



**LIBRARY ADVISORY COMMISSION
REGULAR MEETING**

MONDAY, JUNE 19, 2017

6:30 PM

**APTOS BRANCH MEETING ROOM
7695 SOQUEL DRIVE, APTOS, CA 95003**

1. CALL TO ORDER/ROLL CALL

Commissioners Sean Campbell, Ellen Campos, Martha Dexter, Nancy Gerdt, Barbara Gorson, Cindy Jackson, and Deb Tracey-Proulx

2. ADOPTION OF THE AGENDA

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. REPORT BY LIBRARY DIRECTOR

A. Library Director's Report – June (P.3-4)

5. MEMBER REPORTS

6. CONSENT CALENDAR

All items listed in the "Consent Calendar" will be enacted by one motion in the form listed below. There will be no separate discussion on these items prior to the time the Board votes on the action unless members of the public or the Board request specific items to be discussed for separate review. Items pulled for separate discussion will be considered following General Business.

A. Receive Minutes of May 15, 2017

RECOMMENDED ACTION: Approve Minutes (P.5-6)

7. GENERAL BUSINESS

General Business items are intended to provide an opportunity for public discussion of each item listed. The following procedure is followed for each Business item: 1) Staff explanation; 2) Board questions; 3) Public comment; 4) Board deliberation; 5) Decision.

A. Local History at the Library Presentation – Deborah Lipoma & Ann Young (P.7-8)
RECOMMENDED ACTION: None

B. The Genealogical Society of Santa Cruz County Presentation – Dan Spelce, Susan Alland, & Janine Charlton
RECOMMENDED ACTION: None

8. ADJOURNMENT

Adjourned to a Regular Meeting of the Library Advisory Commission to be held on Monday, August 21, 2017 at 6:30 PM at the Downtown Branch Meeting Room located at 224 Church Street, Santa Cruz, CA 95060.

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.



June 2017

Library Director's Report

Library Operations

In 2016, SCPL conducted a series of one-on-one community conversations, focus groups, and surveys. Uniformly, the residents of Santa Cruz County need libraries to be open for longer hours in their communities. A pilot program approved by the Library Joint Powers Board provides resources to add 66 public service hours per week.

The new branch hours are as follows:

| Branch | Sun | Mon | Tue | Wed | Thu | Fri | Sat | Added Hours |
|----------------|------|------|------|------|------|------|------|-------------|
| Aptos | CL | 10-7 | 10-7 | 10-7 | 10-7 | 10-5 | 10-5 | 6 |
| Boulder Creek | CL | CL | 10-6 | 10-6 | 10-6 | 10-5 | 10-5 | 6 |
| Branciforte | CL | CL | 10-6 | 10-6 | 10-6 | 11-5 | 11-5 | 4 |
| Capitola | CL | CL | 10-7 | 10-7 | 10-7 | 10-5 | 10-5 | 5 |
| Downtown | 1-5 | 10-8 | 10-8 | 10-8 | 10-8 | 10-5 | 10-5 | 4 |
| Felton | 12-5 | CL | 11-6 | 11-6 | 11-6 | 12-5 | 12-5 | 9 |
| Garfield Park | CL | 10-5 | 1-7 | 10-7 | 1-7 | 1-5 | 10-2 | 9 |
| La Selva Beach | CL | CL | 10-7 | 10-7 | 10-6 | 12-5 | 12-5 | 9 |
| Live Oak | 1-5 | 10-7 | 10-7 | 10-7 | 10-7 | 1-5 | CL | 8 |
| Scotts Valley | CL | 10-7 | 10-7 | 10-7 | 10-7 | 10-5 | 10-5 | 6 |

With an additional 9 hours per week, Felton will act as the regional destination for Sunday Library service in the San Lorenzo Valley, while the Westside community enjoys Saturday service at Garfield Park. At the Downtown Santa Cruz Branch, evening hours have been restored to pre-2008 levels. The Santa Cruz Public Libraries invites the entire community to their local branch library on Friday June 2nd to celebrate the first day of expanded services.

Summer Reading Starts June 1st! Little ones through kids age 17 may register to read or listen and earn Book Bucks to spend at participating businesses. Adults 18 and older may play LIBRARY BINGO for a chance to win great raffle prizes.

The Downtown Branch recently implemented a computer queueing program which extends patrons' computer time if there is no one waiting. One happy patron wrote, "I want to thank you for making using/reserving use of the public computers at the Central Library. It had some initial glitches with people being very confused. There are still some bugs but it is much better than before."

