

## PUBLIC ADVISORY REGARDING COVID-19 AND PUBLIC PARTICIPATION

Consistent with Executive Order No. N-29-20 issued by Governor Newsom on March 17, 2020, and the County of Santa Cruz Health Services Agency Shelter In Place Public Health Order dated March 31, 2020, the regular meetings of the:

### **LIBRARY ADVISORY COMMISSION (LAC) ON MONDAY, JULY 19, 2021 AT 6:30 PM**

**This meeting will be held via Zoom teleconference ONLY**

Commissioners and Library Staff Members will be participating remotely via videoconference.

#### **Public Viewing:**

The meeting will be broadcast through the Santa Cruz Libraries YouTube channel <https://www.youtube.com/user/SantaCruzPL> which you can access through the Santa Cruz Libraries website by scrolling to the bottom of the page and clicking on the YouTube icon.

#### **Public Participation:**

For those wishing to participate via Zoom you can join from a PC, Mac, iPad, iPhone or Android device by entering or clicking on the following URL: <https://zoom.us/j/95758724939>

For those wishing to participate via Zoom using a telephone only, please call:

1 833 548 0276 (Toll Free) or 1 833 548 0282 (Toll Free)

1 877 853 5247 (Toll Free) or 1 888 788 0099 (Toll Free)

Slowly enter the Webinar ID of 957 5872 4939

The meetings will be recorded and posted for viewing after the meetings on the Santa Cruz Public Libraries website <http://www.santacruzpl.org/>

**There are four ways to comment during meetings. All comments must be received prior to the close of public comment on that agenda item:**

#### **1. How to comment on agenda items via email before the meeting begins:**

Members of the public may provide public comment by sending comments via email to the Library Board Clerk at [clerk@santacruzpl.org](mailto:clerk@santacruzpl.org)

- Identify the agenda item number in the subject line of the email.
- Emailed comments should be a maximum of 500 words, which corresponds to approximately 3 minutes of speaking time.
- Each emailed comment will be read aloud for up to three minutes.
- Emails received by [clerk@santacruzpl.org](mailto:clerk@santacruzpl.org) outside of the comment period outlined above will not be included in the record.

#### **2. How to comment on agenda items during the meeting and prior to the close of public comment on an item, via the Zoom Q&A feature:**

- Type your comment using the Q&A feature found on the Zoom teleconference control bar.
- Identify the agenda item first, then type your comment
- Your comment will be read aloud

3. **How to comment aloud on agenda items, during the meeting and prior to the close of public comment on an item, via the Zoom “raise hand” feature:**

***If you are accessing the meeting using the Zoom app and computer audio:***

- Use the “raise hand” icon found on the Zoom teleconference control bar
- The moderator will announce your name or the last 3 digits of your phone number
- Unmute yourself using the microphone icon
- Identify the agenda item
- Introduce yourself using your first and last name.
- You will have three minutes of speaking time.

***If you are accessing the Zoom teleconference using telephone audio:***

- Press \*9 to raise your hand during the comment period for that agenda item.
- The moderator will announce your name or the last 3 digits of your phone number when it is your turn.
- Unmute yourself using \*6 – to toggle the mute/unmute.
- Identify the agenda item
- Introduce yourself using your first and last name.
- You will have three minutes of speaking time.



## LIBRARY ADVISORY COMMISSION REGULAR MEETING

MONDAY, JULY 19, 2021

6:30 PM

### 1. CALL TO ORDER/ROLL CALL

Commissioners Lindsay Bass, Rena Dubin, Jennifer Mount, Mary Ripma, Mike Termini, and Tricia Wynne

### 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. Assistant Director's Report (P3-4)

### 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. Minutes of May 17, 2021

RECOMMENDED ACTION: Approve Minutes (P5-6)

- B. Written Communications to the Commission  
RECOMMENDED ACTION: Accept Communications (P7-8)
- C. Work Plan for 4thQtr. FY 2020-2021  
RECOMMENDED ACTION: Accept and File 4th Qtr. Work Plan for FY2020-2021 (P9-19)

**7. PRESENTATIONS**

- A. Presentation on Programming (P20-21)

**8. 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. Meeting Room Policy  
RECOMMENDED ACTION: Endorse revised meeting room policy for Library Joint Powers Board adoption (P22-27)
- B. Displaying the LGBTQ Pride Flag Throughout the Year  
RECOMMENDED ACTION: Endorse the Library’s practice of flying the LGBTQ Pride flag throughout the year (P28)

**9. SCHEDULED UPCOMING MEETINGS**

September 20, 2021 6:30pm	Capitola	<b>Anticipated Upcoming Agenda Items:</b>
		•

**10. ADJOURNMENT**

Adjourned to the next regular meeting of the Library Advisory Commission to be held on Monday, September 20, 2021 at 6:30 PM at the Capitola Branch located at 2005 Wharf Road, Capitola, CA 95010.

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](mailto:library_admin@santacruzpl.org).



