



**LIBRARY ADVISORY COMMISSION
REGULAR MEETING**

MONDAY, FEBRUARY 11, 2019

6:30 PM

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

1. CALL TO ORDER/ROLL CALL

Commissioners Sean Campbell, Martha Dexter, Nancy Gerdt, Cindy Jackson, Jim Landreth, Deb Tracey-Proulx and Bob White

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 - February 2019 (P3-5)

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. Minutes of November 19, 2018

RECOMMENDED ACTION: Approve Minutes (P6-7)

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. Elect Chair and Vice Chair for 2019

B. Spotlight on Collections - Sarah Harbison, CMS Manager - Presentation

C. Preliminary Discussion on the 2019-2020 Library Budget (P8-10)

D. Roles and Responsibilities of the Friends of the Library and the Branch Chapters (P11-13)

E. Role of the Library Advisory Commission

8. ADJOURNMENT

Adjourned to a Regular Meeting of the Library Advisory Commission to be held on Monday, May 20, 2019 at 6:30 PM at the Aptos Branch Meeting Room 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.

February 2019

Library Director's Report to the JPA

New Hires:

Hallie Crawford, Library Aide – Aptos and BC

Layla Degani, Library Aide – Floater in West Region

Resigned/ Retired:

Maile McGrew-Frede, Librarian II – DTN

Promotion/Additional Hours:

Sarah Welch, LA II – DTN – additional 13 hours

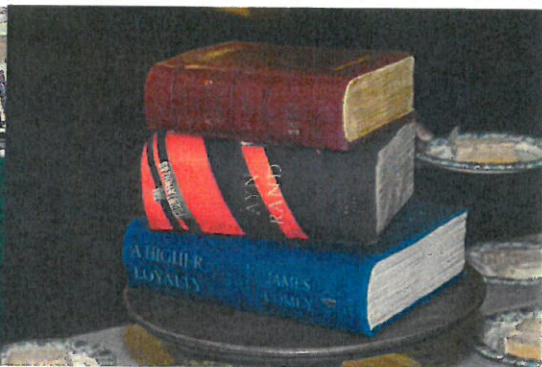
Maddy Damon, LA II – DTN - additional 10 hours

The Summer Reading Program (SRP) structure will look a bit different this year as SCPL focuses on values of relevance, inclusiveness, and community engagement. The structure of the Summer Reading Program will no longer include book bucks or the Festival of the Book. Instead, it will be utilizing the Sacramento Public Library format which uses books as prizes. This change is intended to bring efforts into better alignment with the strategic mission for summer reading, which is to create a Summer Reading Program that:

- Entices children and adults to read throughout the summer. Reading is especially important for school aged children to prevent Summer Slide and be sure they return to school at or above grade level.
- Reaches communities we don't currently reach by building partnerships with schools and community organizations. With ease of entry, focused pathway towards rewards and outreach efforts, SCPL would like to see an increase in the number of participants who complete the SRP program.
- Establishes a rewards system that is accessible to all and not dependent on community members' mobility or income levels. Reading is rewarded with more reading material at all levels and participants will be able to build their home library. Having books available in the home is very important for early literacy.

This transition will rely on the partnership with the Friends of the Library for both summer book prizes and programs. The Friends have agreed to fund the purchase of the books for the children's prizes and are continuously working to help programming efforts. SCPL will continue the end of summer raffle and will contact local businesses to ask if they are interested in participating. The money saved by discontinuing the Festival of the Book will be used to fund relevant summer programming for all ages across the three regions.

The Santa Cruz Public Libraries (SCPL) celebrated 150 years of service at a Sesquicentennial Birthday Party, Friday December 7 at the Downtown Library. Thank you to the 350+ people who came out to celebrate. Special thanks to Joshua Lowe and The Juncos for keeping attendees dancing and Edith Meyer for the most delicious and creative cakes the Library has ever seen.



Friends

The Aptos Library Chapter of the Friends continue to provide leadership by providing community designed/community led programming. This year, they have created another program series to bring members of the Santa Cruz County community together around one book. They selected ***The Death & Life of Monterey Bay*** by Stephen R. Palumbi and Carolyn Sotka.

