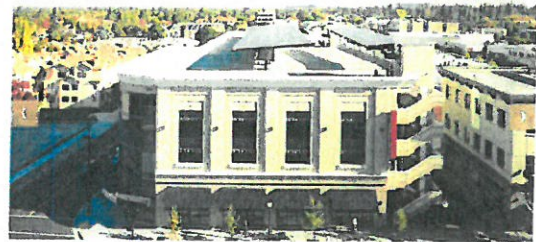
North-South Sections

15 SANTA CRUZ LIBRARY AND PARKING



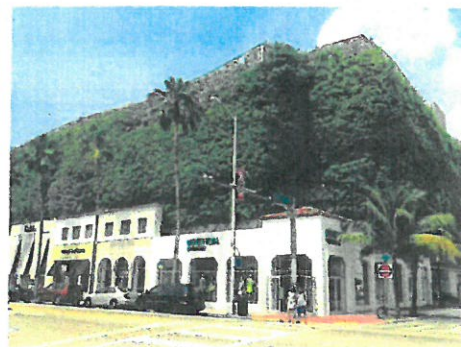
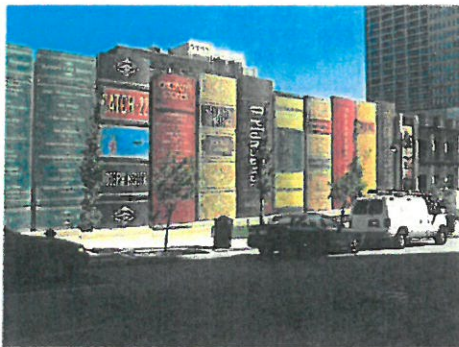
East-West Sections

16 SANTA CRUZ LIBRARY AND PARKING



Precedent Projects

17 SANTA CRUZ LIBRARY AND PARKING



Precedent Projects

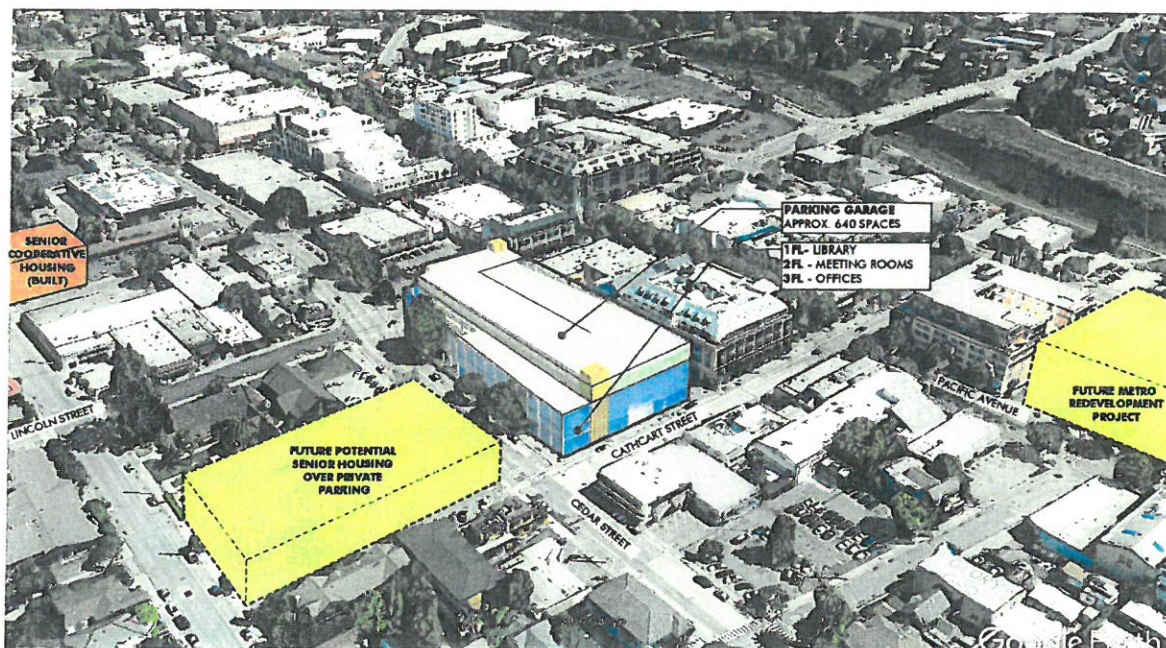
18 SANTA CRUZ LIBRARY AND PARKING



4. URBAN DESIGN

- Adjacent Future Developments
- Integration with Downtown Recovery Plan

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Proposed Developments

20

SANTA CRUZ LIBRARY AND PARKING



*Artist's Rendering for Visualization Purposes Only.