## ASSISTANT DIRECTOR'S REPORT

July 19, 2019

This year has been a study in perpetual change. After several transformations in service models to manage staff reductions and COVID health concerns, the Library is fully open and has expanded its hours this month. We are also offering live outdoor events this month to call attention to Summer Reading and our new open hours. The new Capitola Library is bursting with energy and enjoys a constant flow of patrons. The Library is aggressively pursuing recruitments with an eye towards expanding hours further in the fall. We have successfully recruited two new excellent librarians and when they are fully on board, I would like to introduce them to you as well other new staff that we hope to have on board by the fall.

In addition to expanding hours, Santa Cruz Public Libraries has rejoined the Inter-Library Loan Service. We have also made it easier for patrons to request books that they would like the Library to purchase. I have also included in this packet our 4<sup>th</sup> quarter workplan, which I would encourage you to review. It provides perhaps the best snapshot of the wide range of positive impacts that the Library provides to our community.

In today's meeting, we hope to hear your input on our programming following the presentation by our leaders on adult and youth services, Jessica Goodman and Heather Norquist. When we meet again in September, we will hear from Sarah Harbison, the division manager for the development and management of the Library's collection. And also, in September, we will begin our discussion with you on the progress of the Strategic Plan. Later in the fall, we will return to a review of Summer Reading and begin to discuss the future of programming and services as the Strategic Plan begins to take form.

In addition to the many other changes, this month the Library Joint Powers Authority (LJPA) held a special board meeting. They voted to make me the Interim-Director and for me to begin in that role in August. They also voted on the contract to begin the recruitment for the new Director. The ultimate goal for the LJPA is to conclude the recruitment by the end of this year. They have hired June Garcia to assist HR in the search.

Lisa Murphy, the Director of Human Resources for the City of Santa Cruz wrote that June assisted with the search for the Library Director in 2015. And, she "has over 50 years of experience as a public librarian, including serving as head of branches for the Phoenix Public Library and six years as Director of the San Antonio Public Library. She

has been a library consultant for 19 years and has assisted over 65 libraries with executive searches.” The LJPA has a subcommittee, that includes Lisa, working on the recruitment. And Lisa adds, “One of the key components of the process is to involve the employees and the community in the selection process.” I have encouraged the HR office to reach out to the members of the Library Advisory Commission as the process moves forward. Additionally, there will be a community survey as well. The recruitment for the position will open up in August and close in September.

Susan Nemitz’s leadership has been invaluable to us. She has also been incredibly gracious with me through these many transitions. I can’t say enough about how much I appreciate her dedication, hard work, wisdom and kindness. She has built up an excellent team with whom I depend on immensely and will continue to depend on even more as we collaborate to develop the next chapter of this Library’s future.



# LIBRARY ADVISORY COMMISSION REGULAR MEETING MINUTES

MONDAY, MAY 17, 2021

6:30 PM

## VIRTUAL MEETING

### 1. CALL TO ORDER/ROLL CALL

**PRESENT:** Lindsay Bass, Bruce Cotter, Rena Dubin, Jennifer Mount, Mary Ripma, Mike Termini, and Tricia Wynne  
**ABSENT:** Jim Landreth (officially resigned)  
**STAFF:** Library Director Susan Nemtiz, and Assistant Director Eric Howard

### 2. ADOPTION OF THE AGENDA

<b>RESULT:</b>	<b>APPROVED THE AGENDA</b>
<b>MOVER:</b>	Tricia Wynne
<b>SECONDER:</b>	Rena Dubin
<b>AYES:</b>	Bass, Cotter, Dubin, Mount, Ripma, Termini, Wynne
<b>ABSENT:</b>	Jim Landreth

### 3. ORAL COMMUNICATIONS

None

### 4. REPORT BY LIBRARY DIRECTOR

Library Director Susan Nemtiz reported on the current operations and facilities of the Library.

### 5. MEMBER REPORTS

Commissioners provided updates on their respective regions.  
Jim Landreth officially resigned.

Newly appointed Commissioner, Jennifer Mount, introduced herself. Jennifer filled Bruce Cotter's vacancy.

**6. CONSENT CALENDAR**

<b>RESULT:</b>	<b>APPROVED CONSENT CALENDAR</b>
<b>A. Approved Minutes of April 19, 2021</b>	
<b>MOVER:</b>	<b>Mike Termini</b>
<b>SECONDER:</b>	<b>Tricia Wynne</b>
<b>AYES:</b>	<b>Bass, Cotter, Dubin, Mount, Ripma, Termini, Wynne</b>

**7. GENERAL BUSINESS**

**A. Next Steps for Reopening the Library**

The Commission reviewed and discussed the Staff Report.

**B. Restoration of Base Level Funding to Begin the Process for Restoring**

The Commission reviewed and discussed the Staff Report.  
A member of the public, J. Grunstra, made a comment.