“Monterey began as a natural paradise, but became the poster child for industrial devastation in John Steinbeck’s Cannery Row. When the fish ran out and the climate turned, the factories emptied and the community crumbled. Today, Monterey’s economy and wildlife are resplendent... through the extraordinary

acts of ordinary people. The shores of Monterey Bay revived because of human passion – passion that enlivens every page of this hopeful book.”

They have planned seventeen diverse events from January through March of 2019 including book discussions, speakers, movies, children’s programs, volunteer activities, community tours and a student contest.

Library Advisory Committee

Barbara Moldt Gorson, Library Advisory Committee member, died January 5, 2019. After a career in Silicon Valley, she focused her energies on supporting the Santa Cruz Public Libraries in a volunteer capacity. She became a member of the Santa Cruz Public Library Joint Powers governing Board for two terms (2004-2011) where she served as Chair for the last few years of its existence. For her contributions to the community, she was awarded the key to the City of Santa Cruz. She was also a member of the Capitola Library Advisory Committee since its inception. She was a founding member and President of the Friends of the Capitola Branch Library and an active member of the Capital Campaign, supporting the construction of the new Capitola Branch Library. In 2018, Barbara was named Capitola-Soquel Chamber of Commerce's Woman of the Year for her library work.

The City of Capitola has appointed Robert White to serve in Barbara’s stead. The City of Scott’s Valley has appointed Jim Landreth to the LAC after the resignation of Ellen Campos.



LIBRARY ADVISORY COMMISSION REGULAR MEETING MINUTES

MONDAY, NOVEMBER 19, 2018
6:30 PM

1. CALL TO ORDER/ROLL CALL

PRESENT: Commissioners Sean Campbell, Martha Dexter (Chair), Nancy Gerdt, Cindy Jackson, and Deb Tracey-Proulx (Vice Chair)

STAFF: Director of Libraries Susan Nemitz, Assistant Director Janis O'Driscoll, Regional Managers Heather Norquist and Laura Whaley, and Administrative Assistant Ivan Sumano-Vargas

2. ADOPTION OF THE AGENDA

RESULT:	APPROVED THE AGENDA OF NOVEMBER 19, 2018
MOVER:	Deb Tracey-Proulx
SECONDER:	Nancy Gerdt
AYES:	Campbell, Dexter, Jackson

3. ORAL COMMUNICATIONS

Members of the public introduced themselves but no direct comments to the Commission.

4. REPORT BY LIBRARY DIRECTOR

Celebrating the 150th anniversary for the Santa Cruz Public Libraries. A party will be held at the Downtown branch on the night of December 7th. Barbara Gorson officially resigned which now leaves the Commission with vacant Capitola and Scotts Valley positions.

5. MEMBER REPORTS

Martha reported on the Santa Cruz City Council approving the DLAC recommendation for the Downtown branch building and their approval to move forward with the mixed use building. Nancy reported on updates with Felton and their friends group.

6. CONSENT CALENDAR

A. Receive Minutes of August 20, 2018

RESULT:	APPROVED CONSENT ITEM 6.A
MOVER:	Sean Campbell
SECONDER:	Cindy Jackson
AYES:	Dexter, Gerdt, Tracey-Proulx

7. GENERAL BUSINESS

A. Community-led Programming Discussion - Janis O'Driscoll

An open discussion on new theory in Community led programming.

B. SCPL Draft Lease Terms - Susan Nemitz

Susan reviewed the draft lease terms between the SCPL Joint Powers Authority and local jurisdictions.

8. ADJOURNMENT

Final Adjournment of the Library Advisory Commission at 8:10pm to the next Regular Meeting to be held on Monday, February 11, 2019 at 6:30 PM at the Downtown Branch Meeting Room located at 224 Church Street, Santa Cruz, CA 95060.

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

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Martin Bernal
Board Member Jenny Haruyama



SANTA CRUZ
PUBLIC LIBRARIES

STAFF REPORT

DATE: February 7, 2019
TO: Library Joint Powers Authority Board
FROM: Kira Henifin, Principal Management Analyst
RE: FY 19/20 Budget Assumptions for Draft Proposal

RECOMMENDATION

Review and discuss budget assumptions for FY 19/20.

DISCUSSION

The City budget process will be moving to a three (3) year budget schedule beginning in FY 20/21. The Library will also be moving to this schedule since SCPL contracts for financial services.