SCPL is pleased to announce the award of a Health Care Worker Grant as part of the California Mental Health Initiative. This is the same Initiative that has allowed SCPL to provide hundreds of hours of Mental Health First Aid training to staff and volunteers. The grant provides seed money and the opportunity to explore what a Health Care Liaison might be able to accomplish in the library setting. The role of the Library Liaison will be two-fold: to provide direct, trauma informed mental health care interventions, referrals and training for staff and the public; and to work to strengthen existing partnerships with local health and social service agencies. The Liaison will be a system-wide resource, providing training to staff, offering a public education session, and holding office hours at the Downtown branch, and at least two other branches affected by homelessness and mental health issues. SCPL is one of 13 libraries in the state who have been chosen to participate in this opportunity. Funding will be administered through the Southern California Library Cooperative.

Friends of the Libraries

Recent gifts from the Friends of the Libraries include:

- \$1,000 for public programming at Boulder Creek and La Selva Beach
- \$5,000 for an external book drop at Aptos

Library Advisory Commission (LAC)

The Library Advisory Commission met recently to discuss the relationship between the Library, administrative Friends group and the branch Friends groups. A work plan from the administrative Friends group was presented. The development of an MOU between the administrative Friends and Library is underway.

Library Building Projects

County staff and architect, Teall Messer continue to work on the permitting processes for the new Felton branch library. The architect's contract was expanded to do provide interior design services and work with the Friends on fundraising. The Felton community held an amazing celebration on the future home of the Library on May 20. Capitola is developing construction documents. Selection of fixtures is underway.

The City of Santa Cruz Downtown Library Advisory Committee will begin to meet in early June.



**LIBRARY ADVISORY COMMISSION
REGULAR MEETING MINUTES**

MONDAY, MAY 15, 2017

6:30 PM

**DOWNTOWN BRANCH MEETING ROOM
224 CHURCH STREET, SANTA CRUZ, CA 95060**

1. CALL TO ORDER/ROLL CALL

PRESENT: Commissioners Sean Campbell, Martha Dexter (Chair), Nancy Gerdt, Barbara Gorson, and Cindy Jackson

ABSENT: Deb Tracey-Proulx (Vice Chair), and Ellen Campos

STAFF: Library Director Susan Nemitz

2. ADOPTION OF THE AGENDA

| | |
|------------------|--|
| RESULT: | APPROVED THE AGENDA OF MAY 15, 2017 |
| MOVER: | Barbara Gorson |
| SECONDER: | Sean Campbell |
| AYES: | Dexter, Gerdt, and Jackson |
| ABSENT: | Deb Tracey-Proulx and Ellen Campos |

3. ORAL COMMUNICATIONS

A member of the public, Judi, commented on the future location of the Downtown Branch.

4. REPORT BY LIBRARY DIRECTOR

A. Library Director's Report – May

A member of the public, Judi, commented on the Library Building Projects.

5. MEMBER REPORTS

Nancy Gerdt: There was a public meeting put on by the county held at the Ben Lomond Senior Center on Tuesday May 9th. Felton Library Friends will be hosting an event on Saturday May 20th.

Barbara Gorson: Capitola is on track with their timeline. Ground breaking will be happening sometime next spring or summer. A Friends committee has been created to plan fundraising for the new building. A contractor has been hired as a campaign consultant to provide advice.

Martha Dexter: Library staff were provided with Mental Health First Aid training.

6. CONSENT CALENDAR

A. Receive Minutes of April 17, 2017

RECOMMENDED ACTION: Approve Minutes

| | |
|------------------|------------------------------------|
| RESULT: | APPROVED CONSENT ITEM 6.A |
| MOVER: | Cindy Jackson |
| SECONDER: | Nancy Gerdt |
| AYES: | Campbell, Dexter, Gorson |
| ABSENT: | Deb Tracey-Proulx and Ellen Campos |

7. GENERAL BUSINESS

A. Friends of the Santa Cruz Public Libraries Presentation

RECOMMENDED ACTION: None

Aaron Brandt, President of the FSCPL Board of Directors, and Vivian Rogers, Executive Director of the FSCPL, gave a presentation on their work plan for 2017-2018.