**C. The Plan for the Development of the Library's Strategic Plan**

<b>RESULT:</b>	<b>REVIEWED AND ENDORSED THE PLAN FOR THE DEVELOPMENT OF THE LIBRARY'S STRATEGIC PLAN</b>
<b>MOVER:</b>	<b>Mike Termini</b>
<b>SECONDER:</b>	<b>Rena Dubin</b>
<b>AYES:</b>	<b>Bass, Cotter, Dubin, Mount, Ripma, Termini, Wynne</b>

**D. FY2022 Santa Cruz Public Library Budget**

<b>RESULT:</b>	<b>ENDORSED THE PROPOSED 2021-2022 JOINT POWERS AUTHORITY (JPA) BUDGET</b>
<b>MOVER:</b>	<b>Mike Termini</b>
<b>SECONDER:</b>	<b>Tricia Wynne</b>
<b>AYES:</b>	<b>Bass, Cotter, Dubin, Mount, Ripma, Termini, Wynne</b>

**8. ADJOURNMENT**

Final Adjournment of the Library Advisory Commission at 7:40pm to the next regular meeting on Monday, July 19, 2021 At 6:30 PM via Zoom teleconference.

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





## STAFF REPORT

DATE: July 19, 2021  
TO: Library Advisory Commission  
FROM: The Public  
RE: Written Communications to the Commission

### RECOMMENDATION

Accept Communications

### DISCUSSION



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## LAC agenda May 17 2021) \_\_ Agenda Item 7C

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Judi Grunstra <judiriva@hotmail.com>

Sat, May 15, 2021 at 12:46 PM

To: "clerk@santacruzpl.org" <clerk@santacruzpl.org>

To the LAC:

As I read through the Director's Plan for the Strategic Plan, a few things prompted me to write to you, even though it is early in the process.

*"It is hoped that the planning document that is produced will become a powerful vehicle to communicate...both within the organization as well as...a marketing tool..."*

There is a reference to previous strategic planning in 2017, which resulted in a 1-page plan. (The report says "Please see attached" but there does not appear to be an attachment in the packet). I am familiar with that document, and while I can understand if the library is reluctant to invest money in a slick voluminous Strategic Plan document with a bunch of color photos to pad it out, I would certainly hope the next Plan goes beyond the previous cursory document, especially if it is intended to be used for marketing purposes.

Next there is mention of the Harwood Institute's "Turn Outward" model. That sounds good in theory, but can the library say it truly "turned outward" when there was (and still is) sustained opposition to moving the library from its historic location into a mixed-use building?

As for the new plan's goal - *"Evaluate the organization's performance and potential at meeting the needs of the community."*

Wouldn't it make more sense to embark upon a comprehensive Strategic Plan AFTER all the Measure S facility upgrades have been completed, with a bit of time to evaluate the spaces and services those upgrades have now made possible? After all, it's only been a few years since consultant Penny Hummel, working with Noll & Tam on the downtown library, evaluated the previously identified community needs and compared them with national standards, producing a document to guide planning. Her report is already outdated, given that she was working with a 44,000 sq ft building, and a pre-Covid situation.

Regarding the list of prioritized groups, is that the actual order of priorities? City and County Staff before Educators, library users, library staff, etc. etc.?

Thank you.

Judi Grunstra



## STAFF REPORT

DATE: July 19, 2021  
TO: Library Advisory Commission  
FROM: Eric Howard, Assistant Library Director  
RE: 4th Quarter Workplan FY 2020/2021

### RECOMMENDATION

Accept and File Workplan for 4th Qtr. FY 2020/2021.

### DISCUSSION

Attached, please find the fourth quarter workplan. The fourth quarter plan runs from April through the end of June and the report attempts to capture the Library's operations and high impact programs and services within this quarter across five areas: 1. Learning 2. Digital Inclusion 3. Transformative Spaces 4. User Experience 5. Organizational Capacity.



**WORKPLAN: QUARTER 4**

<p><b>1. LEARNING</b></p>	<p><b>Adult Programming:</b>  <i>Creative Aging and Life Skills</i></p> <p><b>Youth Programming:</b>  <i>Kindergarten Readiness</i>  <i>Student Success</i>  <i>Safe Afterschool</i>  <i>School Partnerships</i></p> <p><b>Outreach:</b>  <i>Bookmobile</i>  <i>Jails</i>  <i>Kermit</i>  <i>Events</i></p>										
<p><b>2. DIGITAL INCLUSION</b></p>	<p><b>Tools</b>  <b>Resources</b>  <b>Innovation</b></p>										
<p><b>3. TRANSFORMATIVE SPACES</b></p>	<table border="0"> <tr> <td><b>Aptos</b></td> <td><b>Felton</b></td> </tr> <tr> <td><b>Boulder Creek</b></td> <td><b>Garfield Park</b></td> </tr> <tr> <td><b>Branciforte</b></td> <td><b>La Selva Beach</b></td> </tr> <tr> <td><b>Capitola</b></td> <td><b>Live Oak</b></td> </tr> <tr> <td><b>Downtown</b></td> <td><b>Scotts Valley</b></td> </tr> </table>	<b>Aptos</b>	<b>Felton</b>	<b>Boulder Creek</b>	<b>Garfield Park</b>	<b>Branciforte</b>	<b>La Selva Beach</b>	<b>Capitola</b>	<b>Live Oak</b>	<b>Downtown</b>	<b>Scotts Valley</b>
<b>Aptos</b>	<b>Felton</b>										
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<b>Branciforte</b>	<b>La Selva Beach</b>										
<b>Capitola</b>	<b>Live Oak</b>										
<b>Downtown</b>	<b>Scotts Valley</b>										
<p><b>4. USER EXPERIENCE</b></p>	<p><b>Staffing</b>  <b>Collections</b>  <b>Convenience</b>  <b>Security</b>  <b>Localization</b></p>										
<p><b>5. ORGANIZATIONAL CAPACITY</b></p>	<p><b>Administration</b>  <b>Friends of the Library</b>  <b>Volunteers</b>  <b>Staff Training</b>  <b>Succession Planning</b></p>										