Revenue

There are no changes to the revenue assumptions. The library continues to budget with two main revenue streams, sales tax and maintenance of effort (MOE). The LFA forecast for the coming year has sales tax increasing by 2.38% (\$197,853) and MOE increasing by 1.22% (\$70,000).

Expenditures

SCPL faces major increases in two major expenditures categories; FTE personnel and facilities maintenance.

1. Personnel

SCPL is still recovering from the great recession. Before the financial downturn, the Library 120.63 FTE staff people system-wide. Currently, SCPL staffs all 10 branches and its administrative functions with 92.84 FTE (down 30%)

SCPL needs an addition of 2.0 FTE Librarian I/II and 3.0 FTE Library Assistant IIs in FY2020.

The Capitola and Felton libraries will both finish their new buildings adding additional square footage. Capitola will become 52% larger, adding 7,380 square feet, and Felton will become 89% larger, adding 7,650 square feet. These facilities have also planned for new amenities including teen, study, community gathering and programming rooms as well as outdoor spaces. The additional square footage and amenities will require more staff supervision and coordination to help ensure safety and security.

SCPL currently has 24.0 FTE professional librarians. This is below average professional staffing compared to peer libraries. Expanding and improving our facilities, both in size and programming, will increase the need for a greater number of librarians. These improved facilities will see an increase in demand for learning programs. The Librarian staff will be charged with providing teen programming, STEAM programming, story times, adult programs and reference service at these two locations. Previously, these services were greatly limited due to the size restraints of the old facilities.

Alternative Staffing Strategies

If the FTE additions are not approved as part of the FY 19/20 Budget, the Board will need to discuss other strategies.

1. *Reducing hours system-wide or creating tiered services regionally.* Current staffing assignments would be reviewed and reallocated at the two new locations. Some branches would need to reduce hours and/or services. SCPL is currently having difficulty keeping branches open with limited staffing. Branches have had to close four times this year because of an inability to staff a branch appropriately.
2. *Reconsider working conditions.* SCPL continues to work with the unions to examine current assumptions regarding the minimum number of staff needed to operate buildings, developing more strict vacation request procedures, reviewing lunch and break procedures and piloting new approaches to Library Aide scheduling.
3. *Utilize temporary building closures to staff permanent building expansions and annualize real cost in future years.* Because both Felton and Capitola will open in the latter part of FY2020, staff from Boulder Creek and La Selva may be used to temporarily offset some of the staffing needs at the new branch. In addition, because both projects will open in the latter half of FY2020, staffing budget additions would not have to be annualized until FY2021. New staffing levels need to be achieved at least 6 weeks prior to opening the new facilities in order to prepare the facility for the public.

2. Facility Operations and Maintenance

The Library needs to begin planning and budgeting for on-going capital improvements and facility maintenance repairs for all 10 library branches including the Headquarters facility. Additionally, the overall system-wide square footage will be increasing with Felton and Capitola opening in early 2020. The Library will expand from 101,487 sq. ft. to 116,607 square feet system wide, an

increase of 13%. In order to protect our 10 branches, a robust capital maintenance plan needs to be established. The Library currently budgets approximately \$813K per year for maintenance costs system wide. This is equivalent to \$8 a square foot.

Research of industry standards shows that SCPL should be budgeting approximately \$10 per square foot each year for capital operations and maintenance. Given this standard, the library would need to set a goal and budget \$1.17M per year for these costs. This is an increase of approximately \$400K annually.

Strategies for Funding

1. The MOE agreement ends June 30, 2021. Currently it produces an excess of \$467K. Equitable allocation of funds needs to be recalculated across the system. These excess funds could be allocated to fund future capital and facility maintenance.
2. Balances from the jurisdictions Measure S projects or leftover pay go.

The City of Santa Cruz Finance Director will present the Library Revenue Forecast at the Board's March 7th meeting.

Chair Carlos Palacios
 Vice Chair Jamie Goldstein
 Board Member Martin Bernal
 Board Member Jenny Haruyama



STAFF REPORT

DATE: February 7, 2019
 TO: Library Joint Powers Authority Board
 FROM: Susan Nemitz, Library Director
 RE: Roles and Responsibilities

RECOMMENDATION

Review and comment

DISCUSSION

The Joint Powers Authority Board (JPAB) charged library staff and a committee of jurisdictional representatives to develop a uniform lease of facilities between the JPAB and the local jurisdictions. This committee began to outline roles and responsibilities and many issues have arisen.