South on Cedar Street

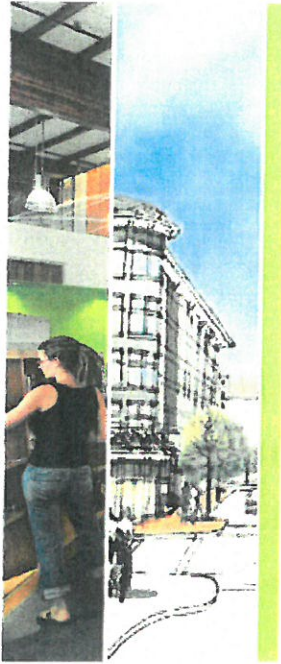
21 SANTA CRUZ LIBRARY AND PARKING



*Artist's Rendering for Visualization Purposes Only.

East on Cathcart Street

22 SANTA CRUZ LIBRARY AND PARKING



5. PRELIMINARY COST MODEL

- Budget Strategies
- Preliminary Cost Model

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BUDGET STRATEGIES

Invest in durable maintainable materials and systems

Invest in operating efficiency

Invest in long term flexibility

Invest in energy savings

PRELIMINARY COST MODELS

Hard Costs

- Construction costs: Building and site
- Shelving, Furniture, Technology,
- Sustainability & Civic Quality
- Public Art
- Excludes land, hazardous material abatement if needed.

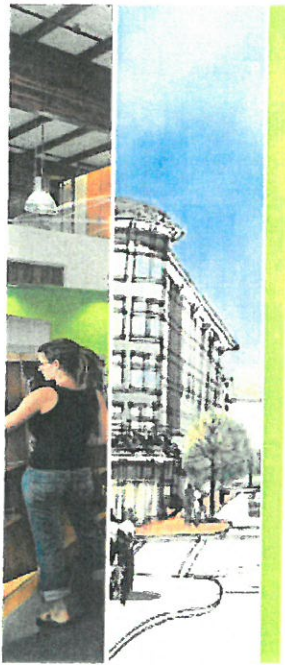
Soft costs

- Design, engineering
- Construction management
- Permits, inspections, testing, project management
- Moving costs
- Contingencies
- Escalation to 2018

LIBRARY	TENANT SPACE	GARAGE
\$23-27M	\$3-4M	\$33-37M

PROJECT ADVANTAGES

- Overall project is less expensive than both projects as standalone
- There are savings by not needing separate parking for library
- Site has ideal dimensions for a very efficient garage
- Frees up existing library site for other uses
- Ideal location for both library and parking
- Mixed use structure makes for a better downtown
- Library makes a great and attractive ground floor use



DIRECTION + NEXT STEPS



City of Santa Cruz Downtown Library and Parking Structure Feasibility Study

City Council Study Session
12.06.2016

GROUP 4

Library Naming Policy

LJPA Policy # _____

Adopted: xx/xx/2017

Revised: xx/xx/xxxx

Five-year Review Schedule: 2022

1. Purpose

This policy establishes the authority and process for philanthropic naming or re-naming of Santa Cruz Public Libraries buildings, interior and exterior spaces and features, major programs, and collections associated with specific branches. Philanthropic naming opportunities provide the Library with funds to meet and exceed strategic objectives.

2. History

The practice of Santa Cruz Public Libraries (the Library) has been to name each branch according to their geographic location in the county, in order to identify each branch with either the neighborhood where it is located or the neighborhood that it primarily serves. This practice has allowed library users to easily determine the general location of a library facility. Regional names are embedded in Library signage, marketing, and system-wide organizational practices; change to this would be complicated and expensive.