## 1. Learning Accomplishments:

### Quarter 4

#### ADULT

*“The author's story is one that I can relate to. It is important for me and our community to see ourselves reflected in stories and programs of the library. Thank you for choosing this book and opening up conversations about immigration, belonging, acceptance and more.”*

- Patron response to the Library's program, Book to Action

*“This change everything for me. You guys are doing a really wonderful thing. I'm telling everyone I know! [about this service]”*

- Patron response to the services provided through the Library's partnership with the Wings Homeless Advocates

*“I'm challenging myself & I'm trying to reverse how I feel about my education and my ability to learn”*

- Patron response to the Library's program, People and Stories

#### Virtual Programming Series

- Conversations for Change: Climate Solutions and Communication After Covid, had 39 participants. ([Featured in Sentinel Article](#))
- People & Stories reading and discussion program (biweekly teleclasses and self-paced classes for County Correctional Facilities) engaged 143 total participants.
- Community Resilience Project “Celebrating Foster Care Awareness Month” discussion panel was developed in a collaborative partnership with CASA of Santa Cruz County. 19 participants. In the survey results of this program, 100% of those participating in the survey were more aware of issues in their community, 80% felt more confident about becoming involved in their community.
- Genealogical Society of SC County lecture series: Attendance has grown dramatically with the Zoom-based virtual program environment. Keys to Obituary Research: 69 participants. Researching the History of Your House: 63 participants

### **New and Seasonal Programming**

- Adult Summer Reading Program “Book to Action” program series was designed to bring community members together through literature to better understand ourselves and each other, tackle important issues, and encourage reading, discussion, and action. This summer, SCPL partnered with the Watsonville Public Library to create the Book to Action Series for adults and teens that examines the themes of equity, immigration, citizenship, and identity. Participants read and engaged with the book “Dear America: Notes of an Undocumented Citizen” by Jose Antonio Vargas. The program was funded by \$7000 grant from California Center for the Book. 285 participants. The largest event, the author talk with Jose Antonio Vargas in Zoom, was the first time SCPL used a live, simultaneous Spanish-language interpreter for virtual programs
- Juneteenth Snapshot Stories - SCPL provided a photo scanning event at the 2021 Juneteenth Celebration at London Nelson Center. Snapshot Stories tells the world the unique story of Santa Cruz County’s local and regional history. People are encouraged to bring historical photos from their family archives. SCPL strives to offer inclusive collections that reflect the diversity of our community and history. The stories of historically marginalized communities are underrepresented in our digital local history collections. Adding community members’ photos and experiences will create a more complete picture of Santa Cruz County’s diverse history. The digital images scanned during Snapshot Stories are added to the Santa Cruz Public Libraries’ Local History Photo Collection, an online database that is the most popular feature of the library website.
- SCPL organized and produced the Zoom side of the Capitola Branch Grand Opening. In-person speakers were: Yvette Brooks, Jamie Goldstein, Gayle Ortiz, Susan Nemitz, Melanee Barash. This was the first hybrid event for SCPL and one of the most complex from a production standpoint.

**Quarter 4**

**YOUTH**

*“The kids enjoyed making the flashlights sooo much!! “*

- Special Education Teacher complimenting staff on their Grab and Go STEAM kits.

*“Thank you. We so appreciate this service!”*

- Patron complimenting the Library for its Book Bundle program.

**School Outreach**

- Staff provided a virtual presentation on the SCPL Summer Reading Program to attendees at the Santa Cruz County Office of Education Family Night on May 24. The SCCOE also posted our SRP information and pdfs of reading logs on their website and in their teacher newsletter, *Bits and Bytes*. K12 Outreach Librarians sent PDFs of reading logs to its contact list for school librarians and teachers.
- Staff provided 9 class visits to students at Bayview and Gault Elementary at their school sites. They talked about Summer Reading, read stories and distributed take-home crafts and provided virtual class visits to the Chrysalis school for children with autism.
- This summer the Library provided Outreach SRP Programming at 8 summer meal sites: Beach Flats, Bayview Elementary, Gault Elementary, B40 Middle School, Del Mar Elementary, Shapiro Knolls, Boys and Girls Club (new this year), Sycamore. In June the Library distributed books to keep, craft kits, jump ropes, and Summer Reading Logs to 496 children and teens.
- The Library also partnered with the Scotts Valley School District to offer access to its Overdrive ebook collection through the SORA App, which allows students to check out ebooks using their school ID.

### **Virtual Programming Series**

- The Youth Programs team continued to offer virtual programming for youth on a regular basis, including: Cuéntame un Cuento , Zoom Class Visits, Zoom Preschool Storytimes, Zoom Toddler Time, Zoom Tales to Tails, Zoom JavaScript Coding, and Zoom Dungeons and Dragons.
- The Library also created recorded videos: Stories for Bedtime, (including special presentations for Earth Day, Juneteenth and Asian American and Pacific Islander Heritage Month and Pride), and Cuentos y Experimentos.