SCPL Draft Lease Terms

Facility Development	JPA	Jurisdictions	Notes
Facility design		X	
Facility size		X	
Building systems and technology		X	
Interior design		X	
Landscaping design		X	
Art		X	
Naming Conventions	X	X	
Advance Approval of Design	X		In writing, via Library Director

Ongoing maintenance				
Capital Maintenance (+100k)		X		
Regular Maintenance		X		
Interior Refresh		X		
Landscaping Maintenance*		X		*Except LSB, LOA, playground at CAP, Discovery Park at FEL
Operations				
Hours		X		
Staffing		X		
Programs and Services		X		
Budget		X		
Liabilities		X		
After hour use		X		
Ownership/Stewardship				
Building/building systems			X	
Grounds			X	
Collections		X		
Furniture and fixtures		X		
Technology		X		
Art		X		
Signage*		X		Consistent with local municipal code
Interior design		X		
Structural gifts (e.g. patio, lighting)			X	
Nonstructural gifts (art, collections)		X		

Facility Development

Measure S resources are allocated directly to the local jurisdiction and not to the JPAB or SCPL. The jurisdiction has control over the selection of an architect and builder and over facility, interior and landscape design and construction.

The JPA Board has some authority. The 4th Amendment Section 13 states, “Whenever a Party remodels, renovates for constructs a facility to be operated by the Services Authority, the Director of Libraries shall advise the Party in all matters regarding the site, design and construction of the facility. The Party and the architects retained by the Party shall consult with the Director of Libraries or his/her designee as often as the latter deem necessary to the proper exercise of his/her responsibilities. **The Party shall obtain advance written approval from the Director of Libraries of all plans and specifications, including furnishings, for the inside of the facility.**”

Facility Development is going well on all fronts. Each of the jurisdiction has consulted extensively with the Library Director, Library staff and local community members.

Scope of Library Services

What is less clear, is the JPAB's authority in determining scope of service. The 4th Amendment, Section 5 requires **unanimous approval of all four Directors to make: "changes in Board adopted service levels** as set forth in Section 9. Section 9 states, "All policies relating to the provision of library services, including hours, organization, staffing levels and type, and other services, shall be determined by the Governing Board with a goal of maintaining a ten (10) branch system, in addition to the bookmobile, virtual services and other service delivery methods as deemed appropriate, that strives to provide equitable service based upon agreed upon metrics."

Several questions have arisen:

- What is the agreed upon service level? Do we need to codify it?
- How specific should it be? Should it include square feet of building and or size of property?
- What type of changes should trigger a change in adopted service level?

Gifts

At the last JPA meeting, staff was instructed to meet with all of the Friends' Chapters to discuss the ownerships and control of gifts to the Santa Cruz Public Libraries as outlined in the draft lease terms above. At the same time, the Friends of the Library has been outlining the roles and responsibilities of the Friends group (the 501c3) and the chapters in relationship to the Library. Kate Canlis, President of the Friends, has agreed to attend upcoming chapter meetings with the Library Director to clarify several issues. The dates of these meetings are scheduled for:

Felton: Tuesday, February 5 at 4 pm at the Library Headquarters in Downtown Santa Cruz.

La Selva Beach: Monday, February 11 at 3 pm at the La Selva Beach Branch Library.

Scotts Valley: Wednesday, February 13 at 6:30pm at the Scotts Valley Branch Library.

Aptos: Thursday, April 4th 5 pm at the Aptos Branch Library.

Capitola: Saturday, May 18 at 10 am at the Capitola City Hall Community Room, 420 Capitola Avenue.

The meetings will cover:

- Roles and responsibilities of the Friends of the Libraries and Chapters
- Gift ownership and stewardship
- Expansion of community-led programming

The Library is hoping to participate in the development of the following as a result of these conversations:

- An approved service level policy
- Memos of Understanding between the Friends (501c3) and the Friends Chapters
- Uniform Jurisdictional Leases
- A new annual budget allocation process for gifts to the system and branches
- The successful completion of community-led program pilots
- Rewritten SCPL policies and procedures that encompass and encourage community led programming