3. Naming Criteria

Santa Cruz Public Libraries interior and exterior spaces and features, major programs, and a collection associated with a specific branch may be named in honor of an individual, family, or entity. Naming or re-naming rights is the purview of the organizational jurisdiction and is granted by the Library Joint Powers Authority (LJPA).

Naming opportunity is provided only to those that exemplify the attributes of integrity, civic leadership, and deep commitment to the Library and community.

The Library Joint Powers Authority shall approve adding to the name of a specific Library building, interior or exterior space or feature, major program, or collection associated with a specific branch only where

- a) the proposed honoree reflects the spirit, values, and mission of the Library in support of free and equal access to information for all
- b) an individual has provided extraordinary service and support to the Library system
- c) an individual donor has made a significant monetary contribution to the Library
- d) an entity's financial sponsorship has allowed the Library to significantly advance the provision of programs, services, or collections
- e) a person deceased three years whose contributions, accomplishments, and alignment with Library mission and values have been evaluated and accepted by the LJPA

4. Naming Process

All naming proposals shall be presented to the LJPA for initial review prior to proposal discussion with a prospective donor. Naming rights will be granted for monetary donations only.

The Library Joint Powers Authority shall

- a) be responsible for the approval of any and all naming proposals
- b) define and approve a list of monetary values correlated to specific naming rights associated with the construction, expansion, or renovation of a library building, interior or exterior space, or feature
- c) reserve the right to reject any naming proposal or donation from any individual, family, or entity
- d) review each naming proposal to carefully consider the benefit of such naming. This due diligence shall include
 - i. review of any possible conflict of interest issues that may affect the Library
 - ii. evaluation of the impact on future giving by the donor and others
 - iii. any other factors that could reflect on the Library

Naming rights shall not extend beyond the normal life of a Library building, interior or exterior space or feature, major program, or collection associated with a specific branch. In the event that a named Library building, interior or exterior space or feature is significantly altered within (a) 75% of the expected lifespan, or (b) a timeframe agreed upon in the naming rights contract, the LJPA will carry the name forward in a similar capacity.

5. Naming Revocation

Any naming opportunity authorized by the LJPA can be revoked only by a vote of that body.

If an individual, family, or entity for whom a naming commitment has been made violates the standards defined in section three (3. Naming Criteria) of this policy, the LJPA may elect to remove the individual, family, or entity's name from the naming opportunity, building, interior or exterior space or feature, major program, or collection associated with a specific branch.

Before taking such action, the LJPA shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the LJPA may expect under any pre-existing agreement(s) related to naming opportunities or in regard to any other matter that may have legal bearing upon a proposed change in name.

Where unforeseen circumstances make it impossible for a donor to complete a monetary donation commitment after that commitment has been recognized by placing a name on a building, interior or exterior space or feature, major program, or collection associated with a specific branch, the LJPA shall make reasonable efforts to work with the donor to create a plan for completion of the commitment. However, in certain circumstances it may be necessary and in the best interests of the Library to remove the donor's name choice from the naming opportunity.

6. Definitions

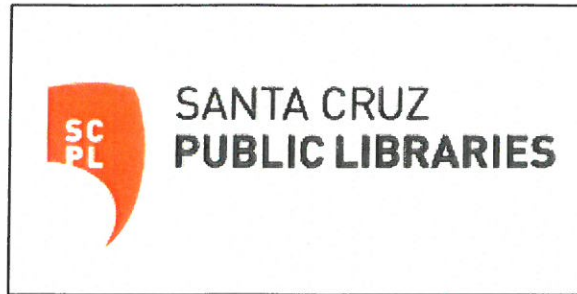
Donation: the making of a monetary gift, especially to a charity or public institution

Entity: a distinct group, organization, business, or corporation

Feature: a structure, form, prominent part, or characteristic

Monetary: of or relating to money

Naming: the titling of a Library interior or exterior space or feature, major program, or collection associated with a specific branch



2017 SANTA CRUZ PUBLIC LIBRARIES

LIBRARY ADVISORY COMMISSION MEETING CALENDAR

MEETING DATES

January 23

February 27

March 20

April 17

May 15

June 19

July 17

August 21

September 18

October 16

November 20

December 18

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