### **New and Seasonal Programming**

- The Library presented two interactive Zoom performances: a bilingual puppet show featuring the Magical Moonshine Theater presenting “Puppylocks and the Three Bears.” And Teachers of Nature - Meet Delrita the Elephant (Bilingual – English / Spanish).
- The Library Celebrated Día del Niño and Children’s Book Week in May by distributing 160 Grab and Go Craft Kits for creating tiny books.
- The children's area of the new Capitola Branch is almost never empty! They are checking out books quicker than the Library can get them on the shelves! The deck is a great place for snacks and relaxing for patrons of all ages. Camp Capitola is bringing each group of Campers to the new Capitola Branch for a visit, to read and play on the playground, and pick up books as well.
- The Library provided Book Bundles for Youth and Teens when the Library was closed to browsing.

### **Summer Reading**

- SCPL’s Summer Reading Program opened for sign ups on June 1. The Library has a new sponsor in addition to Atlantis Fantasyworld and Friends of the Santa Cruz Public Libraries: Penny Ice Creamery is donating a free scoop coupon to every child and teen who completes 20 hours of reading. Signups are easy and can still occur at a Library or online. Programs include Grab and Go STEAM craft kits, online programming and three outdoor live programs.



SRP participation numbers are significantly higher than last year. This table show signups as of June 30 for this year and last year. People can continue to sign up through July 31.

# of participants registered for SRP	All ages	Children 0-11	Teens 12-8	Adults 19+
6/30/2021	1928	1165	234	529
6/30/2020	879	562	132	185

## 2. Digital Inclusion Accomplishments:

### Quarter 4

“Austin and Bjorn are a good team. They're focused on their presentation...not trying to cover too much too fast! Keep them coming for us seniors. Many thanks to both!”

- Compliment from a patron for the Library’s, Tech Talks

## Tech Talks technology literacy program series

- 7 events
- 115 participants
- Topics: Android & iPhone 101, Password Management, News Apps & Strategies, Exploring the Library App, All About Photos

## 3. Transformative Spaces Accomplishments:

### Quarter 4

The Library transformed its spaces multiple times this year in order to accommodate the changing health restrictions. Libraries are now fully open and during this quarter, the Library also closed its Aptos location and opened the new Capitola Branch Library.

On Saturday, June 12, the community celebrated the grand opening of the new Capitola Branch Library building. The Library and Friends of the Capitola Branch Library presented a virtual celebration with speakers, a ribbon cutting, and a virtual tour. After the virtual ceremony, Library Staff and Friends provided regular in-person tours.

The design team for the Aptos Measure S project selected furniture for the future branch.

#### 4. *User Experience Accomplishments:*

##### Quarter 4

#### Collections

- Provided an engaging collection for the new Capitola Branch, including a new Local History collection that highlights the unique and fascinating history of Capitola and the Santa Cruz region.
- Introduced Get Out & Explore kits. The new Get Out & Explore kits encourage library users to go outside and experience nature in any of the fantastic State Parks in Santa Cruz County (and beyond). Get Out & Explore kits make available the opportunity to explore the natural wonders of Santa Cruz County, strengthening an individual's connection to the environment and inspiring everyone to explore and learn more about the natural world around them. Each kit comes with a California State Park Day Pass, nature guides, a map, and equipment to help enjoy the natural world through physical adventuring.

#### Services

- Restored in-person reference librarian service at Downtown branch library
- Continued to meet high demand for phone and online information & research assistance. Answered 3764 telephone information calls and answered 925 LibAnswers information, circulation, account, and research tickets

#### 5. *Organizational Capacity:*

##### Quarter 4

#### Volunteer Office

- Celebrated and recognized 200+ volunteers and organizational partners for National Volunteer Week (April 18 - 24.) Mailed custom SCPL face masks designed to look like library cards to volunteers' homes. Volunteers were encouraged to wear their SCPL logo masks in the community as library ambassadors. Masks were also provided to branches & programs where in-person volunteers and organizational partners were serving our community.

- Staff distributed Earth Day Grab and Go kits that included everything needed to grow wildflowers. Each volunteer assembled 200 kits and delivered them to a branch for Grab and Go Pickup. The Library created a tutorial video explaining to the volunteers how to put the contents together.
- According to the [Independent Sector](#), the hourly value of volunteer time in California is estimated at \$33.61. (National volunteer time value is \$28.54/ hour.) During fiscal year 2020/2021, the Santa Cruz Public Libraries both empowered and leaned heavily on volunteers and partnering organizations who invested their time to support, enhance and energize the library's mission to connect, inspire and inform.