8. ADJOURNMENT

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|------------------|--|
| RESULT: | CANCELED LAC MEETING ON JULY 17, 2017 |
| MOVER: | Barbara Gorson |
| SECONDER: | Sean Campbell |
| AYES: | Dexter, Gerdt, Jackson |
| ABSENT: | Deb Tracey-Proulx and Ellen Campos |

Final Adjournment of the Library Advisory Commission (LAC) at 7:45 PM to the next Regular Meeting to be held on Monday, June 19, 2017 at 6:30 PM at the Aptos Branch Meeting Room located at 7695 Soquel Drive, Aptos, CA 95003.

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

LOCAL HISTORY AT SANTA CRUZ PUBLIC LIBRARIES

In 2012 a preservation needs assessment was completed by Barclay Ogden with a grant from the State Library's Preservation Program. His report was presented to the Library Joint Powers Board and its recommendations were included in the long-range facilities plan. Below is a summary of a document written at his request to accompany the report.

Preservation of important and unique local material helps fulfill the library's goal to "connect, inspire and inform." Preservation *connects* the local community with its unique identity; it encourages and *inspires* historians by providing access to valuable source material; and it *informs* local residents and inquirers around the world. Efforts to preserve and make available local content are very much part of the current strategic plan's objective to "provide local content that is unavailable elsewhere..."

Libraries are in an excellent position to provide local content not obtainable elsewhere. Local public libraries in particular have unique materials that *no one else* is collecting and preserving; this implies a broader responsibility to the community at large

Carson Block, the consultant for the library's long range IT plan, said, "The strength and success of libraries is in being hyper local. Libraries have been net borrowers from the web, but now they have a chance to give back by contributing their own unique, local content." By being the steward of these local resources, SCPL provides context and conversation, preserves community memory, and deepens the sense of place and identity among the residents of Santa Cruz County. These goals align with the current vision statement to "transform lives and strengthen communities."

Even as more material is made available in digital form, it is important to retain the original hard copies, as these originals provide the *context* for the information. Also, as Barclay Ogden said in his site visit, use of original materials *increases* after they are digitized.

In 1986 the library board approved in concept the establishment of a local history collection in the Santa Cruz library system. The proposal acknowledges that "the development, maintenance, and presentation of collections of local history materials [is] a basic standard of public library service in Santa Cruz County;" and it states that "we need to ensure that the important documents of our past are preserved and made accessible for study and for the future."

Libraries have always played an important role in the democratic process by providing access to information. With access to documents of the past citizens can make better informed decisions about how to shape the future. Furthermore, local history is personal history: photos, letters, newspaper clippings, maps, and pamphlets. Collecting this material is like rummaging through the collective attic of Santa Cruz. It's like we're the grandkids discovering what life was like in grandma's time, and our lives are richer for it.

**PRESERVATION NEEDS ASSESSMENT OF THE
LOCAL HISTORY COLLECTIONS**
Excerpts of report by Barclay Ogden, California Preservation Program
October 2012

Demand for access to the local history collections is high...in part because the library is the resource of first resort for local history information for the Santa Cruz community. The major challenge...is how to address the current situation wherein the local history collections are being "loved to death" and, unlike most materials in the library, largely cannot be replaced.

The library is justifiably proud of the very considerable use made of its local history collections...and the Reference staff would like to organize resources to improve staff's ability to respond to local history inquiries. As libraries move increasingly to e-content, much of it delivered remotely, the library also has a growing need to achieve distinction of place, expressing local values that cannot be delivered by remotely located services.

The local history information service enjoyed by the Santa Cruz community is at risk because the collections cannot sustain current levels of use and loss without a significant deterioration in service. For the SCPL to build a sustainable service...it would need to address and meet the special requirements for the care and use of irreplaceable materials. If these requirements could be met, not only would a much valued service be able to continue, new opportunities for library "branding" and fundraising could be realized.

RECOMMENDATIONS [excerpts relevant to collection development]:

1. Identify and segregate from the rest of the collections irreplaceable material that support SCPL's local history information service...titles should be segregated and maintained under archivally sound conditions...
2. Develop staffing with primary responsibilities for the curation of local history collections. The curation of these collections would include identifying what to collect as well as what to retain among materials already collected; providing specialized care for, and management of, materials that need to be maintained in original form as long as possible; drafting and implementing policies and practices for appropriate use of irreplaceable materials; and creating special projects to build and preserve the collections.
3. Develop projects to engage the community in the preservation of its own heritage. Local history collections offer many opportunities to generate resources and engage the community.
4. Select collections to be digitized based on risk of loss. Risk includes three key factors: fragility of the original materials, demand for access, and irreplaceability.