SCPL volunteers shifted from supporting programs in person to virtual, such as our early literacy program, Tales to Tails. Partnering organization, Wings Homeless Advocacy, headed outdoors and fully masked to continue supporting the work of the Life Literacy Center. Friends of the Santa Cruz Public Libraries and Chapters pivoted to designing and leading virtual programs and events. The Genealogical Society expanded its impact by offering virtual workshops. Plus, new relationships were cultivated with representatives from community organizations serving on panel discussions for SCPL virtual programs, such as the Shelter in Faith series and Community Resilience Project. Teens and local organizations who were recruiting teen volunteers even got in on the action with our first ever Volunteer to Career (virtual) Teen Expo. Then, this past month the Library created the Summer Reading Branch Host position placing volunteers front and center at our open branches. From an investment portfolio perspective, the Santa Cruz Public Libraries benefited from diverse and wide-ranging volunteer investments from SCPL volunteers, Friends of SCPL and Organizational Partnerships. Based on the Independent Sector formula, all these contributions of time add up to over **\$365,000.**

#### Summer Reading Program (Adult & Youth,) Volunteer Office

Recruited volunteers for the Summer Reading Program (SRP) Branch Hosts, a newly created volunteer on-site/ in-person opportunity.

- Volunteers provided a welcoming and informative experience for Library visitors to learn about the Summer Reading Program. SRP Branch Hosts were situated in highly visible outdoor locations where they provided materials, assistance with sign-ups and to answer questions related to the Summer Reading Program. SRP Branch Hosts added the personal and technical touch to support the library goal to increase SRP participation, esp. with the youth.
- Filled 29 shifts total @ 2 hours per shift. According to the Independent Sector, the value of volunteer time in CA is \$33.61 per hour. This calculates to a **ROI of \$1,950** for this particular volunteer position serving library branches, Capitola, La Selva Beach, Live Oak and Scotts Valley.

- Especially exciting were the number of teens who volunteered for the SRP Branch Host position. A total of 8 teens volunteered at the various branches. Half of the teens were already SCPL volunteers with the Advisory Council of Teens & half were newly recruited.

Recruited volunteers for the SRP Craft Grab & Go kits, a newly created off-site volunteer position.

- Volunteers picked up supplies from Library Headquarters, assembled kits at their homes and then delivered them to designated branches.
- Eight volunteers (mix of current & newly recruited) invested a combined total of 96 hours creating over 1,000 kits. According to the Independent Sector, the **ROI is \$3,226**.

#### Lunch @ the Library, Volunteer Office

- Seven volunteers assembled 350+ craft kits at the Downtown Library meeting room (masked and socially distanced) for the Lunch at the Library outreach sites. Invested a combined total of 21 hours with an Independent Sector **ROI value of \$705**.

#### **Grants**

- Received an \$8000 grant from the California State Library to offer pop-up Summer Reading programming at 8 summer meal sites (*Lunch@the Library Grant*.)
- Awarded \$100,000 grant to support the development of Workforce programming for adults & teens.

#### **Partners**

- Welcomed back the Genealogical Society volunteers to the Downtown branch library
- Welcomed back the Encompass Downtown Outreach workers to the Life Literacies Center in the Downtown branch library. Between April-June, they served 85 people.

#### **Staff Contributions to the Field of Librarianship**

- Librarian Jenn Hooker participated in a panel presentation at the California Library Association conference on “Second Responders: Natural Disasters, Collective Responsibility, and Oral Histories.” The panel discussed how libraries and museums can support community healing by gathering oral histories after traumatic events, the power of memory work in community-based archives, secondary PTSD, and best practices for capturing these stories.
- Librarian David Addison gave two presentations statewide to 65 other participating libraries. The first panel’s topic was on the importance of attending the veterans collaborative meetings and the second panel discussed the benefits of hiring VA

approved work study students to work in the Library's Veterans Information Center at the Downtown branch library.

- The California Library Association's PReXcellence Awards Committee selected SCPL's ["Play It Forward Santa Cruz,"](#) as the winner in the **\$10 Million+ Budget Event or Campaign** category. As the project architect and project manager for "Play it Forward Santa Cruz," Judy Russell, SCPL Volunteer Coordinator, collaborated with Sarah Jones to produce the [Award Video](#) featured at the California Library Association's annual conference. Librarian Diane Cowen and the lead for the organization on marketing and PR directed the public relations for this event.
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## STAFF REPORT

DATE: July 19, 2021  
TO: Library Advisory Commission  
FROM: Eric Howard, Assistant Library Director  
RE: Presentation on Programming

### RECOMMENDATION

Through this presentation, the Santa Cruz Public Libraries (SCPL) seeks input from the Library Advisory Commission (LAC) on the staff's current and future programming plans.

### DISCUSSION

The unprecedented past year has forced the Library to re-invent how and what it delivers through its programming. The significant increase in participation in this year's virtual summer reading program compared to last year's numbers is a testament to the rapid and successful development of services undertaken by SCPL staff. The Library kicked off its Strategic Planning in July and will formally seek input from the LAC in September on those plans. The Strategic Plan will ultimately guide the direction of programming, but the process will be iterative. The Library always seeks to evolve and improve its services. Collecting input in forums like this are critical to the Library's goal to remain relevant and to ensure it is meeting the needs of the community. Beginning in September, the Library will begin in-person programming again inside its buildings. The Library is also exploring three types of programs: Virtual programming, in-person, and a hybrid version of virtual and in-person programming. Hybrid versions require greater resources in time, staffing and money, but this year has demonstrated the value in virtual programming and the Library will continue to experiment with these new mediums. As much as patrons and staff would like to provide a hybrid version for all of its programming, it is not always practical and the Library does need to make

choices about allocating its resources. The Strategic Plan will seek to guide the Library in making those choices.

Jessica Goodman and Heather Norquist will provide introductions for the presentation. Jessica oversees adult services for the Library and Heather oversees youth services.



## STAFF REPORT

DATE: July 19, 2021  
TO: Library Advisory Commission  
FROM: Jessica Goodman, Adult Programs & Services Manager  
RE: Meeting Room Policy

### RECOMMENDATION

Endorse revised meeting room policy for Library Joint Powers Board adoption

### DISCUSSION

In January 2020, the Library Advisory Commission [unanimously endorsed the Library's new Meeting Room Policy recommendation](#). The Library Joint Powers Board adopted a new [meeting room policy](#) for the Santa Cruz Public Libraries in [March 2020](#). Unfortunately, use of library meeting rooms had to be suspended almost immediately due to the COVID pandemic. Now that we are reopening, we are looking forward to hosting library programs and community groups in our meeting rooms once again beginning in September. We now additionally have the eagerly anticipated new meeting rooms in the beautiful new Felton and Capitola branch library buildings.

In the meantime, we have identified a few minor revisions we would like to make to the policy before the rooms become available for booking. These are marked on the revision document attached.

- In the Community Rooms terms of use #2, add an emphasis on “groups” to indicate that the community rooms are not intended for use by a single individual.
- Change the Study Rooms to be same-day-only use, instead of being reservable the day before. We believe that advance reservations online can unintentionally



favor people with greater access to technology while limiting the access of those, such as students, who are present and ready to use these high-demand spaces.

- Remove the section that describes the types of rooms available at the various branches. While this is valuable information, it can change over time and is meant to be informative rather than a system of guiding principles that is stated by an official policy. The information about the locations and types of rooms will be available on our website and printed marketing materials. This revision will remove the section between the end of the conference room terms & conditions and the beginning of the section about reserving community rooms outside of regular hours.
- Replace the contact information for requests to become a library partner. Instead of the three different regional managers, a structure we do not currently have, groups will be directed to call Library Administration. Library Administration will connect the group with the appropriate manager.

We would like to bring the LAC endorsement of the revised meeting room policy to the Library Joint Powers Board at the Thursday, August 5 meeting.

## Meeting Room Policy

JPAB Policy #315

Adopted: March 2020

Five-year Review Schedule: March 2025

### Why does the Library provide public access to community rooms?

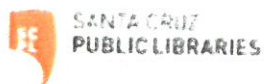
The Santa Cruz Public Library's room policy seeks to support the Library's mission to "connect, inspire, inform" and to support its vision to "transform lives and strengthen communities." Public spaces make it possible for the residents of Santa Cruz County to collaborate and build knowledge and understanding of one another as a community.

Priority for room reservations is given to Library sponsored programs. If the Library has not reserved the room for itself, priority is then given to government agencies.

[Click here to see policies and details on other available space to reserve](#)

### Terms of Use for Community Rooms

1. Reservations require a library card.
2. Rooms can be reserved **by groups** two months in advance of their event and up until one business day prior to their event. Rooms can't be reserved more than four times by one group in one calendar year. (The Library, including its sponsored programming, Friends of the Library and government agencies are exempt from this rule.)
3. Publicity material must also state that the Library neither approves nor disapproves of any viewpoint.
4. Groups may use rooms only for the hours booked in advance. All set-up and clean-up must be accomplished within the reserved time. Groups must return any space to the condition in which they found it unless staff requests otherwise.
5. All meetings must be open to the general public. (The Library and government agencies are exempt from this rule.)
6. All programs shall not discriminate against any individuals or groups of individuals because of race, religion, creed, color, national origin, sex, sexual orientation, gender identity, age, physical or mental disability, or citizenship. The arrangement of the room must also comply with ADA access.
7. All participants must abide by the [Library's Code of Conduct](#).
8. Library spaces are not intended for commercial use. No admission fee may be charged; no collections may be taken on the premises, no fund or business solicited or direct sales made except for sales by the Library or Friends of the Library or their agent. Some exceptions may apply and can be approved by the Library Director. For example, the Director would need to approve suggested donations by program organizers or author



book sales, and in such cases the Library would require that 15% of the donations goes to the Friends of the Library in order to benefit the Library. However, donations for programs can't be a condition for participation.

9. Signs, posters, displays and decorations may be put up with prior permission from the branch manager.
10. Libraries are fragrance-free facilities. No incense may be used and fire regulations prohibit the use of candles however exceptions for special events may be approved by the library director.
11. The Library reserves the right to cancel a reservation due to circumstances beyond its control. The Library will notify the group of the reservation cancellation as soon as possible.
12. Library spaces are not intended for private parties, such as weddings, birthday parties or other types of private celebrations.
13. Failure to comply with these terms could disqualify the group or individual from reserving library space in the future.

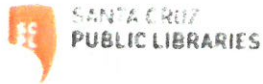
### Care and Use of the Community Room

1. Alcoholic beverages may be served only with special permission; this is secured using procedures outlined in the [Alcohol Beverages Policy](#).
2. Users are responsible for cleaning up and for any damage to Library property or the facility. Repair or cleaning costs may be assessed if damage occurs.
3. No food or other items may be left or stored in the meeting room or kitchen.
4. Trash and recyclables that do not fit into the provided receptacles must be removed by the user. The Library may assess charges for damage or cleaning.
5. The Library assumes no responsibility for personal belongings.

### Other Available Spaces:

#### **Study Rooms:** (Can accommodate up to four individuals)

1. Study room reservation requires a library card.
2. Rooms should be left neatly after use. Condition of the room may be noted on the Library card holder's account and could affect future reservations.
3. ~~Study rooms are available for reservation the day before its use.~~ **Study rooms are available on a same-day only basis.**
4. Reservations are forfeited if the user isn't present within the first 15 minutes.
5. Study rooms are available up to two hours and can be reserved immediately after that time for an additional hour if there is no other reservation on the room.
6. The Library reserves the right to block (reserve the room) times for its learning/program purposes or to support the work of a learning institution.



**Conference Rooms:** (Some conference rooms provide a capacity of up to eight and some up to twenty individuals.)

1. Conference room reservation requires a library card.
2. Rooms should be left neatly after use. Condition of the room may be noted on the Library card holder's account and could affect future reservations.
3. Conference rooms are available two months in advance of its use and can be reserved twelve times per year.
4. Reservations are forfeited if the user isn't present within the first 15 minutes.
5. Conference rooms are available up to two hours and can be reserved immediately after that time for an additional hour if there is no other reservation on the room.
6. Library spaces are not intended for commercial use. No admission fee may be charged; no collections may be taken on the premises, no fund or business solicited or direct sales made except for sales by the Library or Friends of the Library or their agent. Some exceptions may apply and can be approved by the Library Director. For example, the Director would need to approve suggested donations by program organizers or author book sales, and in such cases the Library would require that 15% of the donations goes to the Friends of the Library in order to benefit the Library. However, donations for programs can't be a condition for participation.
7. There must be at least two people present in order to occupy the conference room.
8. The Library reserves the right to block (reserve the room) times for its learning/program purposes or to support the work of a learning institution.

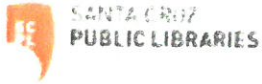
~~The Library also has multipurpose rooms at the Downtown Library and the Felton Branch. These spaces are intended to be flexible and are available only for Library programs/services or for partners of the Library. \*\*~~

#### **Available Study Rooms at Santa Cruz Public Libraries:**

~~The Library currently offers study rooms (spaces that can accommodate up to four individuals) at Scotts Valley and Branciforte. In 2020, study rooms will be available at Capitola and Felton. And in 2021, study rooms will also be available at Aptos.~~

#### **Available Conference Rooms at Santa Cruz Public Libraries:**

~~The Library also currently offers conference rooms (spaces that can accommodate up to eight individuals) at Scotts Valley. In 2020, conference rooms will also be available at Capitola. And in 2021, Aptos will also gain a conference room.~~



### **Reserving Community Rooms Outside of Regular Library Hours**

Groups seeking to use Library space after the normal library hours of operation must first become a library partner. Library partners support the Library's strategic plan and program goals of the Library. We require that partners meet with Library staff and complete an MOU, Program Room Contract and participate in an on-site orientation. If you are interested in starting the process to become a library partner, please contact **Library Administration at 831-427-7706 to get connected with the appropriate manager.** ~~one of the following Regional Managers:~~

~~**Laura Whaley**, Regional Manager for Scotts Valley, Boulder Creek and Felton Branch Libraries: 831-427-7700 x 7734, [whaley1@santacruzpl.org](mailto:whaley1@santacruzpl.org)~~

~~**Jessica Goodman**, Regional Manager for the Downtown Library and the Branciforte and Garfield Park Branch Libraries: 831-427-7700x 7612, [goodmanj@santacruzpl.org](mailto:goodmanj@santacruzpl.org)~~

~~**Heather Norquist**, Regional Manager for La Selva Beach, Aptos, Live Oak and Capitola Branch Libraries: 831-427-7700 x 7698, [norquisthe@santacruzpl.org](mailto:norquisthe@santacruzpl.org)~~



## STAFF REPORT

DATE: July 19, 2021  
TO: Library Advisory Commission  
FROM: Eric Howard, Assistant Library Director  
RE: Displaying the LGBTQ Pride Flag Throughout the Year

### RECOMMENDATION

Endorse the Library's practice of flying the LGBTQ Pride flag throughout the year.

### DISCUSSION

In order to demonstrate the Library's commitment to equity the Library raised the LGBTQ flag in June. The Library works hard to build empathy, equity and to provide safe places for its community members. The LGBTQ Pride flag signals to its patrons that the Library is a safe place.

Sadly, LGBTQ youth are disproportionately harmed from bullying. The United States government provides data on that bullying at its site: <https://stopbullying.gov/bullying/lgbtq>. We believe that we need to work throughout the year to stop bullying and provide safe places. Continuing to fly the flag throughout the year is one way the Library signals to the public and its youth that we care about everyone's human dignity and safety. We are asking for the Commission's endorsement to continue to fly the LGBTQ Pride flag all year long.